



fresca[®]
Group

A Fresh Approach to Cyber Security Awareness



MetaCompliance[®]

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The growing prominence of cyber threats in recent years has demonstrated the need for Cyber Security to be a priority in every sector. Today, Cyber Security risks are no longer a concern of 'tech' companies, but an ever present issue across all industries.

Business critical activities have been disrupted, customers data has been compromised, and cyber threats continue to become more damaging and destabilising than ever before. Recognising this growing threat, Fresca Group wanted to take a proactive approach to increase awareness amongst staff about their role in keeping the organisation safe.

Leading fresh produce supplier, Fresca Group is one of Europe's largest fruit and vegetable suppliers, providing Britain's best-known retailers, food service operators, wholesale markets and cruise lines with quality fresh produce.

Working with MetaCompliance, Fresca Group recognised the importance of **educating employees** about potential Cyber Security threats and creating a **risk aware culture** in the workplace. With hundreds of employees located across the UK and a fast-expanding international service, Fresca Group aimed to increase cyber awareness amongst staff and create a **cyber resilient workforce**.



Protection Against Phishing

Phishing emails were a key concern for Fresca Group as the organisation sought to combat an influx of daily phishing attacks. With MetaCompliance's award winning **MetaPhish**, Fresca Group can now educate employees about how to detect phishing emails and help to foster a culture of **vigilance** amongst staff.

Using customised phishing templates, Fresca Group can target users by job role, department and location with phishing emails that resemble realistic scenarios and prepare employees for real life cyber threats.

With point of need learning experiences, MetaPhish educates users about how to avoid future phishing attempts and enables Fresca Group to gain greater visibility of those most at risk, in a safe and controlled environment.

Additionally, Fresca Group can establish a baseline for current user awareness, understand user behaviour and outline the need for additional staff training with the analytics dashboard.



"Since working with MetaCompliance, we have noticed **cyber awareness** has **raised** amongst staff and engagement has gradually increased. Staff now have a better understanding about phishing and have become more vigilant. It also helps employees feel like they **play a role** in **defending** the company from **threats**."

Guy Lewis, Chief Information Officer, Fresca Group

Engaging Employees with eLearning

Before working with MetaCompliance, Fresca Group had no mechanism in place to educate staff about key Cyber Security threats. With MetaCompliance's eLearning library, staff can gain essential Cyber Security knowledge and skills using engaging eLearning content and user interactions in a bite-sized format.

"We found it difficult to find suitable training that went beyond bland PowerPoint presentations. MetaCompliance provided a solution which addressed our key issues and enabled us to be more proactive."

-Guy Lewis, Chief Information Officer, Fresca Group



"MetaCompliance's content library is continually growing to address the latest threats and the titles are relevant and up-to-date. The eLearning content has helped to educate staff about potential risks and empowered employees to be proactive in guarding against cyber attacks."

-Guy Lewis, Chief Information Officer, Fresca Group



Automating **Cyber** **Awareness** Activities

In an effort to adopt a hybrid approach to cyber awareness, Fresca Group has introduced MetaCompliance's Campaigns module to automate the lifecycle of its annual security awareness program.

Now, the organisation can effectively plan and deliver a varied **Cyber Security awareness program**, consisting of twelve months of awareness activities such as policies, phishing simulations, blogs and eLearning in a centralised platform.

With Campaigns, Fresca Group can reduce the time and resources required to plan an awareness campaign and identify areas of overlap or inactivity so that staff continue to be **engaged all year round**.



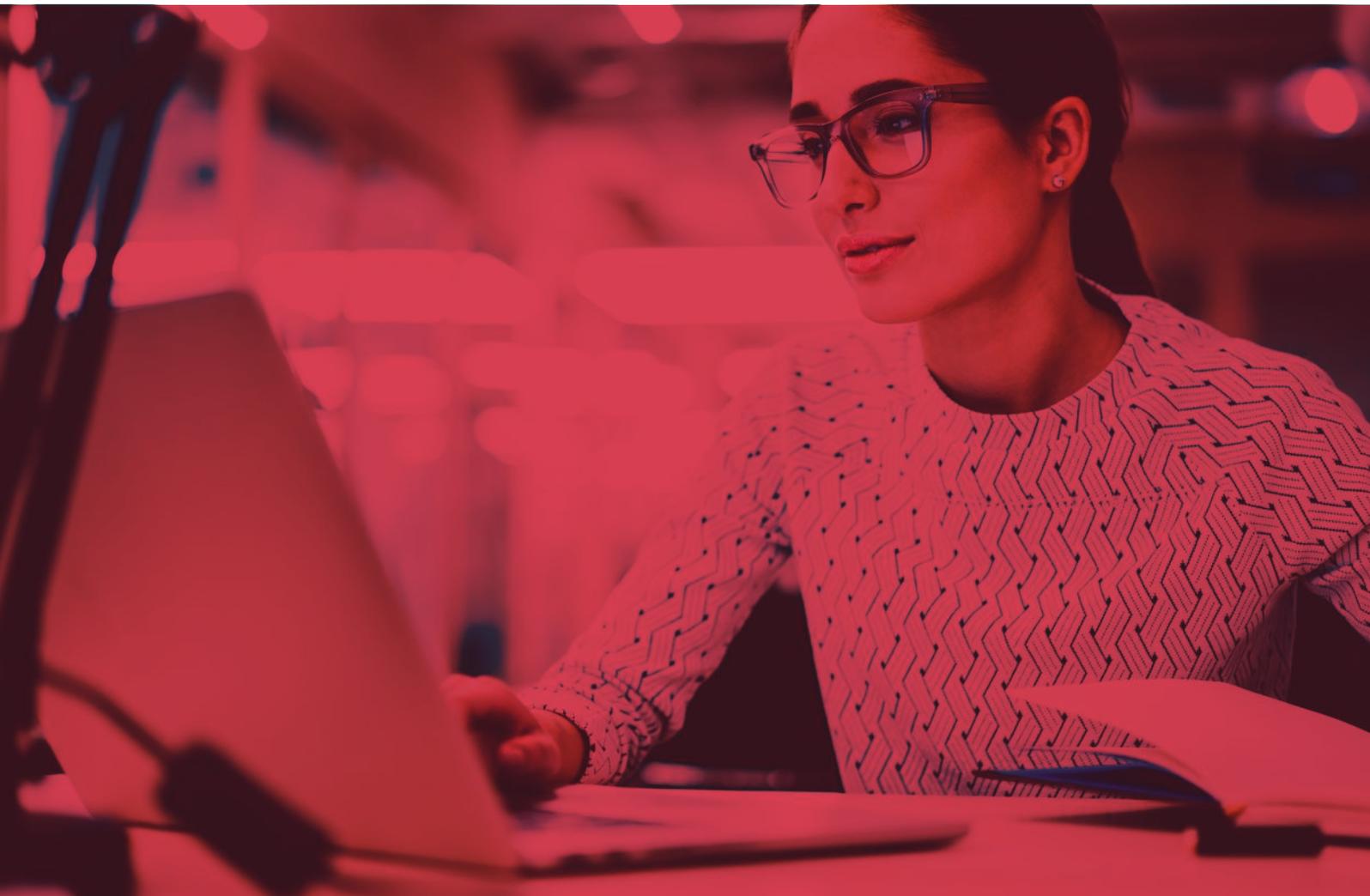
"The Campaigns software has allowed us to structure our annual cyber awareness program quickly and easily. We can now schedule awareness activities in advance and issue regular phishing and training exercises so that it becomes a matter of routine."

Guy Lewis, Chief Information Officer, Fresca Group



Creating a **Cyber Security Culture**

In just a few months, Fresca Group has transformed cyber awareness training within the organisation and facilitated a **positive security awareness culture**. As a result, the company is able to maintain a constant level of awareness, develop an evolving curriculum for Cyber Security and encourage employees to uphold good Cyber Security hygiene. For the future, Fresca Group aim to build on their efforts and focus on continuing to improve employee engagement and reporting rates.





Transform Your Cyber Security Training

To hear how MetaCompliance can help you to automate your cyber awareness campaigns and develop cyber resilient staff, **get in touch.**

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