Voice of the Customer for Security Awareness Computer-Based Training

24 December 2024 - ID G00807833 - 7 min read

By: Peer Contributors

Initiatives:Cyber Risk

This content, which provides opinions and points of view expressed by users, does not represent the views of Gartner; Gartner neither endorses it nor makes any warranties about its accuracy or completeness.

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

Source: Gartner (December 2024)

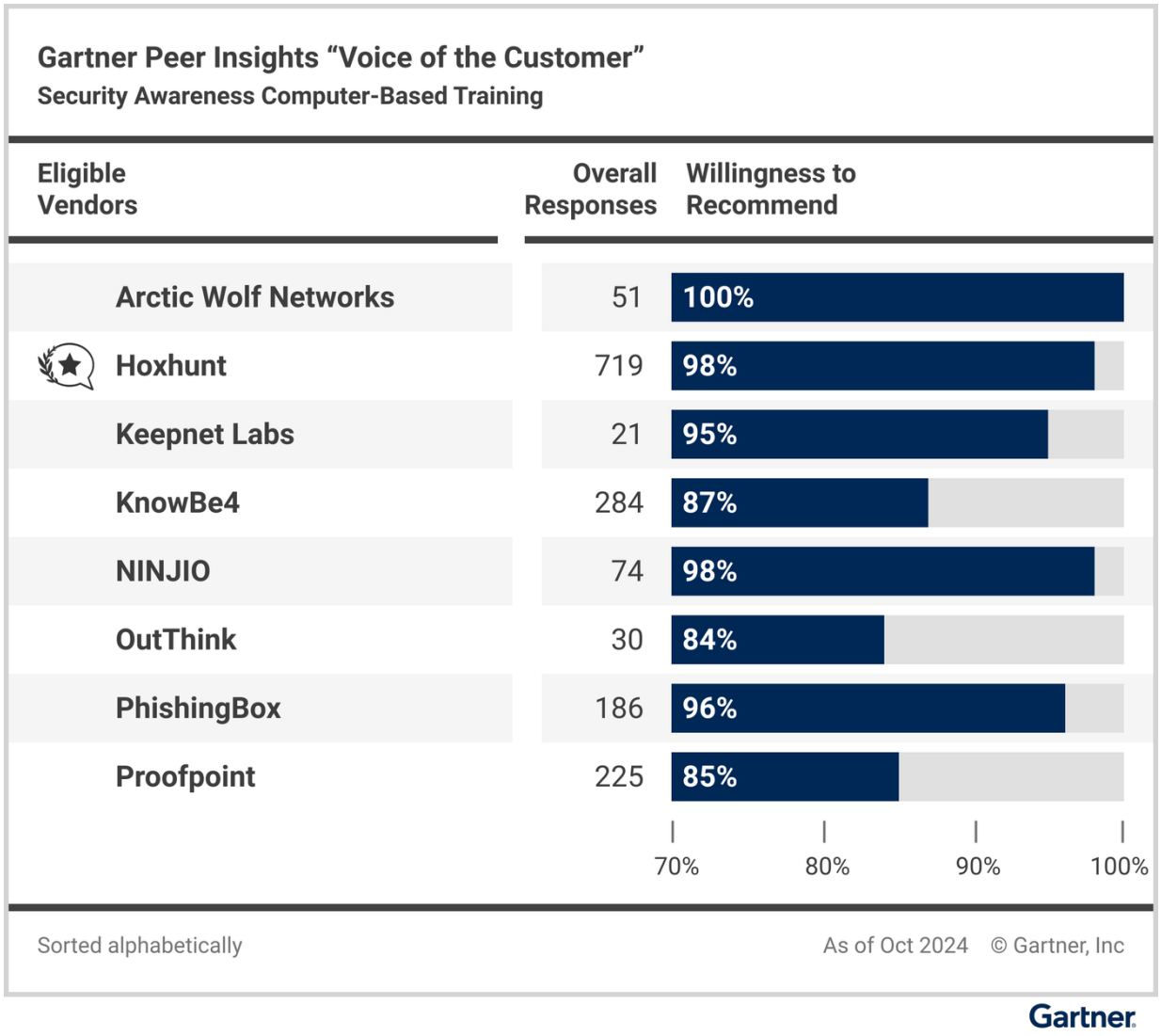
Security Awareness Computer-Based Training Peer Reviews and Ratings

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



Source: Gartner (December 2024)

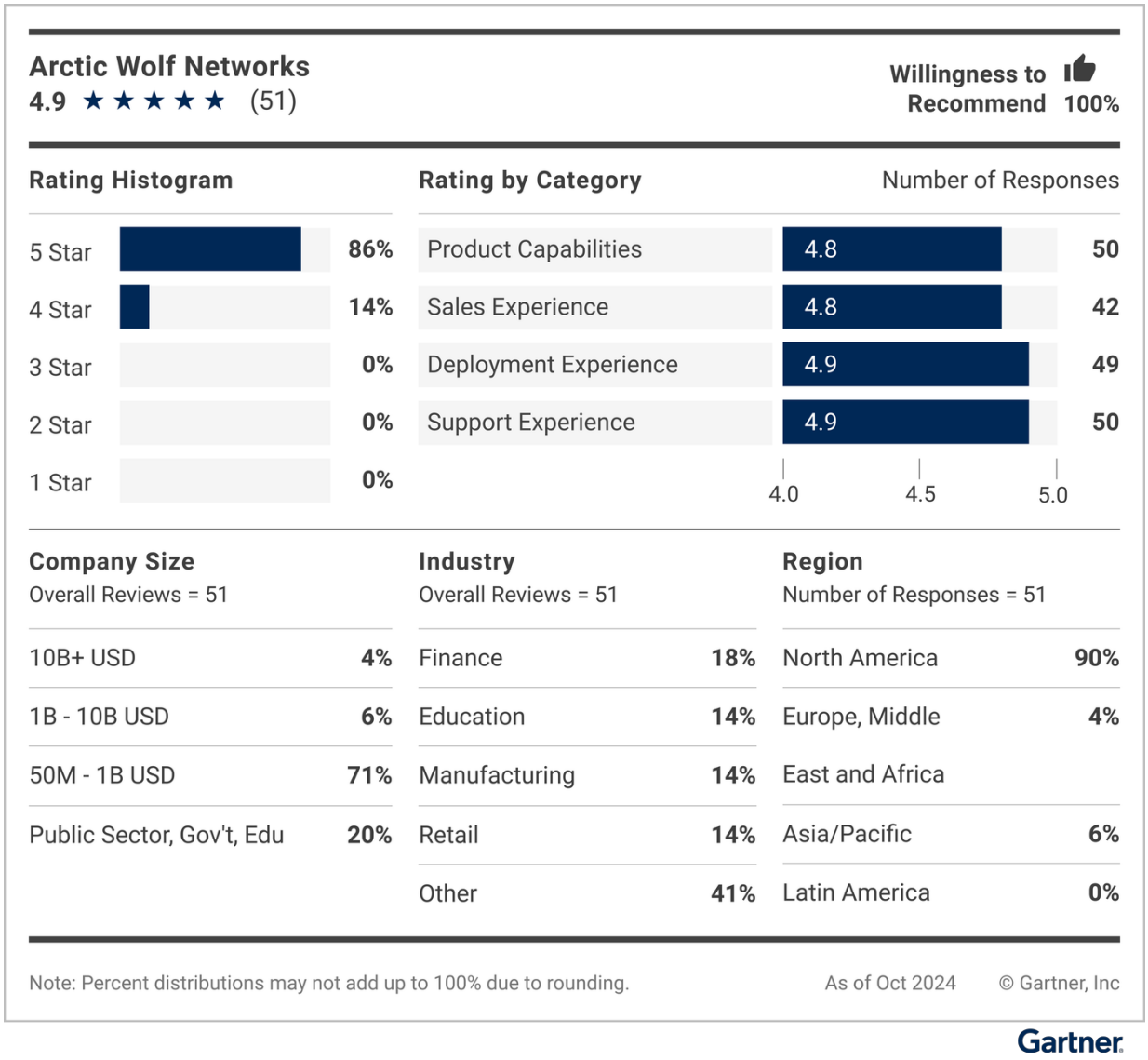
Vendor Summaries

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.

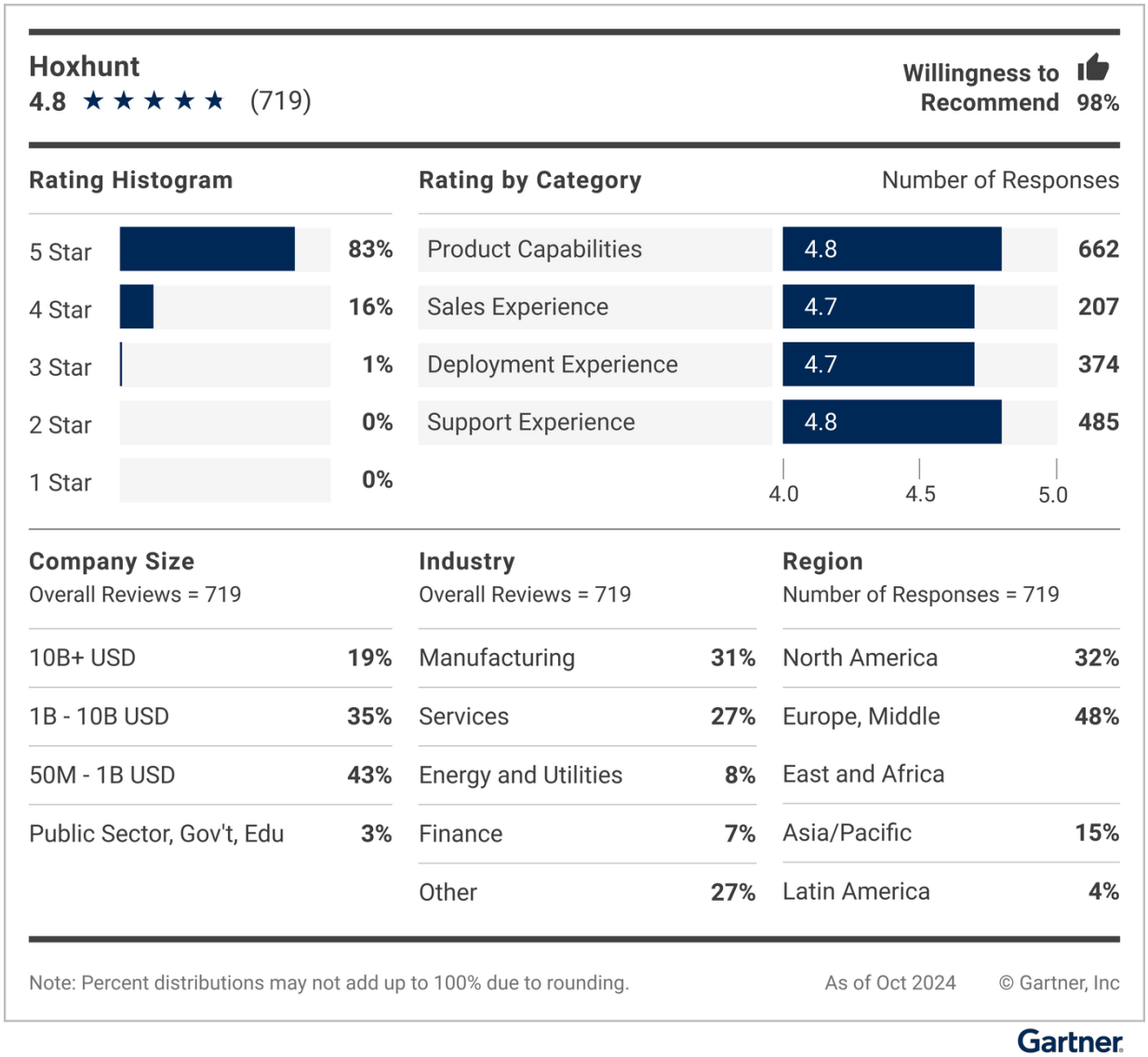
Figure 3. Voice of the Customer for Security Awareness Computer-Based Training, Arctic Wolf Networks Vendor Summary



Source: Gartner (December 2024)

Read all Peer Insights user reviews for Arctic Wolf Networks.

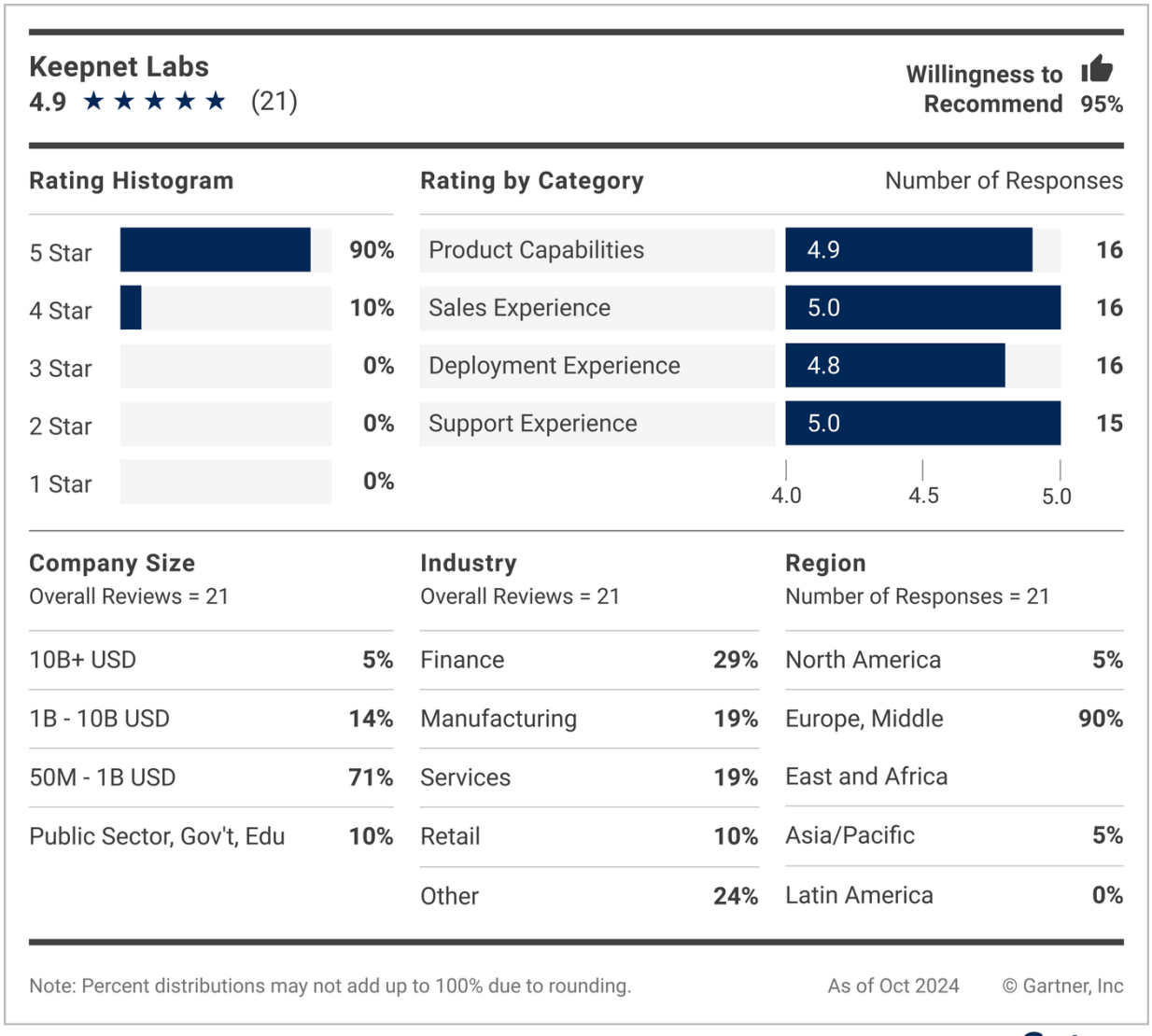
Figure 4. Voice of the Customer for Security Awareness Computer-Based Training, Hoxhunt Vendor Summary



Source: Gartner (December 2024)

Read all Peer Insights user reviews for Hoxhunt.

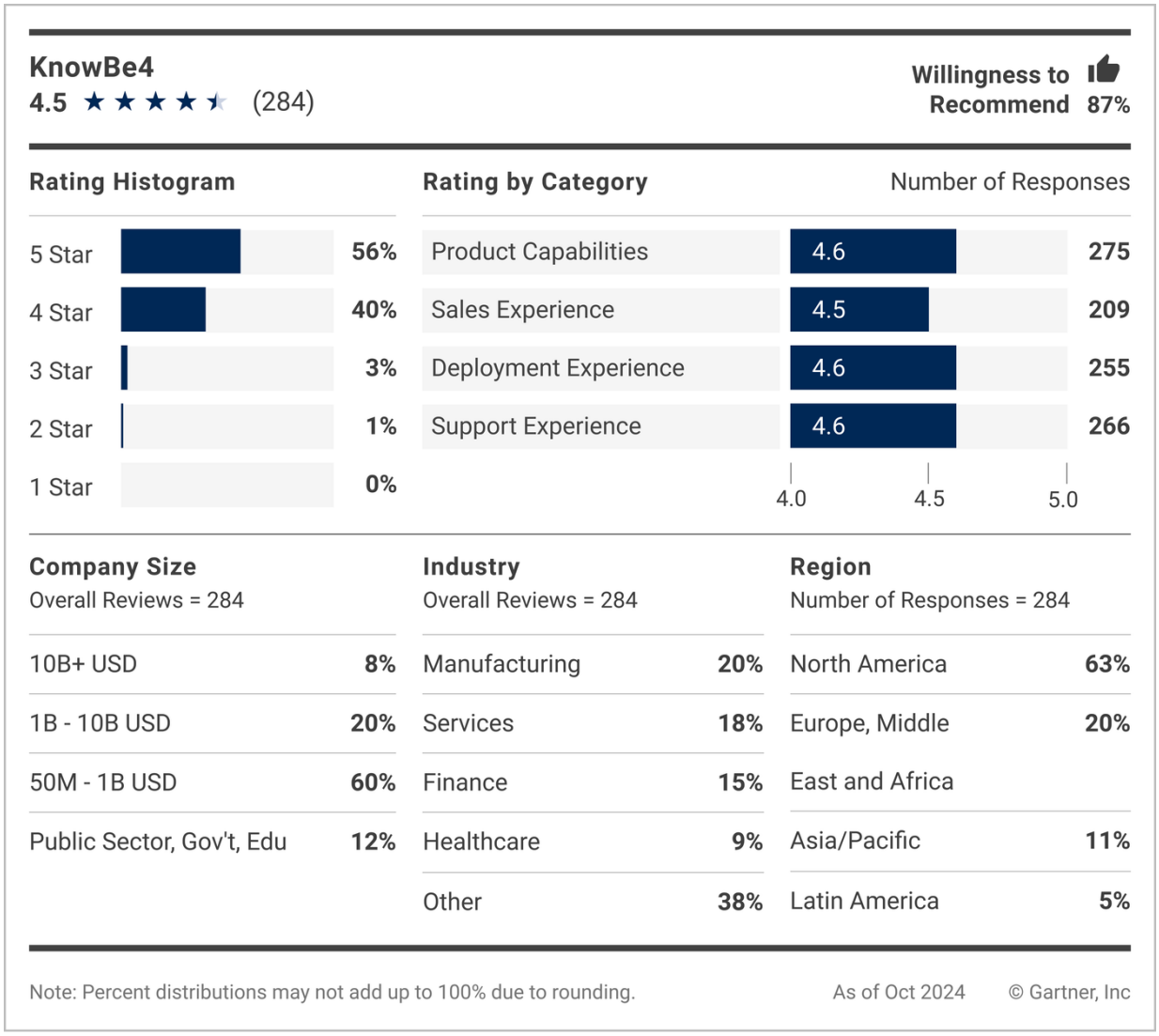
Figure 5. Voice of the Customer for Security Awareness Computer-Based Training, Keepnet Labs Vendor Summary



Source: Gartner (December 2024)

Read all Peer Insights user reviews for Keepnet Labs.

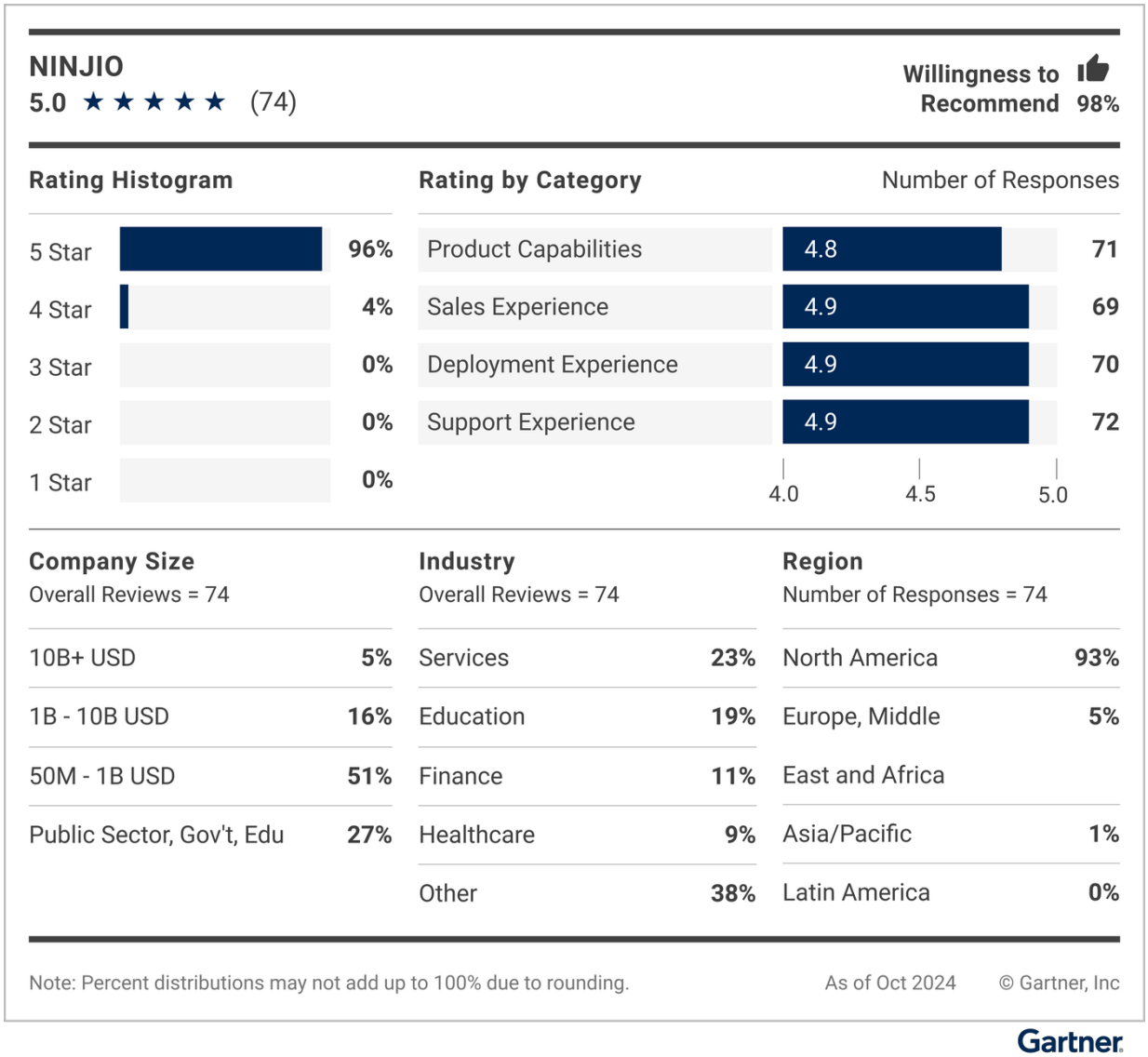
Figure 6. Voice of the Customer for Security Awareness Computer-Based Training, KnowBe4 Vendor Summary



Source: Gartner (December 2024)

Read all Peer Insights user reviews for KnowBe4.

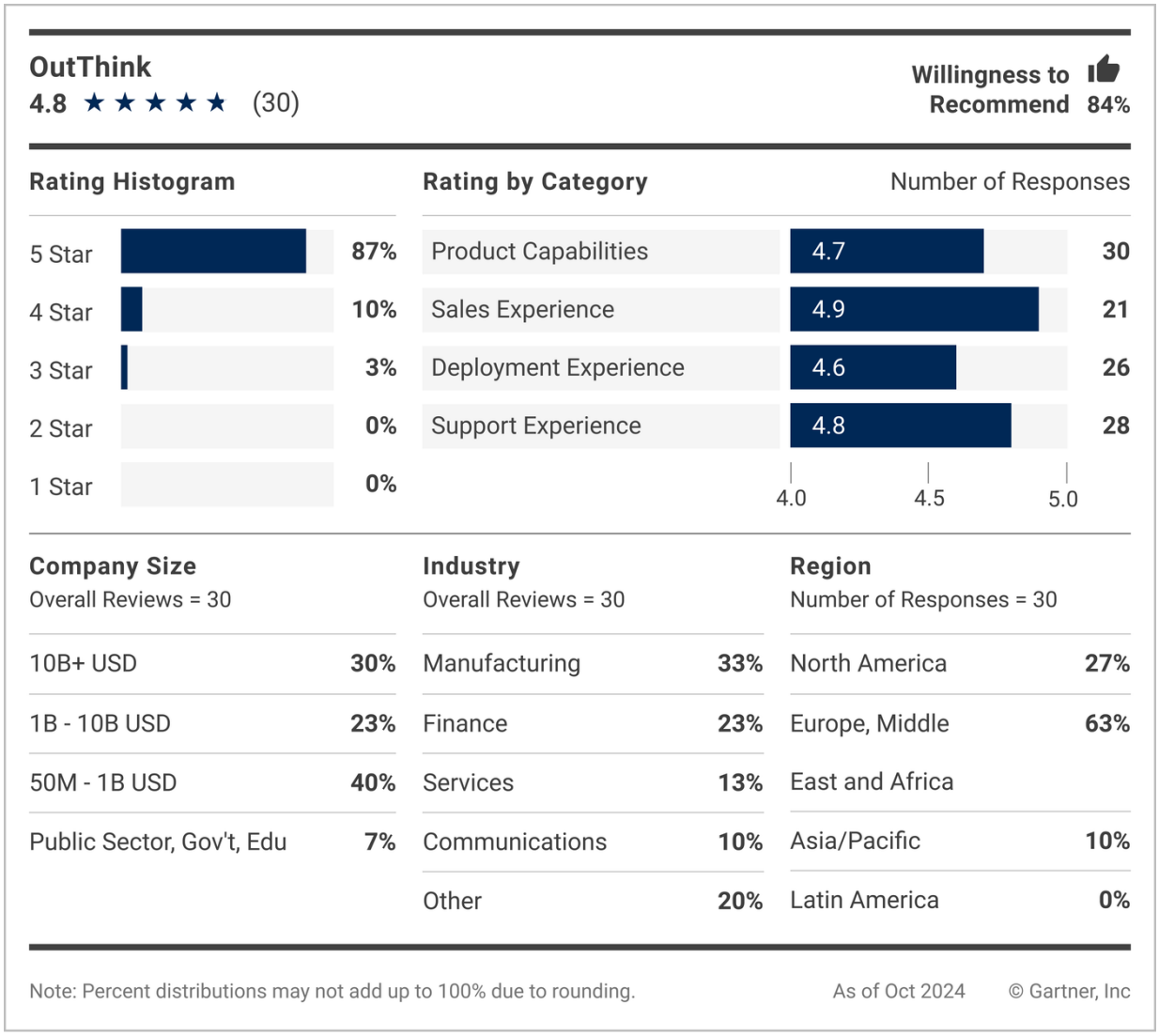
Figure 7. Voice of the Customer for Security Awareness Computer-Based Training, NINJIO Vendor Summary



Source: Gartner (December 2024)

Read all Peer Insights user reviews for NINJIO.

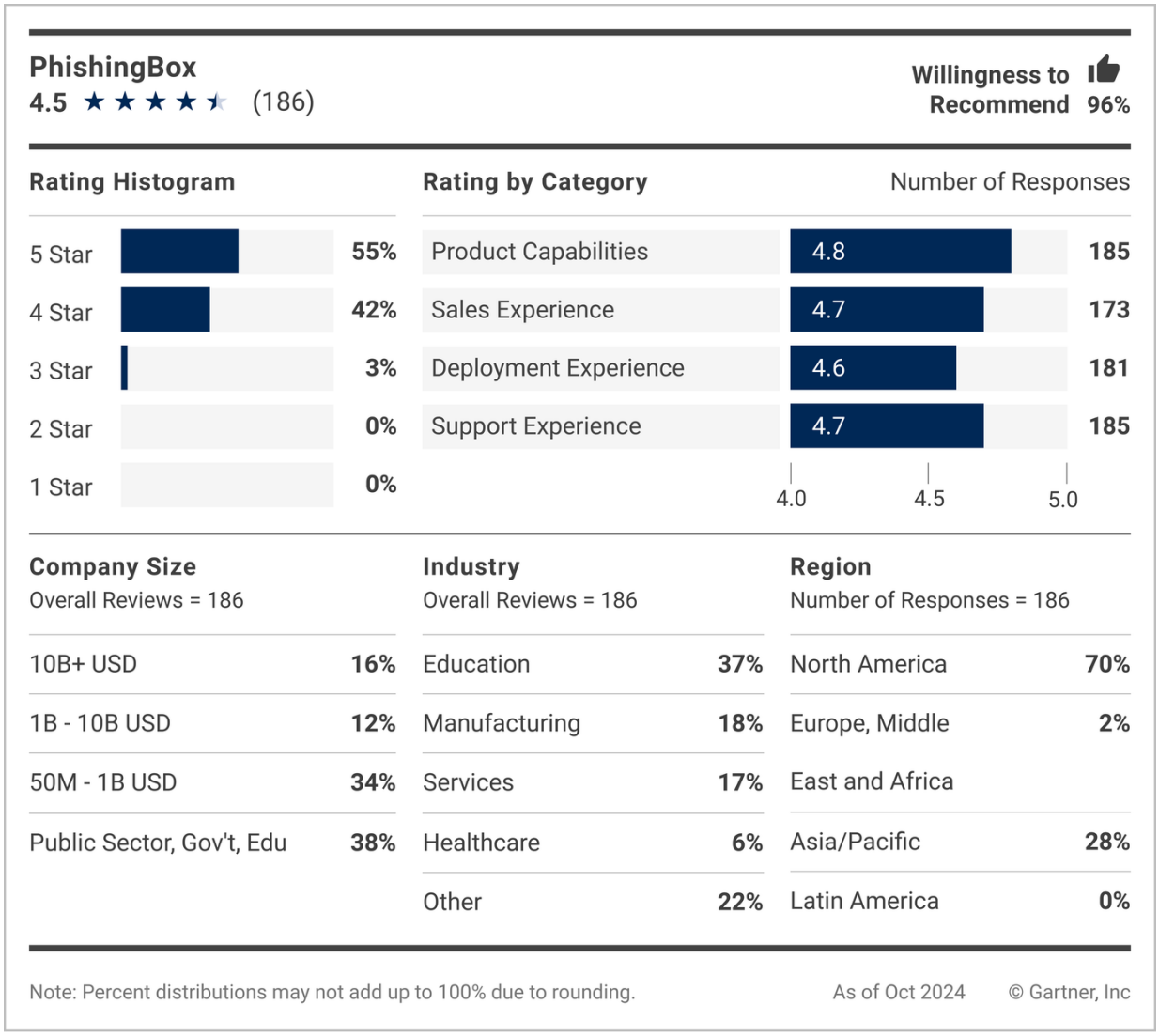
Figure 8. Voice of the Customer for Security Awareness Computer-Based Training, OutThink Vendor Summary



Source: Gartner (December 2024)

Read all Peer Insights user reviews for OutThink.

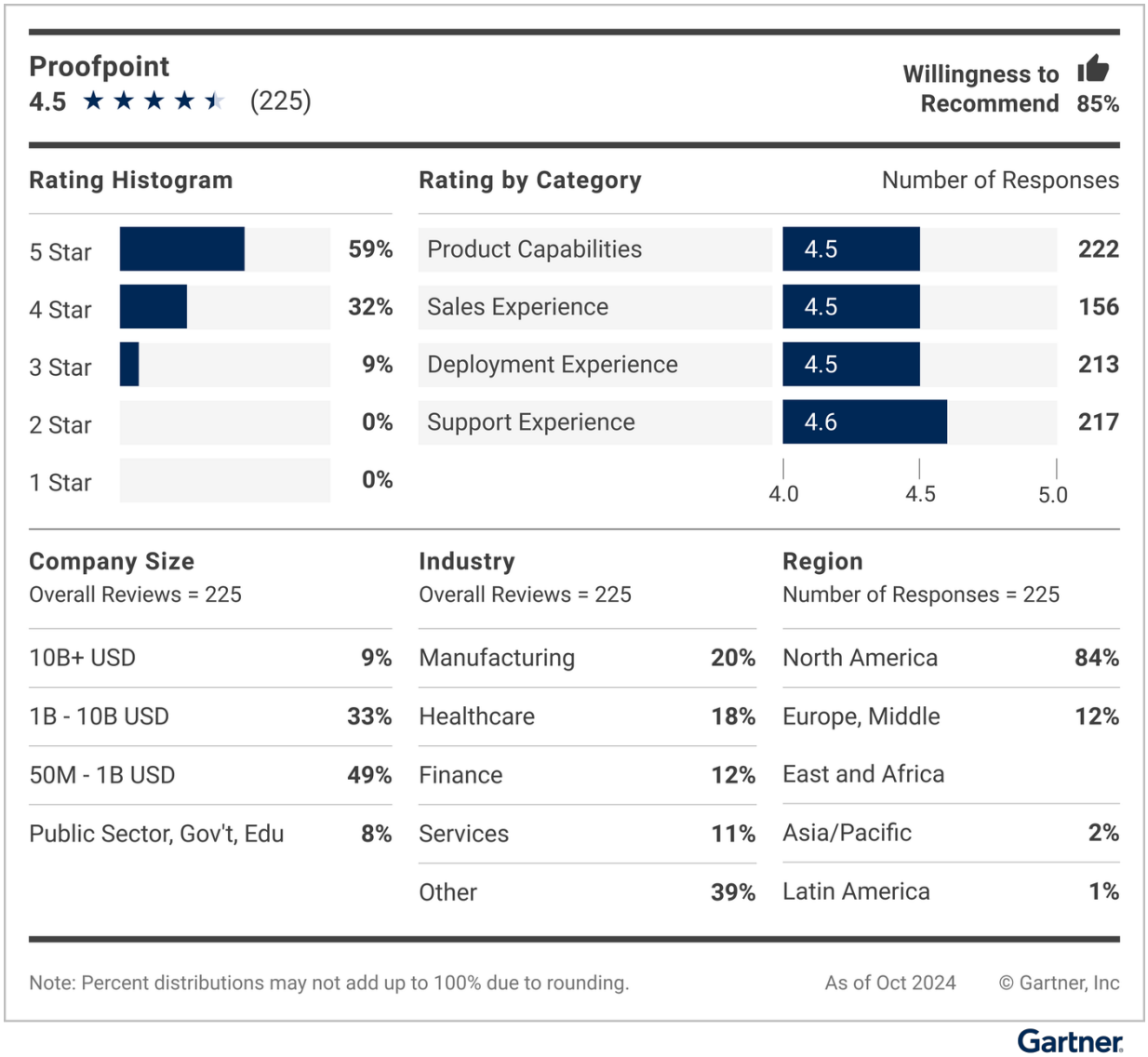
Figure 9. Voice of the Customer for Security Awareness Computer-Based Training, PhishingBox Vendor Summary



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



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

Some documents may not be available as part of your current Gartner subscription.

Establish a Security-Conscious Culture Using Behavioral Economics

The Impact of Generative AI on Security Behavior and Culture Programs

© 2024 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. and its affiliates. This publication may not be reproduced or distributed in any form without Gartner's prior written permission. It consists of the opinions of Gartner's research organization, which should not be construed as statements of fact. While the information contained in this publication has been obtained from sources believed to be reliable, Gartner disclaims all warranties as to the accuracy, completeness or adequacy of such information. Although Gartner research may address legal and financial issues, Gartner does not provide legal or investment advice and its research should not be construed or used as such. Your access and use of this publication are governed by Gartner's Usage Policy. Gartner prides itself on its reputation for independence and objectivity. Its research is produced independently by its research organization without input or influence from any third party. For further information, see "Guiding Principles on Independence and Objectivity." Gartner research may not be used as input into or for the training or development of generative artificial intelligence, machine learning, algorithms, software, or related technologies.