



POSSE

Personal Online Safety Security Empowerment

B U S I N E S S P R O D U C T P R O F I L E

Protecting your people. Reducing your risk.

From 25 to 25,000+ — POSSE scales with your organisation.

FROM
€75/mo

N I L - C O S T
PATHWAY

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Why POSSE for Business?

68% of all data breaches involve a human element. Phishing, vishing, smishing, Business Email Compromise, and social engineering are now the primary attack vectors for organisations of every size — and no technology investment eliminates them. Only awareness does.

POSSE for Business is the only awareness programme that can cost your organisation nothing in net terms, delivers measurable risk reduction, supports compliance with all major international standards, and contributes to your cyber insurance premium reduction — simultaneously.

68% of breaches involve a human. POSSE is the only solution that treats every human as an individual — and proves the reduction in your risk.

Seven Industry Firsts — All in One Programme

01	Nil Cost	The only threat awareness solution that can be nil cost — always.
02	Cyber CSR Profile	First to generate a measurable societal benefit beyond your organisation.
03	Measurable Risk Metrics	Quantified risk avoidance, not click-rates — a genuinely new standard.
04	Individual Treatment	Treats every employee as a unique person, not an identical risk unit.
05	Personalised UX	No two users receive an identical programme journey.
06	Progress Dashboard	Each user sees their own growing competence — building confidence visibly.
07	Threat-Led Programme	Content driven by real, live attack vectors — not dated compliance content.

If the most dangerous vulnerability in your organisation is also the easiest and least expensive to address — POSSE is the answer.

What Every Business Tier Includes

- Employee cyber awareness training — individually tailored - Workplace threat scenarios based on real attack vectors - Individual risk scoring dashboard for every user - Organisational dashboard with engagement analytics - Cyber insurance readiness reporting — ready for your broker - Executive risk briefing	- ISO 27001, NIS2, GDPR, Cyber Essentials, and DORA alignment - Measurable risk reduction metrics — avoidance, not likelihood - Audit-ready documentation with no additional administration - Monthly threat updates reflecting live attack vectors - Cyber CSR reporting — societal benefit beyond your organisation - No AI — built on social research and threat intelligence
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Pricing by Tier

Tier	Licences	Monthly	Annual	Best For
Starter <i>Growing teams</i>	25	€75	Contact us	SMEs establishing their first formal awareness programme
Growth <i>Scaling businesses</i>	50	€125	Contact us	Mid-sized organisations building a measurable security culture
Professional <i>Mature programmes</i>	100	€199	Contact us	Organisations with compliance obligations and insurer requirements
Enterprise <i>At scale</i>	250+	On request	On request	Large organisations, group structures and regulated sectors — bespoke

Annual pricing and multi-year agreements available on application. Enterprise pricing is bespoke. Prices exclude VAT.

The Nil-Cost Pathway

Business tiers are designed to be fully offset through cyber insurance premium savings. Organisations presenting POSSE’s risk-reduction metrics at renewal typically achieve a 10–30% premium reduction (Coalition / Cowbell Cyber / Lloyd’s 2024). For many organisations, this saving alone covers the entire annual programme cost.

Example: An organisation paying €4,000/year in cyber insurance and achieving a 20% reduction saves €800 annually — fully offsetting a 25-user Starter deployment. POSSE costs nothing. The saving is real, recurring, and compounding.

The Financial Case at a Glance

37:1 Average ROI — security awareness programmes <i>Forrester / KnowBe4 2023</i>	86% Reduction in phishing susceptibility after structured training <i>Proofpoint 2024</i>	-\$2.66M Average incident response cost reduction — trained vs untrained workforce <i>IBM Cost of a Breach 2024</i>
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ISO 27001 | NIST CSF 2.0 | UK & EU GDPR | Cyber Essentials | NIS2 | PCI DSS v4.0 | DORA

To find out more or to get started, contact us at: info@cyberguardian.ie | cyberguardian.ie