Gamifying Cyber Awareness & Response
Oct. 2023
Company Overview

- 32,683 Gross MW in operation*
  * 23,791 proportional MW (gross MW multiplied by AES’ equity ownership percentage).

- 5,389 MW Generation capacity under construction

- $12.6 billion Total 2022 revenues

- $38 billion Total assets owned & managed

- 4 Continents
- 13 Countries
- 6 Utility companies

- 2.5 million Utility customers served

- 9,100 people Our global workforce

Recognized for our commitment to sustainability
In addition, the malicious message review process had significant gaps.
The below charts show the number of AES people who interacted with our phishing tests.

- **Clicked**: Click rate is down
- **Compromised**: But compromises are constant
- **Reported**: Report rate also constant

Current engagement model only gets us so far...only 15-20% of the company engages on company-wide testing.
Clearly, it was time for a change…
A Strategic Pivot on Awareness

Like many organizations, AES has relied on phishing simulation platforms to launch global phish

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Moving to a "gamification" model for phishing training helps create the engagement necessary for our people to become Cyber Role Models
Goals for our New Model and Solution

Make it Individualized
Make it Global
Make it Easy
Make it Gamified
Make it Rewarding
Hoxhunt will act as a social engineer and send you simulated email threats so that you'll learn to recognise real ones. In practice this means:

1. One email once in a week on average
2. One click to report the email
3. One minute to read the micro training
Gamified cyber security training in your inbox

Train  Hoxhunt helps you recognise and report suspicious emails with ongoing gamified training

Report  When you receive a suspicious email, click the Hoxhunt button using the same button
Good Job!

You spotted a malicious email! Reveal the tricks used in this email and earn one more star!
By recognizing and reporting these attacks, you collect stars and points and compete against your colleagues.
Can I also report real threats?

**YES!** And it’s important that you do. By reporting potential threats you help defend your company against real security breaches.

If the email is not part of the Hoxhunt training, you will receive the following notice and after you report the email, security team will instantly get notified.
Can I report from my mobile?

**YES!** Reporting with your mobile is possible from the Outlook app on Android and iOS.

**Android & iOS**
1. Open Outlook Mobile App
2. Select the email you want to report
3. Click three dots next to sender's name
4. Click Hoxhunt's "Report this email" button
5. Report email with Hoxhunt
Our New Cyber Awareness Model

The Hoxhunt platform will accelerate the deployment of our new cyber awareness model, to include:

• Review of a monthly phish in each safety meeting
• Communication of the leaderboard dashboard and recognition of high performer (star collectors) via
  • Monthly safety meetings
  • Yammer and other internal social media
• Opportunities for behavior improvement via
  • Increased volume of phishing simulations
  • One-on-one engagement
Driving Cyber Awareness Through Hoxhunt

We’ve integrated new features, including Spicy mode on training and phish response. We continue to recognize top performers.

In addition to onboarding, our key metric is Resiliency rate. Resiliency Rate is the metric calculated by dividing success rate by fail rate.

Resiliency Rate (Last 90 Days)
- AES: 39.1
- AES Goal: 12
- Industry Avg: 8.3
Drum roll, please! The Q3 Hoxhunt top performers are here! Did you make the list? Click here to see the top 10 global winners and how you can keep track of your Hoxhunt stats all year.

Get excited! The Hoxhunt Top Performers are here! Click here to view the Global Top Performers for Q1.

Get excited! Hoxhunt Top Performers and new Hoxhunt features are here! Click here to see the top 10 Hoxhunt performers of Q4 in 2022.
Our Success is Shared Cross Functionally

#AllTogether

Digital

Change Management

Cybersecurity

Communications

Health & Safety