

NOTICEBORED

Product data sheet

Introduction

This data sheet explains NoticeBored - how it works, how to use it and how to purchase it.

What is NoticeBored?

NoticeBored is a subscription service that provides the creative energy for next-generation continuous information security awareness programs. It delivers a rolling sequence of electronic packages, each containing various types of awareness materials and covering a fresh information security topic every month. NoticeBored content is always relevant and up to date. Drip-feeding new materials prevents the security awareness program from going stale and avoids overloading your employees with too much information at once, yet without being superficial. We even provide suggestions every month on how to make the most of the materials in case you are ever stuck for ideas.

Product development

We are constantly on the lookout for emerging information security issues to cover (e.g. cloud computing), and innovating in terms of the types of creative materials supplied. We already supply a market-leading variety of top quality awareness materials in every monthly module and cover a deliberately broad range of security topics, giving you a wide choice. We'd love to hear *your* ideas to improve the product to suit your needs.

Key features

A wide range of awareness topics: NoticeBored takes a deliberately broad view of information security, covering more than purely technical IT security matters and interpreting ISO/IEC 27002's definition of information security (confidentiality, integrity and availability) using everyday language and topical examples plucked from the news headlines. Popular topics include: office and physical security; contingency planning; viruses; fraud, integrity and trust; phishing; information security risk management and governance; email security and social engineering. If you don't see what you need, why not suggest additional topics?

High quality creative materials: the rich content (posters, briefings, seminar slides with speaker notes, mind maps, puzzles, quizzes/tests, newsletters, metrics, policies and procedures, checklists, glossaries *etc.*) is supplied as a suite of standard editable Microsoft Office files. The ability to edit them gives you the flexibility to adapt the materials to suit your specific requirements (e.g. changing the style and formatting to reflect corporate guidelines; inserting additional materials such as examples of actual security breaches or policies) without the need to research and write the content completely from scratch. If you choose not to customize them, the materials are 'camera ready'. Monthly delivery suits a rolling/ongoing awareness program.

Quick start: whether you need an awareness program for compliance or business reasons, getting it off the ground is your first challenge. Draw on our expertise to launch a best-practice program immediately. The free 'security induction/employee orientation module' does dual service by supporting the launch of new programs.

Build your security culture: three parallel streams of material are aimed at general employees, managers and IT professionals respectively, all covering the same topic to encourage discussion between recipients. By combining useful, interesting and topical information with pragmatic guidance, the materials motivate employees to change their behaviors, leading gradually to the establishment of a widespread and deep-rooted security culture. Achieving behavioral change is what we mean by next-generation security awareness – this is more involved than simply broadcasting information at employees in the hope that some of it will stick.

How to use NoticeBored

Customers are free to use the NoticeBored materials as they wish within the terms of the license:

- Some customers prefer to pick out and utilize certain topics that are important in their current business situation, while others use every module. We suggest starting a new awareness program quite gently but building up to a regular delivery every 1, 2 or 3 months, following a program plan.
- You are encouraged to replace the NoticeBored logo with your own and supplement the NoticeBored materials with information specific to your organization such as information security policies, standards and guidelines. It may be worthwhile highlighting certain aspects that are particularly important to your organization (e.g. if you have recently suffered a serious virus infection, news about the incident will make the NoticeBored malware materials more relevant and engaging to your employees).
- Leaving us to prepare the awareness materials means you can focus your energies primarily on the delivery: contacting staff, managers and IT professionals throughout the organization, circulating and sharing the awareness materials, and being an information security evangelist. Frequent personal contact between the information security managers and employees is an important element of security awareness and we believe has a significant impact on the level of motivation and commitment achieved. The 'awareness activities' paper in each module provides guidance and creative suggestions for more effective employee communications.

Prerequisites

- Genuine management support for information security (*this is not optional but we can help!*)
- An Internet connection capable of downloading the modules (approximately 20-40 Mb each)
- A computer to store and edit the awareness materials (a standard PC or Mac will do fine)
- File compression software to unpack the .ZIP files used for delivery
- Suitable editing and presentation software (we recommend Microsoft Office Professional with MS Word, MS PowerPoint, MS Visio and MS Excel, plus your choice of image editing software capable of reading/editing .JPG files; all NoticeBored materials are supplied in industry-standard file formats)
- A few man-hours of effort per month to review, select and prepare the awareness materials
- Several more man-hours to deploy the materials to employees for example through email, intranet, on paper and/or in person (seminar presentations, team briefings etc.)
- Several man-hours to respond to managers, staff and IT professionals requesting more information on the awareness topics, to run security awareness competitions and to track employee awareness using the survey forms and tests (provided)

How to purchase NoticeBored

First we recommend taking a good look around the "About NoticeBored" pages on the www.NoticeBored.com website and contacting us for an evaluation module – a complete module as it was delivered to subscribers. See for yourself the quality and creativity available.

If you like what you see, email info@isect.com for a price quotation. We will need to know the total number of employees in your organization since the subscription charge reflects organization size.

Our 'generic business case for a security awareness program' may help justify your budget request – just ask.

Once you decide to go ahead with the purchase, we will then prepare and send a license agreement to review. The license agreement is a binding legal contract that clarifies the intellectual property rights. When the license agreement has been executed and you have paid our invoice, we will provide the download details for your first electronic delivery containing your first regular module plus the free security induction/employee orientation module. Thereafter, we will email you details of further modules at or just before the start of the calendar month for as long as you subscribe.

For more flexibility in the topics available and to choose your own topic delivery sequence, we also offer the entire Back Catalog of previously-issued modules - well over five years' worth of materials - for an additional one off (capital) charge equivalent to a further 12 months' subscription. It's your choice.