

# Why MediaPRO: The Clear Choice in Training

**A GARTNER-  
RECOGNIZED  
LEADER IN  
E-LEARNING**

MediaPRO is uniquely configured to help you deliver the right learning content to the right people so that you can build knowledge and change behavior.

MediaPRO's mission is simple: we're here to help you reduce your human risk related to cybersecurity and privacy. We offer flexible and engaging online training and reinforcement, simulated phishing, behavioral risk assessment, and program planning—all with convenient cloud-based access.

## What makes us different?

Three distinct levels of awareness program support: Essentials, Advanced, and Adaptive

Complete content flexibility through our proprietary Adaptive Architecture™

Best-in-class content libraries, including online courses, microlearning, videos, games, and more

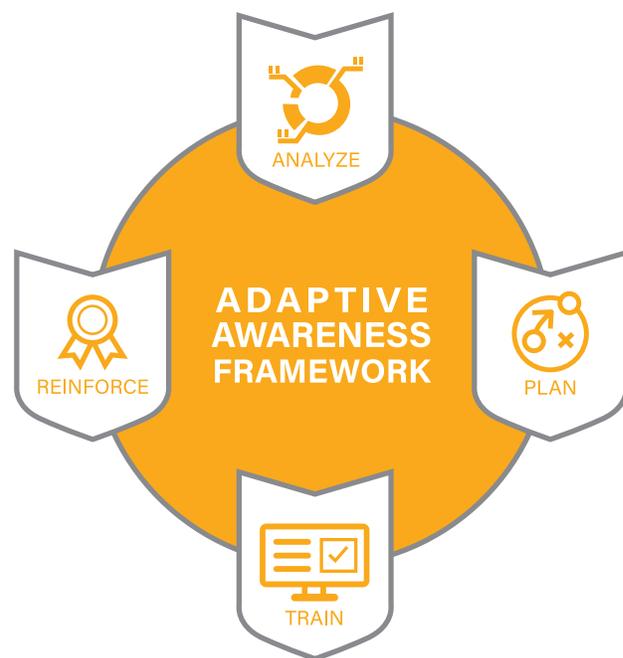
Full life cycle of e-Learning support, from planning help to course implementation and reinforcement resources

Tight alignment with major standards, including: the NIST Cybersecurity Framework, GDPR, HIPAA, PCI-DSS, ISO, COBIT, FFIEC, and more

## Security, Privacy, and Compliance Awareness Programs

**Our philosophy on employee awareness programs is illustrated in what we call the Adaptive Awareness Framework, a flexible, continuous education model that includes analysis, planning, training, and reinforcement.**

When you're seeking to make systematic changes around your employees' cybersecurity and data privacy behaviors, evidence shows that a continuous education model is the most effective approach to take. Real behavior change in employees is achieved through a repeatable awareness education program, the success of which can be assessed at regular intervals and adapted to meet emerging threats or changing regulations.



## More Reasons Why

### The Right Program for Your Industry or Risk Profile

Whether you're in a low-risk industry and are looking for an easy-to-deploy, off-the-shelf solution, or you're looking to truly establish a risk-aware culture with customized content that meets your unique needs, MediaPRO has an awareness program solution for you.

MediaPRO's awareness program packages are designed to meet the varying needs of your organization, no matter your industry, budget, or maturity level.

### Adaptive Architecture

What if you could get the right content to the right people—and quit wasting your employees' time on training that didn't matter to them? With the Adaptive Architecture, you select and configure the content that matters to you and your employees, or you let them test in (and out) based on their knowledge. The result is happier employees and lower training costs.

### Role-Based Content

Engaged employees are educated employees. A key tenet of engagement? Training content that speaks directly to your workforce. With our role-based training, you can deliver only the lessons and content that are relevant to a variety of job roles, such as human resources, IT, marketing, and more.

MediaPRO can also create localized course versions and include a selector



page where users identify their preferred language and role. Training is then delivered to suit the specific needs of the user based upon the selected location and job role.

### Reinforcement

Training is great—but it's not enough. Users are best served when critical information is regularly reinforced with resources like videos, games, posters, and articles to achieve maximum results. MediaPRO offers a variety of ways to keep messages alive and at the forefront of your employees' minds.

### Custom Development Capabilities

Your organization is unique, and we make it easy to develop content that fits your needs exactly. Whether you add organization-specific content to our existing courseware, or create completely custom courses designed to precisely fit your organization's training needs, we'll help you with a process that is efficient and transparent.

## Best in Class Content

How do you know you're getting the right content? Trust those who know: MediaPRO has been recognized with over 100 e-Learning and instructional design awards over the years, including:

- **24 Omni Awards**, which recognize outstanding media productions that engage, empower, and enlighten
- **16 Summit Creative Awards**, which recognize excellence in the communications industry
- **12 Horizon Interactive Awards**, an international competition that recognizes outstanding achievement among interactive media producers

Even more importantly, look at the company we keep: we crowd-source our content development with the most risk-aware companies in the world, and then make that content available to all our clients.

### About MediaPRO

MediaPRO is nationally recognized for producing award-winning online training that reduces risk and improves employee behaviors. Combine this training with our phishing, reinforcement, and assessment tools, and you've got an awareness program that meets your compliance requirements and safeguards business assets. MediaPRO's products are used by the most risk-aware companies in the world, have won more than 100 e-Learning awards, and have earned us a place as a Leader in Gartner's Magic Quadrant for Security Awareness Computer-Based Training.