

# [ Case Study ]

## **Reducing Risk Exposure for Global Logistics Firm**

Phishgoggles Security Awareness Service  
Proves its Value



**CYBER SECURITY**  
ASSOCIATION OF MARYLAND, INC.

## The Client

# Staying Ahead of Threats



Thunderbolt Global Logistics is a Baltimore-based international freight forwarder and customs broker with warehouses at all major seaports and inland locations. The company arranges shipments of general cargo and oversized machinery to and from the U.S. and any worldwide destination.

## The Challenge

### Fast-Paced Shipping Industry Vulnerable to Cyber Scams

Like many businesses, international shipping involves a large volume of communications from multiple domestic and international locations. Employees must operate at a fast pace to respond to emails and process transactions. Management realized the risk posed to the business if just one employee was fooled into clicking on a phishing email, opening a malicious attachment, or engaging in unsafe activities online. The company decided the best defense would be to increase everyone's security awareness to the point it became second nature.





## The Strategy

# Building Retention and Resilience

Thunderbolt enrolled its employees in the Phishgoggles Security Awareness Service, which adopts an evidence-based approach to how people learn. The program delivers short, “drip fed” training modules, reinforced by ongoing curated content to help employees absorb and retain knowledge. Since people learn by relating new ideas to what they already know, Phishgoggles exposes employees to security alerts, current events, interactive refreshers, hints, tips and immersive content to help transfer new information into long-term memory.

At the same time, Phishgoggles sends out hundreds of simulated random phishing tests over the course of a year to assess employees’ ability to recognize and avoid scams and situations that “just may not seem right”.

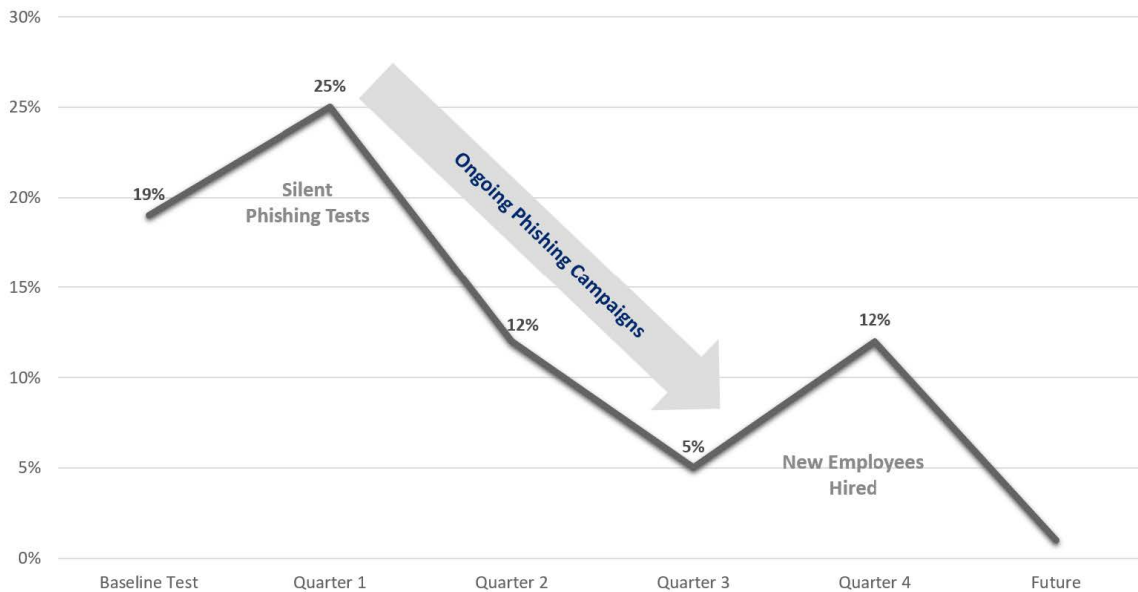
## The Solution

# A Reduction in Risk

## The Results

# A Reduction in Clicks

Phishing Click Rate



### Result 1

#### **BENCHMARKING**

As the chart above shows, nearly 20% of employees failed the benchmark phishing test. They clicked links, opened attachments and entered data that could have put this successful company in jeopardy.



### Result 2

#### **NEW EMPLOYEES**

Between Q3 & Q4, Thunderbolt hired new employees who also initially failed to distinguish between real and phishing emails, accounting for the Q4 spike in responses, and the clear need for continuing security awareness education to instill new behaviors.



### Result 3

#### **REDUCE CLICKING**

Over the next several weeks, the number of successful phishing attempts fell significantly, and with them, the risk of falling victim to phishing and online scams. Seeing the results, the firm has recognized its risk of exposure and maintained the service for existing and new employees.



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**“The security awareness program has absolutely worked. Because the entire staff is now better aware of so many electronic pitfalls, this more than anything has kept us safe. We have not lost a day of work to any cyber issue.”**

**- Stu Tobin**

Partner,  
Thunderbolt Global Logistics

Cybersecurity threats are continually evolving, creating a need to maintain some level of security awareness education. Thunderbolt opted to continue with Phishgoggles at a lower maintenance level to minimize its risk of human hacking and make secure behavior a workplace norm.

## **[ Contact ]**

### **Marjorie Valin**

Phishgoggles Security Awareness Service  
443.691.0289

Marjorie.Valin@phishgoggles.com

### **Bruce Broseker**

Phishgoggles Security Awareness Service  
443.795.5595

Bruce.Broseker@phishgoggles.com