



EARTHBEND SECURITY SOLUTIONS



Human Error Is the #1 Attack Vector. There's a Fix for That.

Hook Security transforms employees from the most exploited cybersecurity vulnerability into the strongest line of defense.

Why Security Awareness and Training Belongs in Your Portfolio

Phishing and social engineering account for most breaches, not because technology failed, but because an employee unknowingly clicked something malicious. Employees are targeted every day. Security awareness and training (SAT) is how organizations address it. It teaches employees to recognize and respond to threats like phishing while reinforcing habits that reduce risk over time. Companies spend billions on firewalls, endpoints, and threat detection, but little on the people who attackers target.

Adding SAT as a solution offering for your clients creates real business opportunity.

- **A conversation most SMBs still aren't having.** No training program, no phishing simulations, no visibility into who the highest-risk employees are.
- **Compliance is driving urgency.** Cyber insurance carriers and compliance frameworks including HIPAA, PCI DSS, and SOC 2 increasingly require documented employee training. Many SMBs are already out of step.
- **Recurring revenue that scales.** Per-seat subscription pricing turns security awareness into a managed service you can build on.
- **Findings create follow-on work.** Phishing simulation results often reveal actionable security and compliance gaps your team is positioned to address on behalf of the client.

The Problem SMBs Are Facing

Limited budgets, lean IT teams, and no dedicated security staff create constraints, but the harder problem is cultural. Security policy tells employees what to do, but it doesn't change behavior. Without a training program, employees make judgment calls daily with no context for real threats, no phishing simulations, and no visibility into high-risk team members. Phishing and social engineering remain the most reliable way into any network, often serving as the entry point for ransomware, and the SMB market is a primary target.

The magnitude of the threat to SMBs is real. They are actively targeted, and the consequences are severe:

60%

of data breaches involve a human element.*

4x

more often SMBs are targeted than large enterprises.*

88%

of SMB breaches involved ransomware vs. 39% for large organizations.*

* Verizon Data Breach Investigations Report, 2025

What Hook Security Does

Hook Security is a cloud-based security awareness and training platform that runs on autopilot. Set up a client once, and the platform handles scheduling, assignments, reminders, and reporting without ongoing management overhead.

- **Psychology-Based Training (PsySec).** When an employee clicks a phishing simulation, a short training video launches immediately, at the exact moment they're most likely to retain it. Humor and positive reinforcement replace fear. Completion rates hit 94%.
- **Automated Phishing Simulations.** Choose from 1,000+ templates, schedule campaigns in advance, and automatically enroll employees who click into targeted remediation training. No manual follow-up required.
- **Hookmail Inbox Add-In.** A Microsoft and Google add-in that lets employees flag and report suspicious emails directly from their inbox, turning staff into a front-line defense against threat actors.
- **Compliance-Ready Reporting.** Pre-built compliance tracks for HIPAA, PCI DSS, SOC 2, GDPR, and ISO 27001, with auto-generated reports for audits, insurance carriers, and regulators.

Why Hook Security Is the Right Fit

Most SAT platforms assume someone on the other end has time to manage them. SMBs often don't have that person or dedicated resource available. Hook Security is built for that reality.

- **Built for the SMB market.** Channel-first pricing, a multi-tenant partner portal, and a deployment model sized for organizations without a dedicated security team.
- **Deploys in under two hours.** Clients are live, campaigns are running, and employees are enrolled faster than any comparable platform.
- **Training employees actually finish.** Bite-sized, engaging content drives high completion rates and real behavior change.
- **One platform, multiple compliance frameworks.** Covers the major requirements SMBs are already being asked about by their insurers and auditors.

Ready to Add Security Awareness Training to Your Practice?

Contact EarthBend Distribution to learn more about Hook Security for your clients!



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