

CASE STUDY

Simplifying the Creation of an Information Security Culture

Minu, a rewards marketing organization based in Sao Paulo, Brazil, offers autonomy and agility to enable organizations to create their own marketing actions with instantaneous reward deliveries to their consumers. Currently, Minu delivers a monthly average of 6 million rewards, totaling an average value of approximately \$15.3 million dollars per month.

Certification for Even More Trustworthy Relationships

The processes involved in Minu's business, which range from storing private end-user data to granting rewards and exchanging and managing data with client organizations, demands solid information security policies.

In 2018, when the General Data Protection Act, or LGPD as its known in Portuguese, was enacted in Brazil, this demand became even more relevant for Minu's business. The new rules were set to come into force in 2020, and by that deadline, Minu needed to have well-established security processes in place. We had to guarantee security for data processing," Minu's Information Security Coordinator Carine Alves de Carvalho says.

According to Carvalho, better management of information security could also translate into greater trust from clients, particularly those who work in the financial sector. Thus, Minu made the decision to pursue the ISO 27001 certification.

In practice, an organization that meets this standard is able to provide a guarantee to the market that it is concerned with the availability, confidentiality and integrity of information. That is, it's an organization that can be trusted with sensitive information.

Published by the International Organization for Standardization and International Electrotechnical Commission, the ISO 27001 standard establishes rules for information security management systems (ISMS).

"One of the requirements for an organization to obtain the ISO 27001 certification is that it has established processes for addressing information security, as well as training and raising awareness to employees on the subject," Carvalho says.

Minu**Industry**

Marketing/Technology

Headquarters

Sao Paulo, Brazil

Challenge

Achieve ISO 27001 certification and build security awareness among the organization's employees

Success by the Numbers

- More than 58,000 hours of training delivered
- 89% percent of employees completed training
- Implementation of an information security culture with more than 260 employees
- In the process of achieving ISO 27001 certification
- More trust from customers and partners

KnowBe4 Offers Diversity of Training Resources and Content

Faced with the need to implement an information security culture, Minu began its search for a partner that specialized in training related to the topic.

"We were looking for a platform that could allow us to absorb content and provide training on information security," Carvalho says.

She said Minu evaluated other vendors, but the infrastructure KnowBe4 offered for the organization to provide training to all its employees, as well as the diversity and quality of the available training catalog, were crucial in the decision to partner with KnowBe4.

"Training is not part of Minu's core business. Therefore, we needed a partner that mastered the segment and allowed us to structure processes to meet the demand for continuous training across our organization," she says. "We did not want to go looking for a new supplier on the market every time there was a demand for new content."

Carvalho highlights the role of Webdefense, one of KnowBe4's partners in Brazil, in supporting the decision to purchase KnowBe4. Webdefense was involved in the process of presenting and selecting the [Kevin Mitnick Security Awareness Training \(KMSAT\)](#) platform with the Minu team.

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The platform's flexibility to customize pages and visual identity and to provide specific content according to employee profiles or the areas in which they work was another differentiator of KnowBe4, Carvalho said. She says Minu separates training deployments by topics and roles to ensure users are getting the most relevant content. "This facilitated and encouraged adherence to training and absorption of content," she says.

Creating an Information Security Culture

Contrary to the saying "the shoemaker's son always goes barefoot," the art of engaging users – a skill that Minu gives its customers – was also applied to internal employees in relation to processes and awareness involving information security issues. That was only possible, according to Carvalho, thanks to the intuitiveness and easy user experience offered by the KnowBe4 platform.

"We staggered the release of new episodes of the first Inside Man season to come out after users completed their training on the KnowBe4 platform. And it worked: 89% of our 260 employees completed the training."

The journey to build a security culture at Minu began with the application of a phishing test to 200 employees. Based on the results, which showed a lack of awareness among employees, the organization designed a training project that brought gains for the business itself.

In the first two years since adopting the KnowBe4 platform, the sum of hours of training by all Minu's employees results in more than 58,000 hours of training completed. The training modules focused on topics about phishing, LGPD, ransomware and season 1 of "The Inside Man" series.

They started with the basics: introductory training in information security.

"These are trainings that are easy to assimilate, offering visual and dynamic content," Carvalho says.

From there, they began working on the episodes of KnowBe4's award-winning "The Inside Man" episodic, entertainment-quality training series.

"Like in a streaming series, the episodes are so interesting that the employees couldn't wait for the next ones," Carvalho says. "We staggered the release of new episodes of the first Inside Man season to come out after users completed their training on the KnowBe4 platform. And it worked: 89% of our 260 employees completed the training."

Security Translated Into Business Benefits

Carvalho celebrates the fact that Minu has shifted from being an organization without any processes that focused on information security training to an organization with a stronger culture on the subject.

“Our main customers are banks. They ask us for evidence that security issues are covered in our policies. The KnowBe4 tool provides this evidence, which has never been questioned,” Carvalho says.

“The figures show that employees recorded few incidents related to information security. Today, they are more aware and understand the importance of their role in ensuring data security in the organization,” she says.

Greater responsibility, employee awareness and the adoption of continuous training processes have a direct impact on Minu’s business, including the renewal of contracts with customers and consequently the entry of new revenues.

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Regarding the ISO 27001 standard, one of its main benefits is the guarantee of continuous improvement in safety management processes. [The KnowBe4 platform](#) also supports Minu in this regard.

“We know that we support our commitment to improving training processes and safety management whenever necessary. With KnowBe4, we can easily receive new content to ensure periodic training cycles. When new training is made available on the platform, and if it is applicable to our business, we are able to quickly absorb it,” Carvalho says.

With an Eye to the Future

With a contract already renewed for 2023, Minu plans to adopt KnowBe4’s Mobile Learner App to make the KnowBe4 training content also available on its employees’ mobile devices. Many of them wish to take the trainings and browse “The Inside Man” episodes while on the road or outside the corporate environment and work shift, Carvalho says.

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