

# PhishNext

Hack the Humans. Secure the Organizations.

Next-Generation Phishing Simulation & Human Risk Management Platform



**SIM**

**SIMULATE**

Nation-state-grade phishing campaigns delivered safely to your team with full realism

**TRN**

**TRAIN**

AI-driven just-in-time micro-learning triggered the instant an employee clicks

**MSR**

**MEASURE**

Unified dashboard tracks risk reduction, click rates and training ROI over time

“Your First Line of Defence. Your Last Line of Risk.”

“Train. Transform. Triumph. — Building cyber-aware, attack-ready teams for a safer workplace.”

THE CLOSED-LOOP HUMAN RISK PLATFORM

# From Realistic Simulation to MEASURABLE BEHAVIOR CHANGE

— FULLY AUTOMATED —

Enterprise Phishing Simulation & Security Awareness Training

100% automated • AI-driven remediation • Proven ROI

93%

of breaches start with phishing

\$4.88M

avg breach cost IBM 2025

80%+

reduction in phish-prone rates

## THE HUMAN RISK GAP

Legacy simulators + annual training have failed to reduce click rates for over a decade.

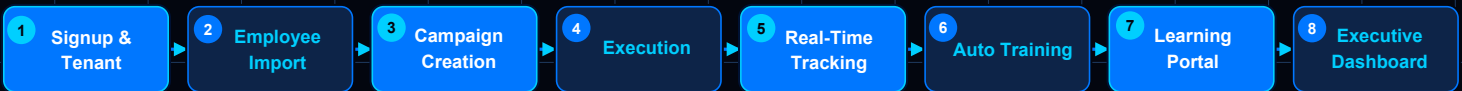
The loop is broken — failure never automatically triggers learning.

X Click > Nothing happens > Same mistake again



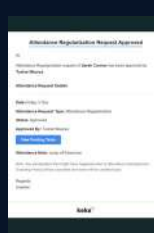
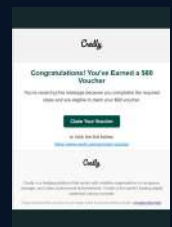
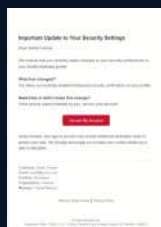
Click > Instant Training > Behavior Change

## THE COMPLETE AUTOMATED LIFECYCLE



Every step is 100% automated — No spreadsheets • No follow-up emails • No broken processes

## REALISTIC PHISHING TEMPLATES



# PHISHNEXT — PLATFORM DEEP-DIVE

PhishNext is the next-generation phishing simulation and human risk management platform built by Crow Security — trusted by organizations across India. It goes beyond simple email tests to deliver a complete closed-loop security awareness ecosystem with AI-driven training, real-time analytics, and pay-per-person transparent pricing.

## KEY FEATURES OF PHISHNEXT

### @ Realistic Phishing Campaigns

Controlled fake emails replicating real cybercriminal TTPs  
Multi-vector: email, smishing, credential-harvest pages  
Nation-state-grade template library, updated continuously

### # Powerful Analytics & Reporting

Real-time dashboard: who clicked, ignored, or reported  
Click trends, reporting rates & repeat-offender tracking  
Board-ready visuals & cost-avoidance metrics

### ! Just-In-Time Training

Training triggers the instant a user clicks a phishing link  
Brief, targeted micro-lessons — impossible to game  
AI selects the most relevant course per phishing vector

### \* Custom Campaign Setup

Target by dept, branch, role, manager or new-hire cohort  
Schedule: immediate, future date, over-period, recurring  
Custom sending profiles & reputation-safe delivery

### + Risk Monitoring & Trend Tracking

Track click rates & reporting patterns over time  
Data-driven decisions on where to focus training  
Benchmark departments against each other

### ~ Scalable for All Business Sizes

Architecture supports SMBs to large enterprises equally  
Add users, create scenarios, adjust strategy as you grow  
Pay-per-person: no enterprise lock-in or hidden tiers

## WHY PHISHNEXT IS A GAME-CHANGER

### Enhances Employee Knowledge

Improves vigilance & awareness of real phishing harm over time

### Highlights Org Resilience

Reduces success rate of actual phishing attacks on your org

### Supplies Actionable Findings

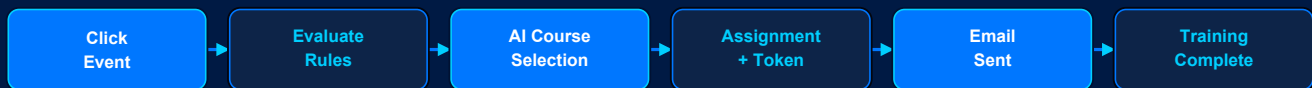
Insights inform broader security policies & incident response

### Seamless Integration

Drops into existing cybersecurity training programs with ease

## THE CORE INNOVATION: Automated Training Assignment — The Closed Loop

Training triggers on the very first click — impossible to game



**Auto-Phish Campaign:** AI selects the most relevant remediation course based on the phishing vector used

**Standard Campaign:** All configured courses + general security library automatically assigned

### Learning Portal:

- 94%+ completion rate
- Badges & certificates
- Micro-learning modules
- Personal trainee dashboard
- Quizzes & assessments
- Invite token system

# PRICING, ADVANTAGES & GET STARTED

## EASY PAY-PER-PERSON PRICING MODEL

PhishNext replaces complicated licensing tiers and strict enterprise contracts with a simple, transparent pay-per-person model. You only pay for the employees you actually train and simulate — making it cost-effective and perfectly scalable as your organization grows.

- No upfront enterprise lock-in costs
- Scales linearly with your headcount
- Budget transparency — predict costs exactly
- SMBs get enterprise-grade features affordably
- Pay only for active users, not total licenses

## PAY-PER-PERSON COSTING SYSTEM

- No complex tier structures
- No minimum seat requirements
- Full platform access included
- Scales with your team size
- ROI from day one

## STRATEGIC ADVANTAGES FOR YOUR ORGANIZATION

### Build a Cyber-Aware Workforce

Equips employees to identify phishing warning signs and respond correctly — converting passive users into proactive security defenders against social engineering.

From risk to resilience

### Reduce Real-World Risk Exposure

Routinely measuring employee responses and reinforcing secure behaviors significantly minimizes exposure to actual phishing attacks and limits data breach probability.

37x average ROI

### Continuous Improvement Through Data

Platform analytics help security teams recognize patterns, spot vulnerable individuals, and make data-driven decisions to continuously improve the security posture.

Ongoing enhancement

## YOUR INVESTMENT VS. YOUR RISK

### COST OF PHISHNEXT

#### Pay-per-person

Predictable Scalable Transparent

Starts at a fraction of breach cost

37x

ROI

VS

### COST OF A BREACH

**\$4.88 Million Average**

Lost productivity Legal Regulatory fines

Reputational damage Customer churn



# PhishNext

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## START YOUR PHISHNEXT JOURNEY TODAY

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