

# Competitive Analysis - Security Awareness CBT Solutions

## January 2021

	 OutThink Human Risk Managem... by OutThink	 Cofense PhishMe by Cofense	 SANS Security Awareness by SANS Institute	 Enterprise Awareness Training Pr... by KnowBe4	 Infosec IQ by Infosec	 Terranova Security Awareness Pl... by Terranova Security	 Proofpoint Security Awareness T... by Proofpoint
<b>Overall Peer Rating</b>	5 ★★★★★ (26 reviews)	4.9 ★★★★★ (11 reviews)	4.8 ★★★★★ (6 reviews)	4.7 ★★★★★ (148 reviews)	4.7 ★★★★★ (152 reviews)	4.6 ★★★★★ (38 reviews)	4.3 ★★★★★ (73 reviews)
<b>Ratings Distribution</b>	5 Star 100% 4 Star 0% 3 Star 0% 2 Star 0% 1 Star 0%	5 Star 91% 4 Star 9% 3 Star 0% 2 Star 0% 1 Star 0%	5 Star 83% 4 Star 17% 3 Star 0% 2 Star 0% 1 Star 0%	5 Star 72% 4 Star 27% 3 Star 1% 2 Star 0% 1 Star 0%	5 Star 72% 4 Star 26% 3 Star 1% 2 Star 0% 1 Star 1%	5 Star 61% 4 Star 39% 3 Star 0% 2 Star 0% 1 Star 0%	5 Star 49% 4 Star 41% 3 Star 7% 2 Star 0% 1 Star 3%
<b>Willingness to recommend</b>	100% Yes	100% Yes	100% Yes	91% Yes	92% Yes	89% Yes	82% Yes
<b>Product Capabilities</b>							
<b>Overall Capability Score</b>	5.0 (26)	4.7 (11)	4.8 (6)	4.7 (148)	4.6 (152)	4.4 (38)	4.4 (73)
Vendor's phishing simulation capabilities	4.8 (25)	4.9 (10)	4.6 (6)	4.8 (148)	4.7 (151)	4.6 (38)	4.5 (73)
The production quality of the vendor's training modules	5.0 (26)	4.7 (10)	4.7 (6)	4.6 (148)	4.6 (151)	4.6 (38)	4.4 (73)
The content quality of the vendor's training modules	4.9 (26)	4.7 (10)	4.7 (6)	4.6 (147)	4.6 (152)	4.5 (38)	4.4 (73)
The availability of content to cover the topics that your company needed	4.9 (26)	4.7 (10)	4.5 (6)	4.6 (147)	4.7 (152)	4.6 (38)	4.4 (73)
The quality of the vendor's Learning Management System	4.9 (26)	4.8 (10)	5.0 (6)	4.6 (147)	4.5 (152)	4.5 (38)	4.2 (73)
The quality of the vendor's administrative interface and reporting capabilities	4.8 (26)	4.6 (10)	4.8 (6)	4.5 (148)	4.5 (150)	4.3 (38)	4.0 (72)
<b>Customer Experience</b>							
<b>Evaluation &amp; Contracting</b>	5.0 (26)	4.9 (11)	4.8 (6)	4.6 (148)	4.8 (152)	4.8 (38)	4.3 (73)
Pricing Flexibility	4.8 (13)	4.5 (2)	4.0 (5)	4.5 (131)	4.8 (141)	4.8 (35)	4.2 (64)
<b>Integration &amp; Deployment</b>	5.0 (26)	4.8 (11)	4.8 (6)	4.6 (148)	4.7 (152)	4.5 (38)	4.2 (73)
Ease of Deployment	5.0 (13)	4.7 (3)	5.0 (6)	4.7 (134)	4.7 (142)	4.6 (35)	4.4 (67)
<b>Service &amp; Support</b>	5.0 (26)	4.9 (11)	4.6 (6)	4.8 (148)	4.8 (152)	4.7 (38)	4.5 (73)
Timeliness of Vendor Response	5.0 (14)	4.7 (3)	4.6 (6)	4.7 (137)	4.8 (140)	4.7 (35)	4.5 (67)
Quality of Technical Support	5.0 (14)	4.7 (3)	4.7 (6)	4.8 (136)	4.8 (142)	4.7 (35)	4.5 (67)
<b>Product Review Excerpts</b>							
<b>Favorable Review Excerpts</b>	5 ★★★★★ Nov 25, 2020 <b>Beyond security awareness training</b> It's not just better, it's different. Having used a large number of providers in this space over the last few years, OutThink stands head and shoulders above the rest on just ...	5 ★★★★★ Dec 4, 2020 <b>Amazing Security Awareness Training Software, easy to schedule campaigns,</b> I used this tool in my organization's email portal and I think it is simple and helpful service for our employees. We were looking for a better option to train our ...	4 ★★★★★ Nov 8, 2020 <b>Good security awareness training</b> It's a good training material for general employees to get them more aware about phishing/scam emails and general security awareness.	5 ★★★★★ Jul 2, 2020 <b>A highly-flexible phishing &amp; cyber-awareness tool; only worth it at the "Diamond" level.</b> KnowBe4 (KB4) offers a tremendous amount of flexibility in how one conducts phishing testing and training, from almost fully automated, scheduled campaigns ...	5 ★★★★★ Mar 11, 2020 <b>InfosecIQ is user friendly, rich with customizable content, and provides useful metrics.</b> The team at Infosec IQ has been very friendly, professional, and very helpful in describing their InfosecIQ platform, its features, and helping us implement the various phishing ...	5 ★★★★★ Nov 30, 2020 <b>Good and easy</b> We have been using it for over 2 years now. The tool itself is easy to use. The team provides good support whenever we have questions. We are very satisfied ...	4 ★★★★★ Nov 3, 2020 <b>Simplistic LMS and Phishing that helps meet compliance</b> Proofpoint is a straight forward LMS for a variety of topics to allow us to meet compliance that has the ability to simulate phishing scenarios.
<b>Critical Review Excerpts</b>	There are no reviews in this category	There are no reviews in this category	There are no reviews in this category	3 ★★★★★ Nov 6, 2020 <b>Good product overall, but pushy salesman left a bad taste</b> Product was very good, but the salesman we dealt with was extremely push and off-putting. We did appreciate the ability to see exactly which of our users were ...	3 ★★★★★ Mar 8, 2020 <b>Infosec IQ is good but not that good.</b> Infosec IQ is a good platform that does everything you need it to do but not necessarily as easy as some of the leading platforms.	There are no reviews in this category	1 ★★★★★ Nov 12, 2020 <b>Great phishing campaigns, but everything else is lacking.</b> The Proofpoint Security Education Platform ThreatSim phishing campaigns are easily the industry leader in effectiveness and in the number and quality of campaign ...

Source: Gartner (January 2021)

Gartner Peer Insights "Voice of the Customer" Security Awareness Computer-Based Training, Overall Ratings

In addition to the overall ratings, Gartner Peer Insights' reviews also give insight into end users' willingness to recommend, as well as their experience in negotiating with the vendor, getting support for the product or service, and their overall implementation effort. This information can provide you with a firsthand view on what to expect from any solution. Read all Peer Insights user reviews for [OutThink](#).

\*Industry report based on publicly available information as of January 2021. All names and copyrights remain the property of their respective owners.