

CASE STUDY

# Canary Wharf Group

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**89%** are comfortable and confident when interacting with cyber security

**100%** of all users who were served a phishing intervention no longer exhibit risk



## In numbers

83% of Canary Wharf Group staff have **trust in their organisation's cyber resilience**

86% are happy with the **quality and quantity of security training and communication** at work

89% are comfortable and **confident when interacting with cyber security**

Only 1% of passphrases were **low strength after completing CybSafe**

Overall **cyber security confidence increased** as a result of CybSafe training

There have been **no high-risk phishing events** since CybSafe has been adopted.

50% of people have reported the **adoption of secure behaviours** thanks to behavioural nudges from CybSafe

51% users who have completed the CybSafe course **finished it on the same day as they started**

100% of all users who were served a phishing intervention **no longer exhibit risk**

## About Canary Wharf

**Canary Wharf Group** is a fully integrated private real estate company. Focused on the design, construction, leasing and management of office space and high-quality retail, residential and leisure facilities in London, Canary Wharf Group has regenerated a derelict area of East London into **one of the world's premier business and shopping district**.

Canary Wharf Group's tenants include some of the **world's leading business organisations** from the media, legal, accounting, banking, financial services, technology, energy and transport sectors. Further to this, the Group has developed and successfully let over 300 shops, bars, cafes and restaurants to many of Britain's leading brands.

## Deployed:



Awareness  
Hub



Behaviour  
Change Hub



Culture  
Hub



## Challenges

# Low engagement and too much guesswork

**Richard Masek**, Information Security Manager at **Canary Wharf Group**, has always been conscious of the challenge of human cyber security. In previous roles in financial services, he had experimented with solutions from several cyber security vendors, but none had achieved the level of impact he was looking for.

"Cyber security awareness programmes are often something security managers feel like they should do. But the programmes are rarely engaging for users. On top of that, there's always a question of whether what you're doing is even working. People might be clicking through the training programme, but are they really taking it on board? It's essentially guesswork."

When Masek moved to Canary Wharf Group, the

company already **understood the importance of cyber security**, and policies and training were both in place. However, **the human aspect of security continued to present a challenge**.

The company's existing platform had limited metrics with which to gauge human cyber risk. The team had access to data on start rates and completion rates, but without reference to other metrics, these were poor indicators of underlying cyber risk and provided no insight into the location, severity, and causes of human cyber risk across the organisation. The length of its training was another pain point for the security team. Featuring dozens of modules, they needed to sift laboriously through each to identify the most relevant content for staff.

## Choosing CybSafe

# Moving beyond training

The organisation began looking at alternatives around Q1 2019 - keen to take their human cyber security programme beyond tick-box compliance. **Canary Wharf Group wanted a solution that would have a real and significant impact on staff awareness, behaviours, and the company's cyber security culture.** When they came across CybSafe, it immediately stood out from the rest.

"When we found CybSafe and started to look into it, the **platform felt like a perfect fit**. We really liked its bitesize modules, which would provide support and assistance on-demand and at the point of need, and without interfering with the day-to-day work of our people.

CybSafe's overall look and feel, and the style of its content also stood out to us. Awareness platforms are usually either too dry and boring, or they're too cartoonish and condescending. CybSafe was neither. **It hit the right tone, and its content, importantly, was genuinely interesting.**

**" CybSafe's overall look and feel, and the style of its content also stood out to us. "**



Richard Masek  
Information Security Manager  
at Canary Wharf Group

## Getting started

# Automated and intelligent onboarding

## People impact

# Visibly and measurably changing behaviour

The Group began their CybSafe journey in May 2019, introducing it to higher risk teams and individuals first, and then expanding user numbers over time. "**It's been a very easy process, and very straightforward to add users onto the platform**", says Masek.

Roll-out has largely been automated through the CybSafe platform and its AI-driven nudges and email reminders. "One of the main challenges with

In just two months, Canary Wharf Group has seen a **dramatic improvement in the state of its security awareness, behaviour, and culture**.

Engagement is one major area of progress. **Staff are absorbing CybSafe's content and applying it in the real world**, but they're also becoming **personally invested in their own security**. Canary Wharf Group's people understand why it matters. They see themselves as part of the solution. They care about the security of their company and they care, also, about their own personal risk.

"The password module has been particularly impactful," Masek explains, referring to CybSafe's culture measurement tool. "**Our people are changing their behaviours**. They're becoming much **more security conscious**. Even their opinions on cyber security are shifting. And we can see all of that in the



any cyber security awareness programme is simply getting staff to log on in the first place, but we haven't had that worry with CybSafe. Other than sending an email to staff with a heads up, we didn't need to send additional reminders. **The CybSafe platform has managed all of that for us.**"

dashboards." Referencing CybSafe's user feedback tool, he notes that he is "getting far more useful user feedback than we've had with any other platform.

Canary Wharf's security team praises several other CybSafe features, including CybSafe Annotate. "If we want to tailor CybSafe's modules with additional pieces of information that are unique to Canary Wharf Group, then we can do that. Annotate enables us to offer a **company-specific user experience**, but without the time-consuming task of developing any content from scratch."

Another useful aspect of the platform Masek identifies is CybSafe's Featured Modules system. "If I have certain cyber security concerns, and certain modules and topics in mind for my people, then I can easily prioritise those."

## New ways of working

# Securely transitioning to remote working

From an operational perspective, **CybSafe has helped Canary Wharf Group securely transition its people to remote working.** "Since late 2019, our employees increasingly work from home, and so **CybSafe has been proved to be particularly critical in training and engaging those teams.**"

It has also, as Richard Masek summarises, saved the organisation a great deal of time. "Few companies have the resources and skills to create and deliver

a quality human cyber security programme from scratch. **CybSafe has provided exactly what we need to manage our human risk,** and has given us the space to develop other areas of our **cyber security strategy.**"

## Insights from users

*"I like that this training encourages users to report if they think they inadvertently clicked on something bad. Positive message."*

*"I really like that the training doesn't just insinuate that the presence of a green padlock on a website automatically means that it is safe to browse."*



We are CybSafe. A British cyber security and data analytics company. We make it easy to manage human cyber risk.

Our software gets people engaged in security. It empowers them to make the best everyday-security decisions possible. We use behavioural science, data and reporting metrics to help security professionals do their jobs better. And see their impact on people-related cyber risk.

Our customers report improved security habits and fewer people-related security incidents.

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