

Agent Surefire | Gamification – Immersive Learning

Overview

Gamification — applying the mechanics of gaming to nongame activities to change people’s behavior is an important and powerful new strategy for influencing and motivating groups of people. The application and integration of game mechanics and dynamics encourages and drives user participation. This participation can be from employees, customers, followers, partners, etc. Participation drives business value.

Gaming provides instant feedback, and can reinforce good behaviors.

Participants know “how they are doing” and evaluate progress through leader boards, point systems and levels. Through competition and goal setting games foster excellence, and achievement and help create mastery, skills and accomplishments. Gaming systems that enable participants to earn rewards, self-assert skills, and validate the skills and abilities of others will create a competitive advantage.

HRİKa Çözümler’s Agent Surefire – Insider Threat creates a unique use of gaming to keep the learner’s attention, create excitement in learning and provide detailed tracking and reporting back to management on how learners are doing. Over 70% of cybersecurity breaches occur due to the 'insider threat' or human factor. Organizations are no longer able to simply ignore that their employees represent the key to reducing the human error factor and improving general organizational cyber hygiene.

The Ponemon Institute, an information security research group, released its annual report on cybersecurity. The report concluded that negligent employees remain the leading threat to data security and accounted for 41 percent of all data breaches in 2010. The average cost of data breaches also increased for the fifth consecutive year.

Agent Surefire draws learners in and keeps them there, avoiding the typical punitive nature of most cyber security compliance training.

Why Use Agent Surefire?

- Industry acceptance – 29 Industry Awards
- The game’s outcome;
 - Raises the organization’s cyber security posture and reduces threat and vulnerabilities.
 - Track and report training progress (user and organization).
 - Mitigate risks for stakeholders, partners and shareholders.
- No software to buy.
- Accessed via web browser or can be deployed behind corporate firewall.
- Organizations can brand existing games or build and deploy new games quickly using specific elements unique to that organization. Cost effective!