The Effectiveness of Phishing Competitions

Dennis Legori
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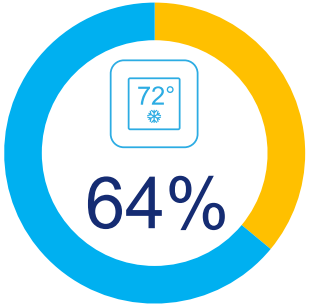
Carrier

Dennis Legori

- **Lived** in England (8 years), and India (16 years) before coming to the United States in 1999.
- **MBA** from Southern Illinois University (SIU)
- **MA** (Public Administration) from Kerala University
- **10 years of experience in Manufacturing**
  - Helped increase revenues from $5M in 2013 to >$50 Million in 2013
- **10 years of experience in Cybersecurity**
  - 3.5 years at Carrier
  - 6 Industry Awards for Carrier between 2020-2023

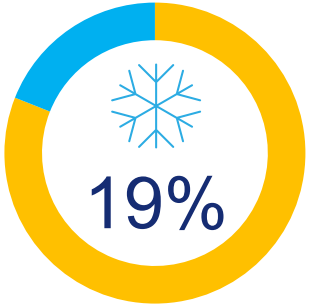
About Carrier

2022 Net Sales Breakdown



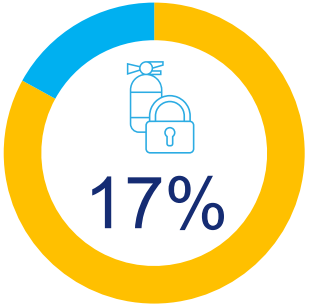
HVAC

$13.4B
Net sales*



REFRIGERATION

$3.9B
Net sales*



FIRE & SECURITY

$3.6B
Net sales*

- Americas 60%
- EMEA 23%
- Asia Pacific 17%

- New Equipment 77%
- Parts and Service 23%

$20.4B
2022 NET SALES

~52,000
EMPLOYEES

75+
BRANDS

100+
NEW PRODUCTS
for the 8th consecutive year

* Segment sales include intercompany sales

The Elite Pro Phishing Competition

- Launched in October 2021
- 6 Phishing Competitions since 2021
- Users sign up for competition
- Competition is between 10-11 rounds
  - Advanced exercises include Spear Phishing and Email Account Compromise
  - First & Last Rounds are repeated to highlight improvement

Value Added Proposition

- Phishing is the leading attack vector
- Phishing emails evade Secure Email Gateway
- Encourage User Reporting
- Crowdsource Cybersecurity
- Create a Competition
- Achieve Results
- Immersive Learning Experience
- Use Enterprise Social Media for Crowdsourcing

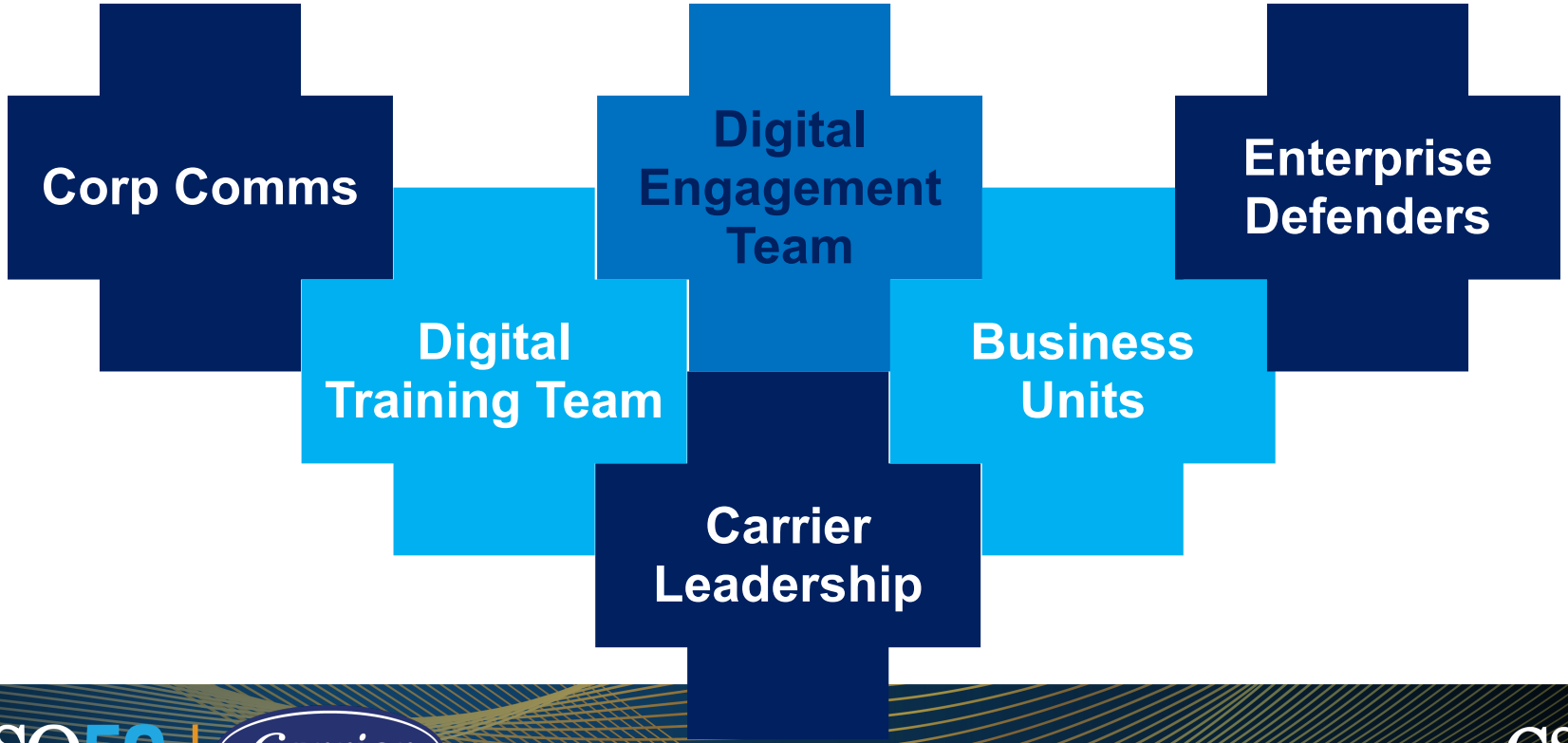
Why should users sign up?

- No prizes, just **bragging** rights
- All participants and winners receive a **Certificate**
- Participate in the **largest Teams channel**
- **Elite Pro Phishing Competition** – The “Best of the Best”
- The Leader receives an email when the user:
  - **Reports a suspicious email** to the SOC
  - **Participates** in the **Elite Pro Phishing Competition**
  - **Is a winner** in the **Elite Pro Phishing Competition**
  - **Participates** in the **Enterprise Defender’s Program**

Competition Results

October 2022 1,734 participants	March 2023 3,755 participants	July 2023 4,125 participants
Simulations = 11	Simulations = 10	Simulations = 11
Click Rate 13.9% to 2.1%	Click Rate 11.9% to 2.3%	Click Rate 12.1% to 2.0%
Report Rate 64.8% to 68.5%	Report Rate 62.9% to 69.2%	Report Rate 71.4% to 75%
Resiliency 4.66 to 32.62	Resiliency 5.29 to 30.09	Resiliency 5.9 to 37.5
Improvement 600%	Improvement 469%	Improvement 536%

Takeaways

- Embrace the concept of “**Crowdsourcing**” Cybersecurity
  - Train users to confidently report incidents to the SOC
- Whether phishing simulations or phishing emails, focus on **reporting** over clicks
- **Phishing competitions** when done correctly offer a fun, accelerated, and immersive learning experience
- Use enterprise tools to get enable “Crowdsourcing”.

Thank You - Teams Involved