

# proofpoint.

**Security Awareness Training** 

# BUSINESS INTELLIGENCE

**Reporting Overview** 

February 2020

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# **OVERVIEW**

Proofpoint's **Security Education Platform** captures each employee's interaction with our simulated attacks, knowledge assessments, and interactive training. This means that security officers quickly have detailed information about not only who completed which assignments, but also in which topics they are strong or weak, and how they have improved over time. All user data can be characterized, filtered, and reported using administrator-defined fields, such as job function, geographic location, department, hire date, and role.

Administrators can export reports to various output formats, such as Excel and CSV, to easily share results with interested parties. Reports can be generated any time. Additionally, with our Scheduled Export feature, you can automatically send reports to managers and administrators to track progress, gauge results, and plan accordingly. This feature allows administrators to define recipients, frequency, time, and format of the report output, which aids in sharing the responsibility of driving completion of assessment training. For an LMS implementation, user performance data and results for our training modules are based on the reporting capabilities of the LMS system used.

Below is a summary of reports available in the Security Education Platform. For more details about each report, please refer to the sections that follow in the guide.

Reports									
Knowledge Assessment	CyberStrength Performance Report     Knowledge Assessment and Training Progress Report*								
Phishing Simulation	<ul> <li>Phishing Campaign Performance Report</li> <li>Phishing User Performance Report</li> <li>ThreatSim Campaign Overview Report</li> <li>ThreatSim Raw Campaign Data CSV Report</li> <li>ThreatSim Reports on Individual Campaign Details         <ul> <li>All Email Campaigns History</li> <li>Individual Campaign Overview</li> <li>Geographic Distribution</li> <li>Endpoints</li> <li>Users</li> </ul> </li> <li>ThreatSim USB Campaign Details Report</li> </ul>								
Reported Email Performance and Analysis	Reported Email Performance Report     PhishAlarm Analyzer Report								
Training	<ul> <li>Knowledge Assessment and Training Progress Report*</li> <li>Training Assignment Performance Report</li> <li>Training Category Performance Report</li> <li>Training Module Performance Report</li> <li>Training Report Card</li> </ul>								
Users	User Record Export Report								

<sup>\*</sup> Report pertains to both areas.

# **KNOWLEDGE ASSESSMENT REPORTS**

The reports in this section pertain to CyberStrength assessments. They include:

- CyberStrength Performance Report
- Knowledge Assessment & Training Progress Report

### CYBERSTRENGTH PERFORMANCE REPORT

#### **OBJECTIVE**

The CyberStrength Performance Report displays a comprehensive array of user and assessment data so that organizations can track the progress and performance of their CyberStrength assignments.

#### **BENEFITS**

- Track the progress and performance of the organization's cybersecurity initiatives.
- Quickly identify security risk at the organization, department, and user level or any other defined custom grouping.
- Benchmark the organization's performance data against the same or other industries, other Proofpoint customers, and the organization itself over time to gauge results and develop an action plan to improve or maintain a competitive edge.

#### **FEATURES**

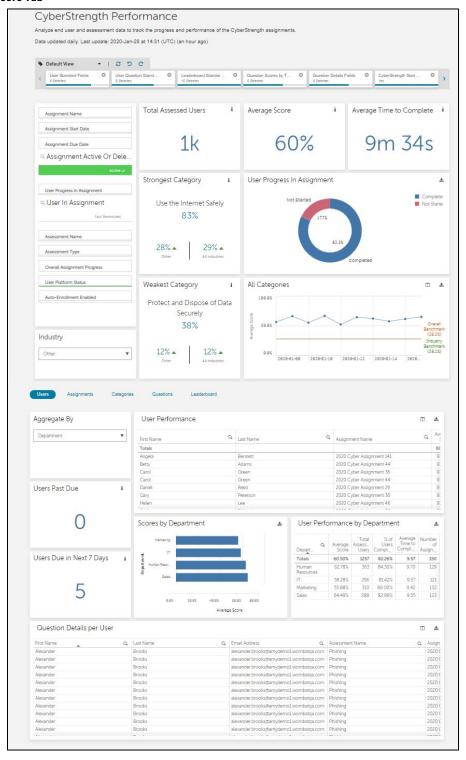
- Determine the organization's weaknesses and strengths across a range of cybersecurity areas, identify the riskiest users or business units, identify the most missed question categories, and customize programs to reduce the identified risks.
- Track user progress and performance across all CyberStrength assignments.
- Compare company performance against the same or other industries, Proofpoint customers, and the organization itself over time.
- Display aggregate and detail-level data per assessment, user, category, and other customizable properties.
- Export options: Excel and CSV.

#### SCREENSHOT OF CYBERSTRENGTH PERFORMANCE REPORT

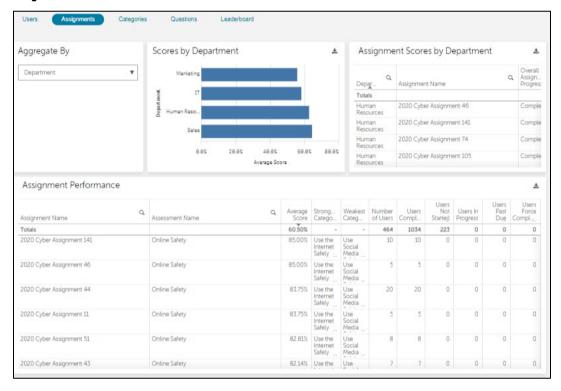
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#### SCREENSHOT OF CYBERSTRENGTH PERFORMANCE REPORT (CONT.)

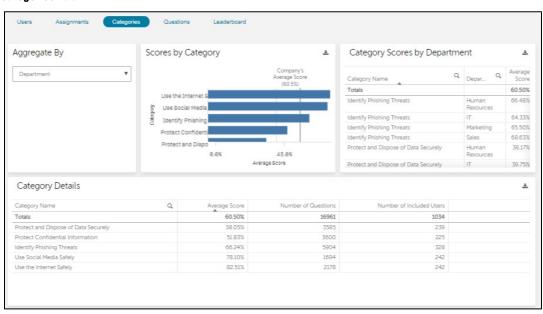
#### View includes Users Tab



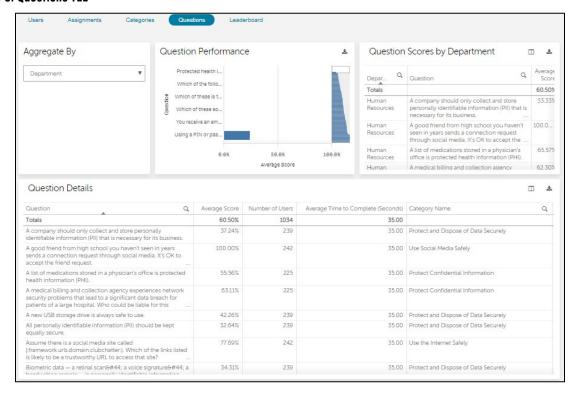
#### **View of Assignments Tab**



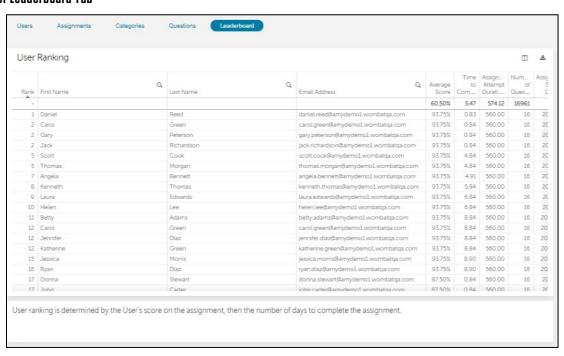
#### **View of Categories Tab**



#### **View of Ouestions Tab**



#### View of Leaderboard Tab



# **KNOWLEDGE ASSESSMENT AND TRAINING PROGRESS REPORT**

#### **OBJECTIVES**

The Knowledge Assessment and Training Progress Report displays results and information regarding end users' progress completing CyberStrength assessments and training modules. It lists the assignment and module completion status for all users by percentage Completed, In Progress, and Not Started.

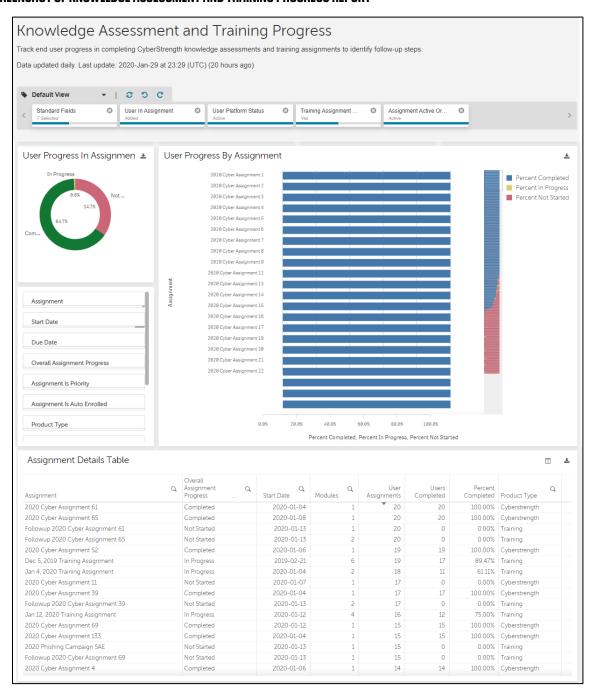
#### **BENEFITS**

- Quickly compare completion rates across training assignments to determine which assignments require additional action to drive them to completion.
- Track all users' progress on all CyberStrength assessments and training assignments in a single report, gauging their effectiveness at completing assignments.
- At-a-glance view of overall results and status of training assignments.
- Ability to drill-down to assignment-level details.

#### **KEY FEATURES**

- Provides a variety of filtering options, such as by assignment, start/due date, overall assignment progress, user assignment progress, and auto enrollment assignments.
- Flexibility to select which data fields to include or exclude from the table to meet specific analysis needs.
- Displays key performance indicators for the total number of training modules, categories, correct responses, and incorrect responses.
- Displays user progress by assignment as well as assignment details.
- Results can be compared across assignments, with the ability to include or exclude deleted assignments, deleted users, and users removed from the assignments.
- Displays users' progress in CyberStrength assessments and training assignments.
- Displays completion percentage per module that is part of an assignment.
- One-page display of all numbers and percentage details about a specific assignment and the modules included in it.
- Multiple assignments can be displayed and compared at one time.
- Export options: Excel and CSV

#### SCREENSHOT OF KNOWLEDGE ASSESSMENT AND TRAINING PROGRESS REPORT



# PHISHING SIMULATION REPORTS

The reports in this section pertain to ThreatSim phishing campaigns. They include:

- Phishing Campaign Performance Report
- Phishing User Performance Report
- ThreatSim Campaign Overview Report
- ThreatSim Reports on Individual Campaign Details
- ThreatSim Raw Campaign Data CSV Reports
- ThreatSim USB Campaign Details Report

### PHISHING CAMPAIGN PERFORMANCE REPORT

#### **OBJECTIVES**

The Phishing Campaign Performance Report aggregates the results of multiple phishing campaigns, reflects overall performance results, displays failure trends, and shows how individuals performed in each campaign received. Administrators can compare campaign performance level trends based on overall failure rates and individual events (such as, email viewed, link clicked, attachment opened).

#### **BENEFITS**

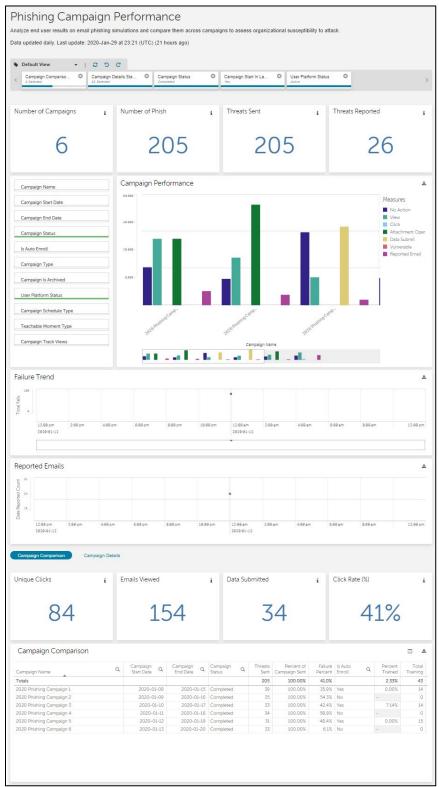
- Determine at the campaign- and user-level which campaign types end users are most vulnerable to so that additional campaigns can be developed and implemented.
- Drill-down to the user-level details to enable deeper analysis.
- Track phishing failure performance over time and use the trends to determine the organization's optimal security awareness training programs.
- Compare campaigns types alongside each other to gain at-a-glance insight into the most effective campaigns and campaign types.

#### **KEY FEATURES**

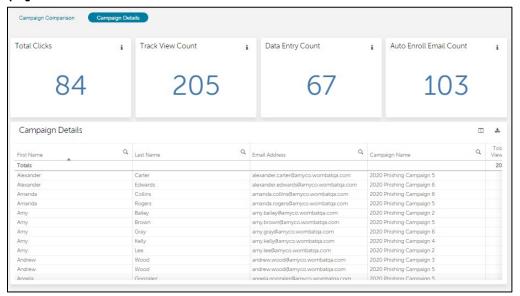
- Provides a variety of filtering options, such as by campaign type and status, start and end date range, and include/exclude archived campaigns.
- Flexibility to select which data fields to include or exclude from the table to meet specific analysis needs.
- Displays key performance indicators for number of campaigns, number of phish, emails sent, and emails reported.
- Provides details about each current and past campaign as well as the participating end users.
- Shows user behavior statistics for individual campaigns, such as how many times each user viewed, clicked, opened an attachment, and/or submitted data.
- Compares performance results of different campaigns, whether of the same type or different type.
- Displays the failure trend of campaigns and number of reported emails of a campaign over time.
- Export options: Excel and CSV

#### SCREENSHOT OF PHISHING CAMPAIGN PERFORMANCE REPORT

#### **View with Campaign Comparison Report**



## View of Campaign Details Tab



# PHISHING USER PERFORMANCE REPORT

#### **OBJECTIVE**

The Phishing User Performance Report analyzes users' interactions with simulated phishing attack campaigns, causes of single failures, and identifies repeat offenders.

#### **BENEFITS**

- Assists in identifying simulated phishing attack campaigns, campaign types, and templates that might be more effective than others within their organization.
- Focus on the phishing risk at the campaign, department, and individual user level to identify and tailor security awareness training programs.
- Instantly identify riskiest users and repeat offenders to perform immediate corrective action.

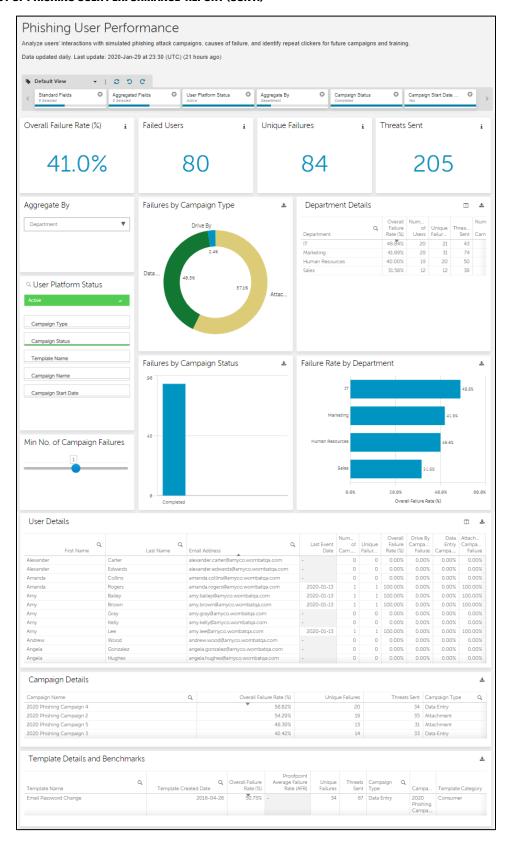
#### **KEY FEATURES**

- Displays detailed charts showing results and statistical information about users who fell for the phishing campaigns.
- Compares results of campaigns grouped by most failed users, templates, campaigns, departments, as well as any other groupings uploaded into the Platform.
- Shows repeat offenders who can be grouped and targeted for additional training.
- Outlines the comparisons of failure results for different users, departments, templates, campaigns and campaign types all in one report.
- Export options: Excel and CSV.

#### SCREENSHOT OF PHISHING USER PERFORMANCE REPORT

(see next page)

#### SCREENSHOT OF PHISHING USER PERFORMANCE REPORT (CONT.)



# THREATSIM CAMPAIGN OVERVIEW REPORT

#### **OBJECTIVE**

The ThreatSim Campaign Overview Report provides an at-a-glance view into the short-term phishing performance of simulated phishing campaigns and associated user activity. Information displayed includes:

- Click rate
- Multiple clicks
- No response
- Open messages
- Attachment opened
- Users who reported the mock phish
- Users who acknowledged viewing the Teachable Moment
- Browser vulnerabilities
- Compromised users (provided credentials to a fake site)

#### **BENEFITS**

- Quickly view the organization's recent phishing campaign performance, analyze trends, and determine next steps in your program.
- Scan campaign results side-by-side and determine which campaigns are most effective for the organization.

#### **KEY FEATURES**

- Provides a bar chart of campaigns detailing and comparing the results with the ability to display campaigns over a period of up to a year.
- Displays a list of all the campaigns, overall results, create, start and end dates, status, and creator of each campaign. They can be filtered by status, shown as numbers or percentages.
- Export in CSV only.

#### SCREENSHOT OF THREATSIM CAMPAIGN OVERVIEW REPORT



# THREATSIM REPORTS ON INDIVIDUAL CAMPAIGN DETAILS

#### **OBJECTIVE**

Within the ThreatSim Campaign Overview Report, each campaign can be accessed to provide administrators with statistical details in a variety of reports. Refer to the reports below.

#### **BENEFIT**

Easily analyze comprehensive details of each campaign to determine riskiest users, geography, IP addresses, devices (desktop vs mobile), and browser plug-in vulnerabilities.

#### **SCREENSHOTS OF REPORTS**

#### **All Campaigns History Report**

Provides statistical details about each campaign, including visibility into past, current, and pending campaigns.



#### **Individual Campaign Overview Report**

Displays relevant incident response data such as time-to-click, time-to-open, time-to-report, time-to-open attachments, user clicks vs. no responses, vulnerable vs. non-vulnerable users, compromised vs. non-compromised users, and acknowledged vs. non-acknowledged users. Option to print Executive Summary.



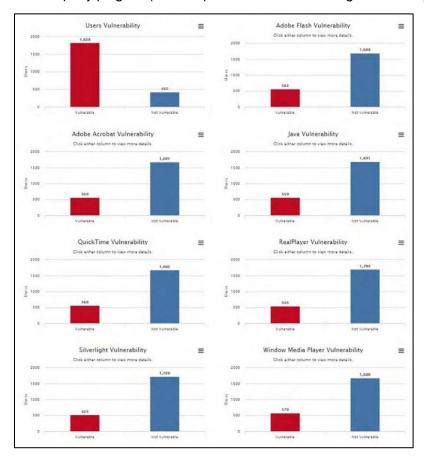
#### **Geographic Distribution Report**

Displays worldwide mapping of user activity per campaign, which helps identify anomalies in the organization's data regions with high levels of susceptibility.



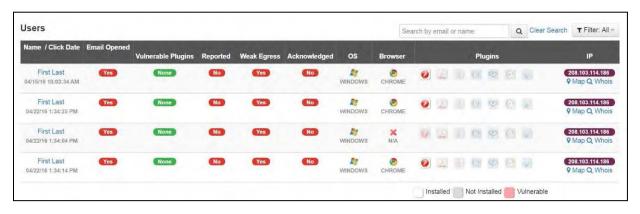
#### **Endpoints Report**

Indicates the types of devices (desktop vs. mobile), operating systems, browsers, and browser versions that were used by employees who fell for a mock phishing email. Also reports on out-of-date and potentially vulnerable third-party plug-ins (via the optional Weak Network Egress feature).



#### **Users Report**

Shows detailed and complete user activity, including clicks, opens, and reported phish. Also identifies out-of-date third-party browser plug-ins and detection of off-end points (via the optional Weak Network Egress feature).



# THREATSIM RAW CAMPAIGN DATA CSV REPORTS

#### **OBJECTIVE**

The ThreatSim Raw Campaign Data CSV Report provides user and user's equipment details that are not available in other reports, reflecting all information available on campaigns in one report. Administrators can export all campaign data and build custom charts based on desired fields and stats.

#### **BENEFIT**

Simple export of comprehensive ThreatSim data for quick and easy import into the organization's preferred analysis tool for evaluation.

#### **KEY FEATURES**

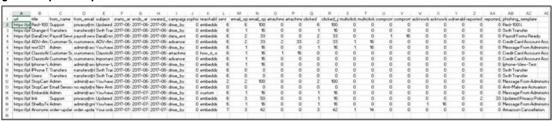
- Located under the campaign overview page under Export Data > Campaign History.
- Provides raw data of all campaigns within a selected range, which enables administrators to manipulate and create different charts from the results.
- Displays details about campaigns such as campaign title, type, template used, from name and from email fields, summarized results, and many other fields.
- Export in CSV only.

#### SCREENSHOTS OF THREATSIM RAW CAMPAIGN DATA CSV REPORTS

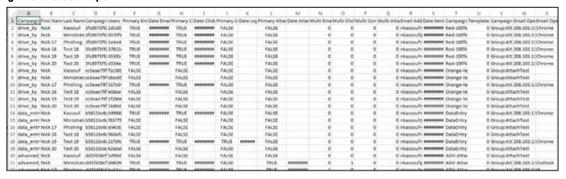
#### **Campaign Overview CSV Report**

	A	В	С	D	Е	F	G	н	I	J	K	L	М	N
1	First Name	Last Name	Campaign Guid	Users Guid	Primary Email Opened	Date Email Opened	Primary Clicked	Date Clicked	Multi Email Open	Multi Click Event	Email Address	Date Sent	Campaign Title	Template Sophistication
2	FIRST	LAST	8ba4684d7e	b2726a7acd	FALSE		FALSE		0	0	EMAIL	7/3/2017 15:31	Anonymize	0
3	FIRST	LAST	8ba4684d7e	320af47f71	TRUE	7/3/2017 15:36	TRUE	7/3/2017 15:36	1	2	EMAIL	7/3/2017 15:31	Anonymize	0
4	FIRST	LAST	8ba4684d7e	c4ac60b6e2	FALSE		FALSE		0	0	EMAIL	7/3/2017 15:31	Anonymize	0
5	FIRST	LAST	8ba4684d7e	896a476e5f	FALSE		FALSE		0	0	EMAIL	7/3/2017 15:31		0
6	FIRST	LAST	8ba4684d7e	4cc11173bd	TRUE	7/3/2017 15:36	TRUE	7/3/2017 15:36	0	0	EMAIL	7/3/2017 15:31	Anonymize	0
7	FIRST	LAST	8ba4684d7e	d5bef94696	FALSE		FALSE		0	0	EMAIL	7/3/2017 15:31	Anonymize	0
8	FIRST	LAST	8ba4684d7e	f66a21a0e7	TRUE	7/3/2017 15:36	TRUE	7/3/2017 15:36	0	0	EMAIL	7/3/2017 15:31	Anonymize	0

#### **Campaign History CSV Report**



#### Campaign Details CSV Report



# THREATSIM USB CAMPAIGN DETAILS REPORT

#### **OBJECTIVE**

The ThreatSim USB Campaign Details Report shows the number of USB devices that were accessed and the IP addresses of the users who fell for the USB drop.

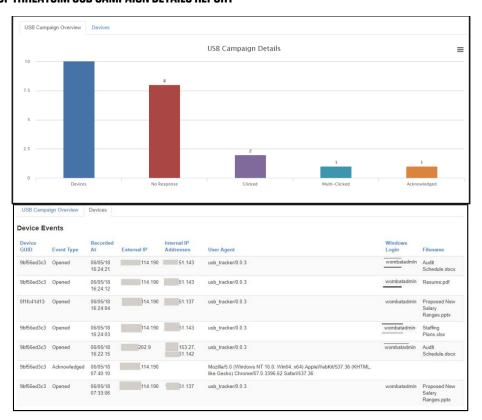
#### **BENEFITS**

- Examine the organization's recent USB campaigns and performance at a glance, analyze the
  details, and determine the next steps in cybersecurity training programs.
- View USB campaign results and determine which campaigns are most effective for the organization.

#### **KEY FEATURES**

- Provides the number of USBs that had no response, one-click or multi-clicked responses, and the total number of users who acknowledged the Teachable Moment.
- Displays details about the USBs within each campaign, USB unique ID, external and internal IP addresses of users' PCs as well as the Windows login used on the PC.
- Lists the filename the user fell for and clicked on.
- Shows the event types and when an event took place.
- Export options: PNG, JPEG, SVG and PDF.

#### SCREENSHOT OF THREATSIM USB CAMPAIGN DETAILS REPORT



# REPORTED EMAIL PERFORMANCE AND ANALYSIS

The reports in this section pertain to PhishAlarm and PhishAlarm Analyzer. They include:

- PhishAlarm Analyzer Report
- Reported Email Performance Report

### PHISHALARM ANALYZER REPORT

#### **OBJECTIVE**

The PhishAlarm Analyzer Report shows the number of reported threats identified over time (hours, day, weeks, months, quarters). Results are displayed for the three classification categories – "Likely a Phish," "Suspicious," and "Not Likely a Phish" – for all email domains analyzed by PhishAlarm Analyzer.

#### **BENEFITS**

- Quickly review the total number, types, and trends of phishing emails reported for a given period so you can gauge the effectiveness of your awareness and training of reporting suspected phish.
- Evaluate users' ability to identify and report actual phishing emails and track performance over time.

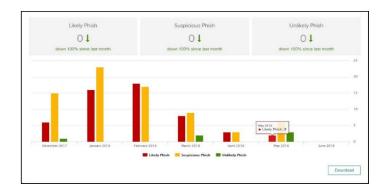
#### **KEY FEATURES**

- Provides the total number of phishing emails reported monthly.
- Shows the trend of reported emails over a specific date range.
- Assists in identifying the overall understanding of cybersecurity topics within an organization based on the emails reported as well as the trend of the type of emails reported.
- Breaks down the number of emails reported, per category.
- Export in CSV only.

#### SCREENSHOT OF PHISHALARM ANALYZER REPORT



#### SCREENSHOT OF PHISHALARM ANALYZER REPORT (CONT.)



### REPORTED EMAIL PERFORMANCE REPORT

#### **OBJECTIVE**

The Reported Emails Performance Report displays the information reported by end users via the PhishAlarm button. It lists the users' names and email addresses, type of email (simulated phish, training email, or potential phish), action taken by end users (opened, unopened with preview, or unopened), associated phishing campaign name, and time elapsed to report potential phish. Additional information, such as the end users' operating system and email client version, can also be displayed.

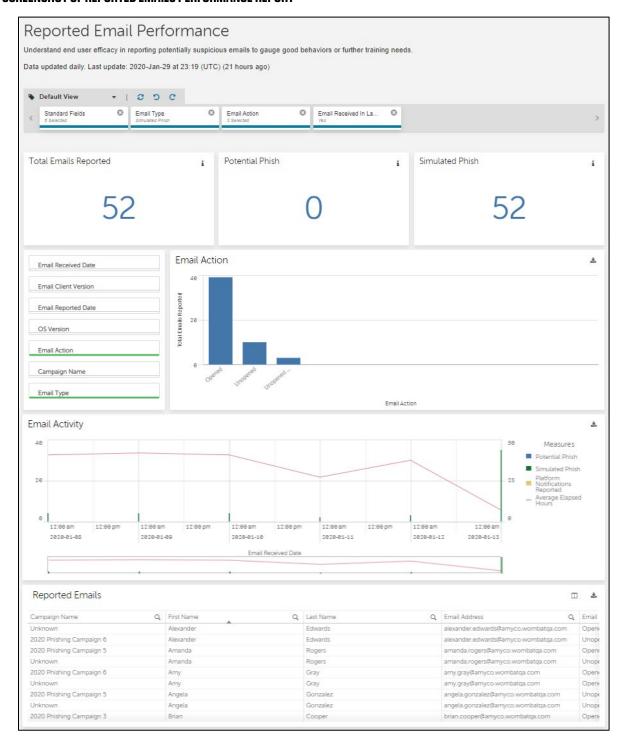
#### **BENEFITS**

- Gauge end users' ability to identify phishing emails and their responsiveness to reporting phish to determine further training needs.
- Identify most active and accurate phish reporters for rewards and recognition.

#### **KEY FEATURES**

- Provides a variety of filtering options, such as email type, email action taken by users, and campaign name.
- Flexibility to select which data fields to include or exclude from the table to meet specific analysis needs.
- Displays key performance indicators for the total emails reported, potential phish, simulated phish, and platform notifications.
- Displays detailed results on who reported the email, the type of email reported (simulated phish, potential phish, or training email), the action taken by the end user (opened, unopened, or unopened with preview), and the associated phishing campaign.
- Provides an elapsed time stamp between the receipt of the email and the time reported.
- Specifies end users' operating system and email client version.
- Export options: Excel and CSV

#### SCREENSHOT OF REPORTED EMAILS PERFORMANCE REPORT



# TRAINING REPORTS

The reports in this section pertain to Training modules. They include:

- Knowledge Assessment & Training Progress Report
- Training Assignment Performance Report
- Training Category Performance Report
- Training Module Performance Report
- Training Report Card

## KNOWLEDGE ASSESSMENT & TRAINING PROGRESS REPORT

Refer to Knowledge Assessment and Training Progress Report under Knowledge Assessment.

### TRAINING ASSIGNMENT PERFORMANCE REPORT

#### **OBJECTIVE**

The Training Assignment Performance Report provides comprehensive user-level information for training assignments. Administrators can drill down to the user-level and module-level to view several data points, including standard information such as user module score percentage, time to complete the module, and total questions answered.

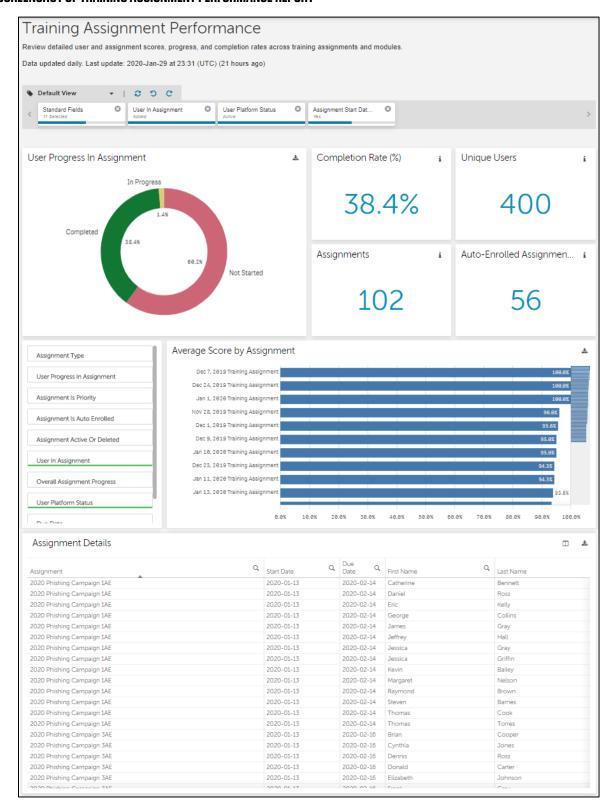
#### **BENEFITS**

- Easily view and analyze detailed user-level results, progress, and completion rates across training assignments and modules.
- Use gathered information to notify users who have not completed assignments, identify poorly performing users for further training, and identify top performing users for rewards and recognition.

#### **KEY FEATURES**

- View detailed results about progress and assignment completions for users within an assignment.
- Flexibility to select and display different column headers within the report, to see progress by different departments, regions, or other properties.
- Administrators can include or exclude deleted assignments, deleted users, and users removed from assignments in their view.
- Ability to create and save different views based on Administrator's preferences.
- Export options: Excel and CSV.

#### SCREENSHOT OF TRAINING ASSIGNMENT PERFORMANCE REPORT



# TRAINING CATEGORY PERFORMANCE REPORT

#### **OBJECTIVE**

The Training Category Performance Report tracks the questions and topics end users are having the most trouble with based on the training assignments they have completed. By highlighting weaknesses, an organization can more effectively focus on training efforts.

#### **BENEFIT**

Quickly pinpoint the most missed categories across training modules or by individual module so that security awareness training programs can be implemented to focus on those areas for improvement.

#### **KEY FEATURES**

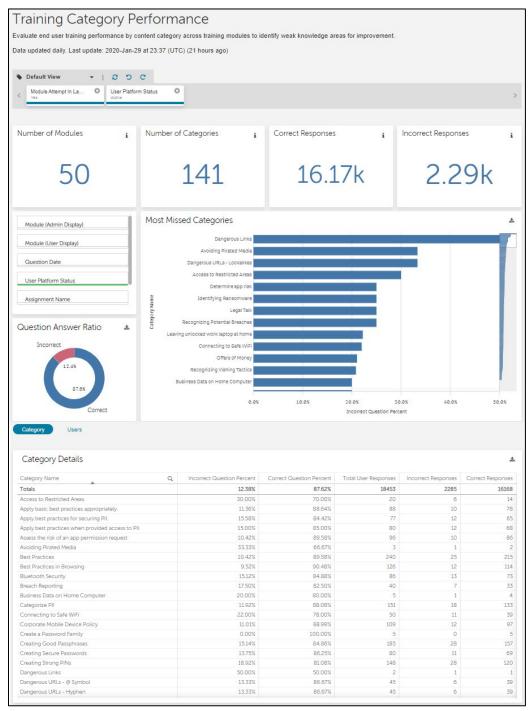
- Provides a variety of filtering options, such as by training module name, date, assignment, and include/exclude deleted users.
- Flexibility to select which data fields to include or exclude from the table to meet specific analysis needs.
- Displays key performance indicators for the total number of training modules, categories, correct responses, and incorrect responses.
- Clearly identifies the most missed training categories in a bar chart.
- Ability to view per category details on percentage and total number of incorrect and correct questions and total user responses.
- Ability to view user-level details on how many questions were answered correctly and incorrectly, the corresponding category, module, and assignment names, and the module and assignment completion dates.
- Results include topics in modules taken as part of an assignment and as a standalone (Free Play).
- Export options: Excel and CSV

#### SCREENSHOT OF TRAINING CATEGORY PERFORMANCE REPORT

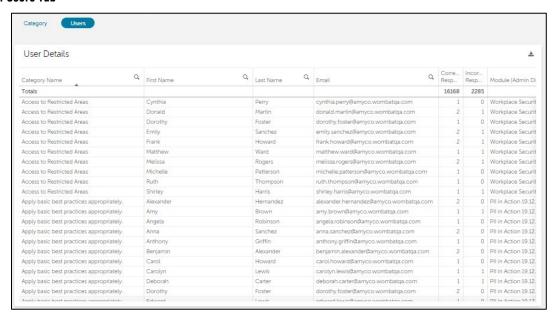
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#### SCREENSHOT OF TRAINING CATEGORY PERFORMANCE REPORT (CONT.)

#### **View includes Category Tab**



#### View of Users Tab



# TRAINING MODULE PERFORMANCE REPORT

#### **OBJECTIVES**

The Training Module Performance Report displays results and information for Training modules. It tracks individual completion rates and attempts for specific or multiple modules, whether part of an assignment or not, in addition to capturing whether the user responded to a policy acknowledgment statement added through our Training Jacket feature. The report displays average scores for each module, in addition to individual user's scores. It also tracks and ranks completion rates for individuals and departments to help determine best performing groups.

#### **BENEFITS**

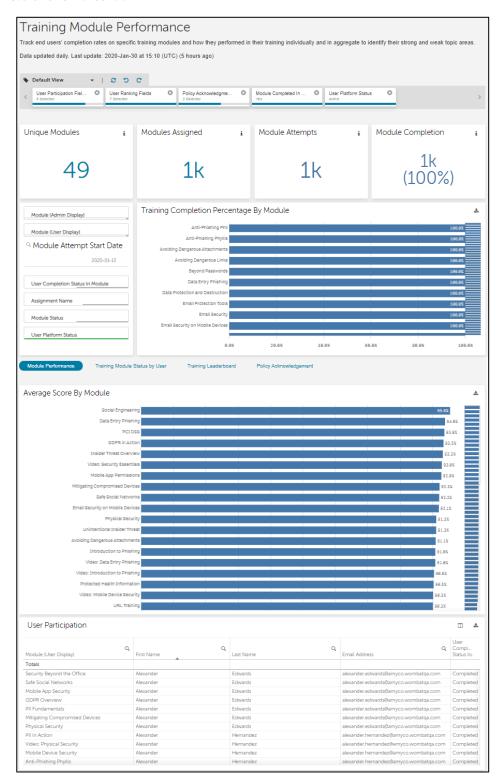
- Easily view and monitor users' training module completion status, completion rate, and scores.
- Identify cybersecurity awareness topics where individuals are strongest and weakest so that future training programs can be tailored accordingly.
- View training completion percentage and average score by module.
- Review detailed scores for each module and compare results across modules.
- Clearly identify users who have acknowledged, declined, or took no action on the companyspecified policy acknowledgment to comply with organizational policies.
- Quickly identify leaderboard data showing best performing individuals or departments on training module assignment completion time and scores for rewards and recognition and, conversely, identify lower performing individuals or departments to determine action plans for improvement.

#### **KEY FEATURES**

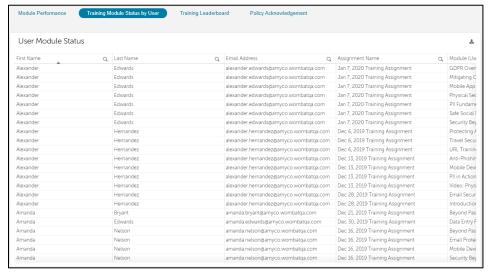
- Provides a variety of filtering options, such as by module name, status, and attempt start date as well as user completion status.
- Flexibility to select which data fields to include or exclude from the table to meet specific analysis needs.
- Displays key performance indicators for the number of modules, assigned modules, attempts and completion.
- Provides detailed results about which users attempted or completed a specific module as part of an assignment or standalone (Free Play).
- Tracks user-level scores on modules taken within or outside of an assignment.
- Displays an overall acceptance rate percentage as well as a breakdown of who accepted, declined, or took no action on the Policy Acknowledgement inserted in a Training Jacket of the modules.
- Provides an exportable Leaderboard table that ranks all users with a formula that uses completion time and module scores across any combination of training modules.
- Reflects a score distribution for users who are part of an assignment.
- Export options: Excel and CSV

#### SCREENSHOT OF TRAINING MODULE USER REPORT

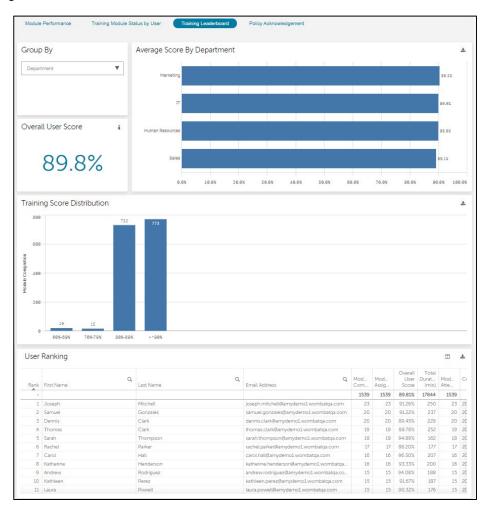
#### View includes Module Performance Tab



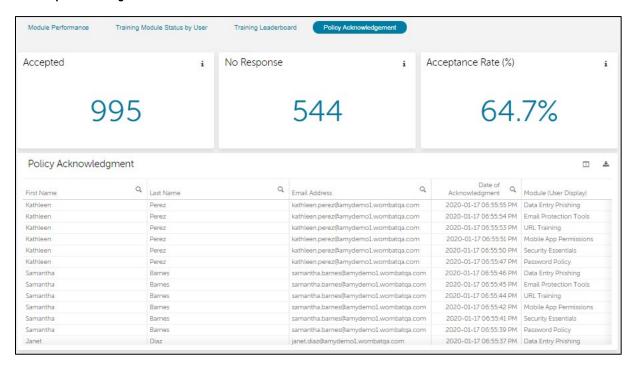
#### View of Training Module Status by User Tab



#### **View of Training Leaderboard Tab**



#### **View of Policy Acknowledgement Tab**



# TRAINING REPORT CARD

#### **OBJECTIVE**

The Training Report Card tracks the overall progress and performance of a single user, including scores for specific modules and a cumulative performance rating.

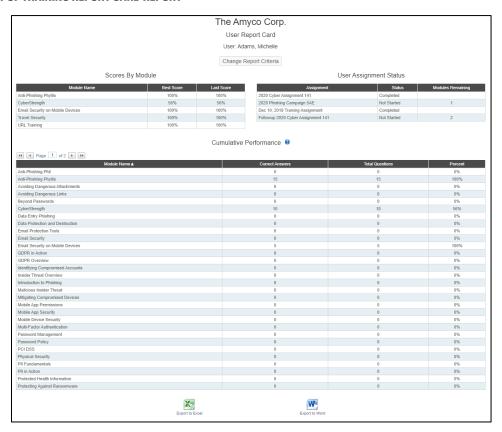
#### **BENEFITS**

- Quickly identify users who need extra training in specific topic areas.
- Track a user's performance over time.

#### **KEY FEATURES**

- Displays a user's overall status and progress, for all activities, in the Platform on one page.
- Allows an administrator to see all the modules that user completed or attempted, in two tables individually and cumulative on the same page.
- Displays all modules completed by a user (even if the user was removed from an assignment) as well as the best and most recent score for each module completed.
- Administrator can see all assignments that are assigned to a user and the status for each on one page.
- Export options: Excel and Word.

#### SCREENSHOT OF TRAINING REPORT CARD REPORT



# **USERS**

The report in this section pertains to User records.

## **USER RECORD EXPORT REPORT**

#### **OBJECTIVE**

The User Record Export Report provides a complete list of users and assigned attributes that were uploaded into the platform.

#### **BENEFIT**

Enables a backup copy of all users and user attributes to be saved, in the event of any potential maintenance issues.

#### **KEY FEATURES**

- Displays all your users and their attributes for reference.
- Exportable information to retain in the event of a recovery need.
- Export options: Excel and CSV.

#### SCREENSHOT OF USER RECORD EXPORT REPORT

