Voice of the Customer for Security Awareness Computer-Based Training

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Human error and social engineering attacks are the major causes for data breaches, making it critical for organizations to invest in a security awareness program. This note guides security and risk management leaders to learn from ratings and reviews by their peers shared on Gartner Peer Insights.

To view the Interactive Voice of the Customer for this market, click the Launch button at the top of this page.

What Is Security Awareness Computer-Based Training?

The security awareness computer-based training (SACBT) market is characterized by vendor offerings that include one or more of the following capabilities:

- Ready-to-use training and educational content
- Employee testing and knowledge checks
- Availability in multiple languages, natively or through subtitling or partial translation (in many cases, language support is diverse and localized)
- Phishing and other social engineering attack simulations
- Platform and awareness analytics to help measure the efficacy of the awareness program

Training modules are available as cloud-hosted SaaS applications or on-premises deployments via client-managed learning management systems (LMSs), and also support the Sharable Content Object Reference Model (SCORM) standard, enabling integration with corporate LMSs.

What Is Gartner Peer Insights "Voice of the Customer"?

The "Voice of the Customer" is a document that synthesizes Gartner Peer Insights reviews into insights for buyers of technology and services. This aggregated peer perspective, along with the individual detailed reviews, is complementary to Gartner expert research and can play a key role in your buying process. Peers are verified reviewers of a product, who not only rate the technology or service, but also provide valuable feedback to consider before making a technology purchase. In this document, only vendors with 20 or more eligible published reviews (and 15 or more ratings for "Capabilities" and "Support/Delivery") during the specified 18-month submission period are included. Reviews from vendor partners or end users of companies with less than \$50M in revenue are excluded from this methodology. See the full "Voice of the Customer" methodology here.

In the security awareness computer-based training market, Gartner Peer Insights has published 2,235 reviews and ratings in the 18-month period ending 31 October 2024. Figure 1 shows all eligible vendors categorized into four quadrants based on User Interest and Adoption (x-axis), and Overall Experience (y-axis). Within each quadrant, vendors are listed in alphabetical order. Market averages for the axes referenced in the Voice of the Customer are calculated only from vendors included in the document.

Vendors' User Interest and Adoption scores incorporate three factors, each given one-third weight: review volume, user willingness to recommend, and review market coverage across industry, company size, and region. A vendor must meet or exceed the market average User Interest and Adoption score to qualify for the right-hand quadrants.

Vendors' Overall Experience is a composite score that incorporates the average Overall Rating and two subrating averages: "Capabilities" and "Support/Delivery." The rating averages are the arithmetic means of the stated survey questions that are on a scale of 1 (poor) to 5 (truly exceptional). Each component is weighted in the score calculation based on the relative importance to the end user. A vendor must meet or exceed the market's average Overall Experience score to be positioned in an upper quadrant.

For ease of understanding, each quadrant is labeled as described below. For information on how to evaluate vendors in each quadrant of the "Voice of the Customer" graphic, see the full methodology here.

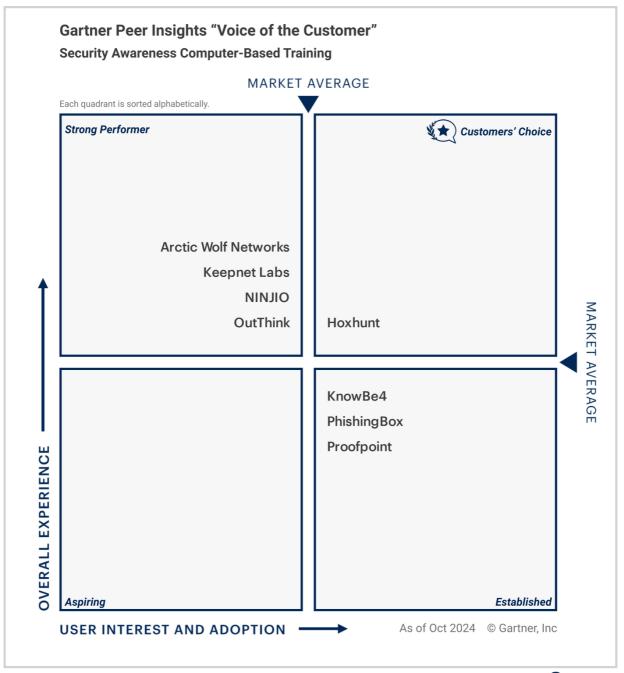
Vendors placed in the upper-right quadrant of the "Voice of the Customer" graphic are recognized with the Gartner Peer Insights **Customers' Choice** distinction, denoted with a Customers' Choice badge. The recognized vendors meet or exceed both the market average Overall Experience and the market average User Interest and Adoption.

Vendors placed in the lower-right **"Established"** quadrant of the "Voice of the Customer" graphic meet or exceed the market average User Interest and Adoption but do not meet the market average Overall Experience.

Vendors placed in the upper-left **"Strong Performer"** quadrant of the "Voice of the Customer" graphic meet or exceed the market average Overall Experience but do not meet the market average User Interest and Adoption.

Vendors placed in the lower-left **"Aspiring"** quadrant of the "Voice of the Customer" graphic meet neither the market average User Interest and Adoption nor the market average Overall Experience. Like all vendors in this report, their products align to this market and they have met the minimum criteria to be included.

Figure 1. Voice of the Customer for Security Awareness Computer-Based Training



Gartner

Source: Gartner (December 2024)

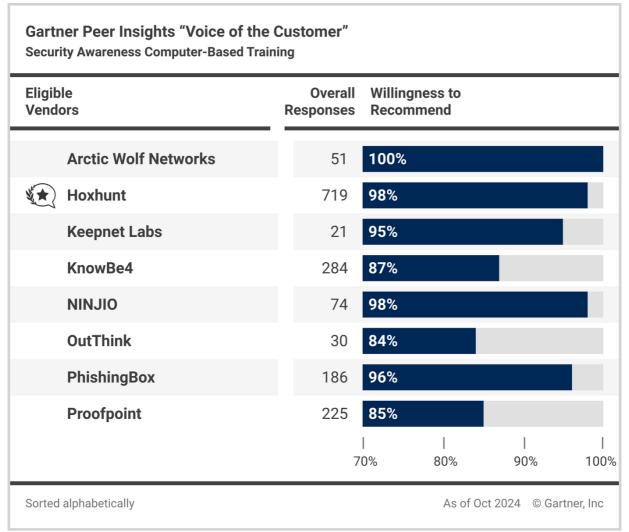
Security Awareness Computer-Based Training Peer Reviews and Ratings

In addition to the synthesis provided by the "Voice of the Customer," you can read individual reviews and ratings on Gartner Peer Insights by clicking here.

The rest of this document will highlight some key insights for the security awareness computer-based training market based on 18 months of reviews and will also point you to particular ways to use the site in your buying process.

Gartner Peer Insights' reviews give insight into end users' willingness to recommend each vendor. Willingness to Recommend is a component of the "Voice of the Customer" x-axis. See Voice of the Customer Methodology for details. Figure 2 compares vendors by the percent of reviewers who were willing to recommend them (see the Methodology section for details). To create a more detailed comparison between several vendors on your shortlist, please click here to go to the Peer Insights market page and press the Compare Alternatives button under the vendor/product you are interested in.

Figure 2. Voice of the Customer for Security Awareness Computer-Based Training, Willingness to Recommend



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Source: Gartner (December 2024)

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Vendor Summaries

Figures 3 through 10 summarize key information for each vendor included in the "Voice of the Customer":

- Reviewer demographics for reviews received in the 18-month review period, ending 31 October 2024
- Overall Rating and rating distribution
- Other ratings covering specific aspects of the experience with the vendor

The same eligibility requirements and weighting used in the "Voice of the Customer" quadrants also apply for ratings in the vendor summary figures, including the overall star rating, willingness to recommend, and rating by category (see methodology page here for details). Below each image is a direct link to the user reviews on the Peer Insights site.

Figure 3. Voice of the Customer for Security Awareness Computer-Based Training, Arctic Wolf Networks Vendor Summary

4.9 ★ ★ ★ ★ ★ (51)				Recomm	mend 100%
Rating Histogram		Rating by Category	by Category Number		f Response
5 Star	86%	Product Capabilities		4.8	5
4 Star	14%	Sales Experience		4.8	4:
3 Star	0%	Deployment Experience		4.9	4
2 Star	0%	Support Experience		4.9	5
1 Star	0%			 4.0 4.5	 5.0
Company Size Overall Reviews = 51		Industry Overall Reviews = 51		Region Number of Responses	s = 51
10B+ USD	4%	Finance	18%	North America	90 %
1B - 10B USD	6%	Education	14%	Europe, Middle	4%
50M - 1B USD	71%	Manufacturing	14%	East and Africa	
Public Sector, Gov't, Edu	20%	Retail	14%	Asia/Pacific	6%
		Other	41%	Latin America	0%

Gartner

Source: Gartner (December 2024)

Read all Peer Insights user reviews for Arctic Wolf Networks.

Figure 4. Voice of the Customer for Security Awareness Computer-Based Training, Hoxhunt Vendor Summary

Hoxhunt 4.8 ★ ★ ★ ★ ★ (719)				Willingr Recon	ness to I
Rating Histogram		Rating by Category		Number of Resp	
5 Star	83%	Product Capabilities		4.8	662
4 Star	16%	Sales Experience		4.7	207
3 Star	1%	Deployment Experience		4.7	374
2 Star	0%	Support Experience		4.8	48
1 Star	0%			 4.0 4.5	 5.0
Company Size Overall Reviews = 719		Industry Overall Reviews = 719		Region Number of Response	es = 719
10B+ USD	19%	Manufacturing	31%	North America	32%
1B - 10B USD	35%	Services	27%	Europe, Middle	48%
50M - 1B USD	43%	Energy and Utilities	8%	East and Africa	
Public Sector, Gov't, Edu	3%	Finance	7%	Asia/Pacific	15%
		Other	27%	Latin America	49

Gartner.

Source: Gartner (December 2024)

Read all Peer Insights user reviews for Hoxhunt.

Figure 5. Voice of the Customer for Security Awareness Computer-Based Training, Keepnet Labs Vendor Summary

Rating Histogram	Rating by Category		Number o	of Response	
5 Star	90%	Product Capabilities		4.9	1
4 Star	10%	Sales Experience		5.0	1
3 Star	0%	Deployment Experience		4.8	1
2 Star	0%	Support Experience		5.0	1
1 Star	0%			4.0 4.5	 5.0
Company Size Overall Reviews = 21		Industry Overall Reviews = 21		Region Number of Response	as = 21
10B+ USD	5%	Finance	29%	North America	5
18 - 10B USD	14%	Manufacturing	19%	Europe, Middle	909
50M - 1B USD	71%	Services	19%	East and Africa	
Public Sector, Gov't, Edu	10%	Retail	10%	Asia/Pacific	59
		Other	24%	Latin America	09

Gartner

Source: Gartner (December 2024)

Read all Peer Insights user reviews for Keepnet Labs.

Figure 6. Voice of the Customer for Security Awareness Computer-Based Training, KnowBe4 Vendor Summary

4.5 ★ ★ ★ ★ ★ (284)				Willingno Recom	mend 87%
Rating Histogram		Rating by Category		Number of	Responses
5 Star	56%	Product Capabilities		4.6	275
4 Star	40 %	Sales Experience		4.5	209
3 Star	3%	Deployment Experience		4.6	25
2 Star	1%	Support Experience		4.6	266
1 Star	0%			 4.0 4.5	 5.0
Company Size Overall Reviews = 284		Industry Overall Reviews = 284		Region Number of Responses	; = 284
10B+ USD	8%	Manufacturing	20%	North America	63%
1B - 10B USD	20%	Services	18%	Europe, Middle	20%
50M - 1B USD	60%	Finance	15%	East and Africa	
Public Sector, Gov't, Edu	12%	Healthcare	9 %	Asia/Pacific	11%
		Other	38%	Latin America	5%

Gartner

Source: Gartner (December 2024)

Read all Peer Insights user reviews for KnowBe4.

Figure 7. Voice of the Customer for Security Awareness Computer-Based Training, NINJIO Vendor Summary

5.0 ★ ★ ★ ★ ★ (74)				Recom	mend 98%	
Rating Histogram		Rating by Category		Number of Response		
5 Star	96 %	Product Capabilities		4.8	7	
4 Star	4%	Sales Experience		4.9	69	
3 Star	0%	Deployment Experience		4.9	70	
2 Star	0%	Support Experience		4.9	72	
1 Star	0%			 4.0 4.5	 5.0	
Company Size Overall Reviews = 74		Industry Overall Reviews = 74		Region Number of Responses	s = 74	
10B+ USD	5%	Services	23%	North America	93%	
1B - 10B USD	16%	Education	19 %	Europe, Middle	5%	
50M - 1B USD	51%	Finance	11%	East and Africa		
Public Sector, Gov't, Edu	27%	Healthcare	9 %	Asia/Pacific	1%	
		Other	38%	Latin America	0%	

Gartner

Source: Gartner (December 2024)

Read all Peer Insights user reviews for NINJIO.

Figure 8. Voice of the Customer for Security Awareness Computer-Based Training, OutThink Vendor Summary

OutThink 4.8 ★ ★ ★ ★ ★ (30)				Willingnes Recommo		
Rating Histogram		Rating by Category		Number of Re	Number of Response	
5 Star	87%	Product Capabilities		4.7	30	
4 Star	10%	Sales Experience		4.9	21	
3 Star	3%	Deployment Experience		4.6	26	
2 Star	0%	Support Experience		4.8	28	
1 Star	0%			 4.0 4.5	 5.0	
Company Size Overall Reviews = 30		Industry Overall Reviews = 30		Region Number of Responses =	30	
10B+ USD	30%	Manufacturing	33%	North America	27%	
1B - 10B USD	23%	Finance	23%	Europe, Middle	63%	
50M - 1B USD	40%	Services	13%	East and Africa		
Public Sector, Gov't, Edu	7%	Communications	10%	Asia/Pacific	10%	
		Other	20%	Latin America	0%	

Gartner

Source: Gartner (December 2024)

Read all Peer Insights user reviews for OutThink.

Figure 9. Voice of the Customer for Security Awareness Computer-Based Training, PhishingBox Vendor Summary

4.5 ★ ★ ★ ★ ★ (186)					ness to I
Rating Histogram		Rating by Category		Number of Response	
5 Star	55%	Product Capabilities		4.8	18
4 Star	42 %	Sales Experience		4.7	173
3 Star	3%	Deployment Experience		4.6	18
2 Star	0%	Support Experience		4.7	18
1 Star	0%			 4.0 4.5	 5.0
Company Size Overall Reviews = 186		Industry Overall Reviews = 186		Region Number of Response	es = 186
10B+ USD	16%	Education	37%	North America	70%
1B - 10B USD	12%	Manufacturing	18%	Europe, Middle	2%
50M - 1B USD	34%	Services	17%	East and Africa	
Public Sector, Gov't, Edu	38%	Healthcare	6%	Asia/Pacific	28%
		Other	22%	Latin America	0%

Gartner.

Source: Gartner (December 2024)

Read all Peer Insights user reviews for PhishingBox.

Figure 10. Voice of the Customer for Security Awareness Computer-Based Training, Proofpoint Vendor Summary

Proofpoint 4.5 $\star \star \star \star \star \star$ (225)				Willingnes Recomn	ss to ID nend 85%
Rating Histogram		Rating by Category	Number of F		Responses
5 Star	59 %	Product Capabilities		4.5	222
4 Star	32%	Sales Experience		4.5	156
3 Star	9 %	Deployment Experience		4.5	213
2 Star	0%	Support Experience		4.6	217
1 Star	0%			 4.0 4.5	 5.0
Company Size Overall Reviews = 225		Industry Overall Reviews = 225		Region Number of Responses =	= 225
10B+ USD	9%	Manufacturing	20%	North America	84%
1B - 10B USD	33%	Healthcare	18%	Europe, Middle	12%
50M - 1B USD	49 %	Finance	12%	East and Africa	
Public Sector, Gov't, Edu	8%	Services	11%	Asia/Pacific	2%
		Other	39%	Latin America	1%

Gartner

Source: Gartner (December 2024)

Read all Peer Insights user reviews for Proofpoint.

Methodology

Gartner Peer Insights "Voice of the Customer" Methodology: A full description can be found on the Voice of the Customer Methodology page.

The data used in this report is drawn from reviews on Peer Insights, a crowdsourced enterprise review platform that relies on dynamic data. Key to maintaining the integrity of the site is our ongoing moderation and validation of those reviews. Reviews are examined before publishing to the site and, periodically, after publishing.

Due to the dynamic nature of the data, the external Peer Insights site will always have the most updated view of the vendors and products in this report. The "Voice of the Customer" methodology uses a snapshot of review data from a defined time frame. This "Voice of the Customer" report should therefore be used along with the detailed and current information available directly on the Peer Insights site for the most up-to-date view of the data for this market and associated segment views.

The Voice of the Customer report includes numerical scores for Overall Rating and four category ratings in each vendor summary. These numerical scores are weighted averages based on the available sample size of eligible reviews within the stated time frame. Thus, they are best interpreted as sample statistics with a reasonable margin for error, not as exact values.

Recommended by the Author

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Establish a Security-Conscious Culture Using Behavioral Economics The Impact of Generative AI on Security Behavior and Culture Programs

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