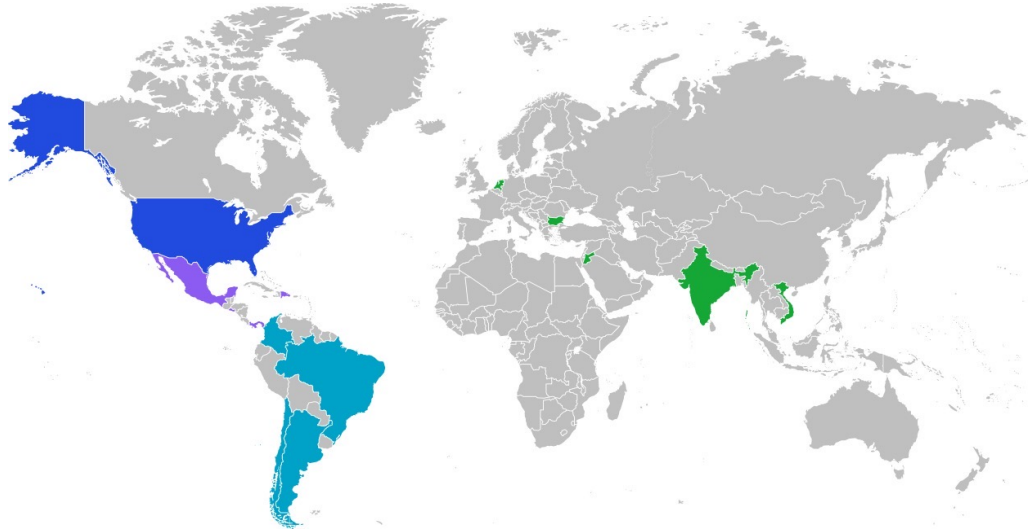# Gamifying Cyber Awareness & Response

Oct. 2023

Company Overview

32,683

Gross MW in operation*

* 23,791 proportional MW (gross MW multiplied by AES' equity ownership percentage).

$12.6 billion

Total 2022 revenues

5,389 MW

Generation capacity under construction

$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

Awareness Challenges

Remote Workforce

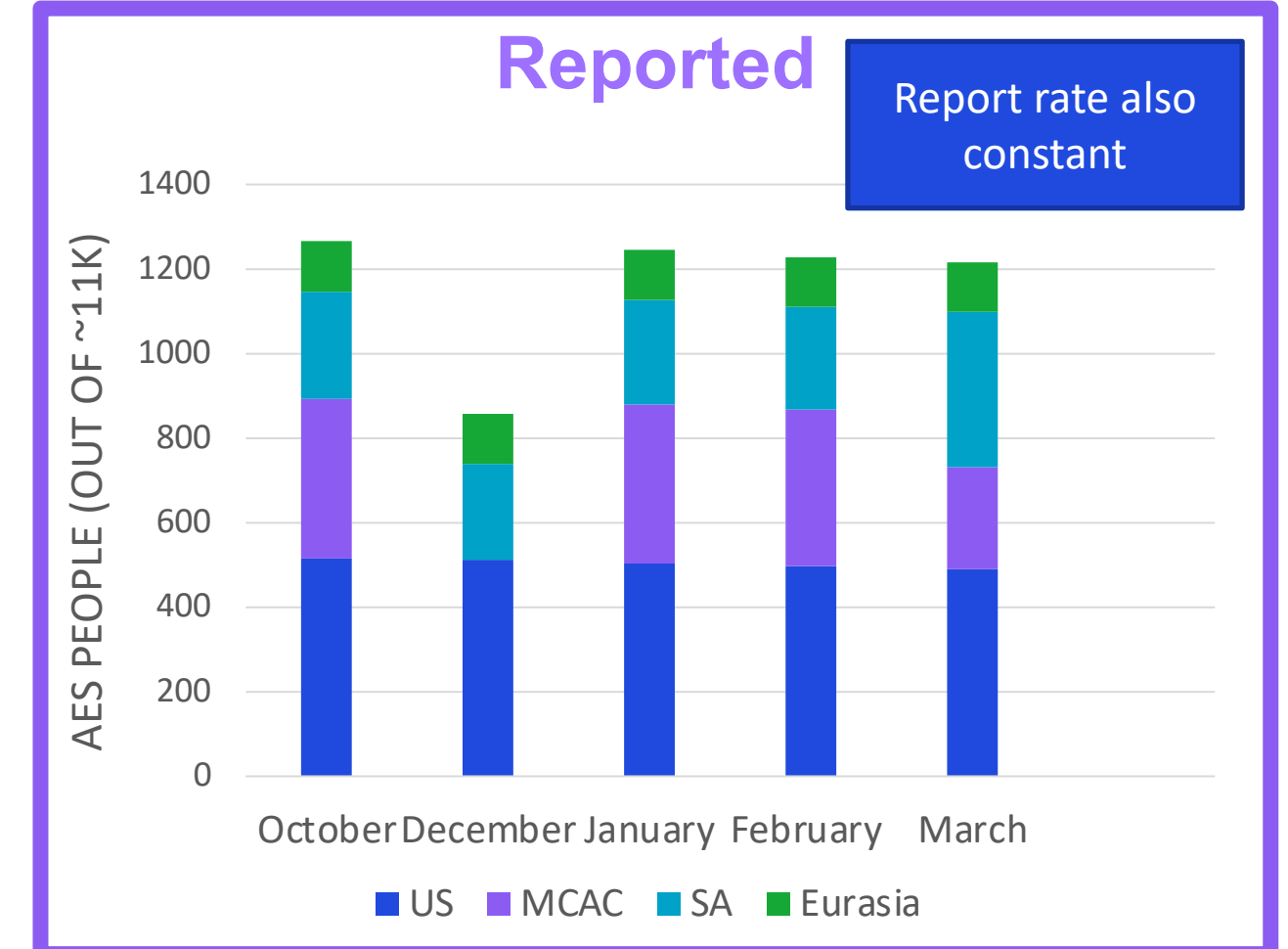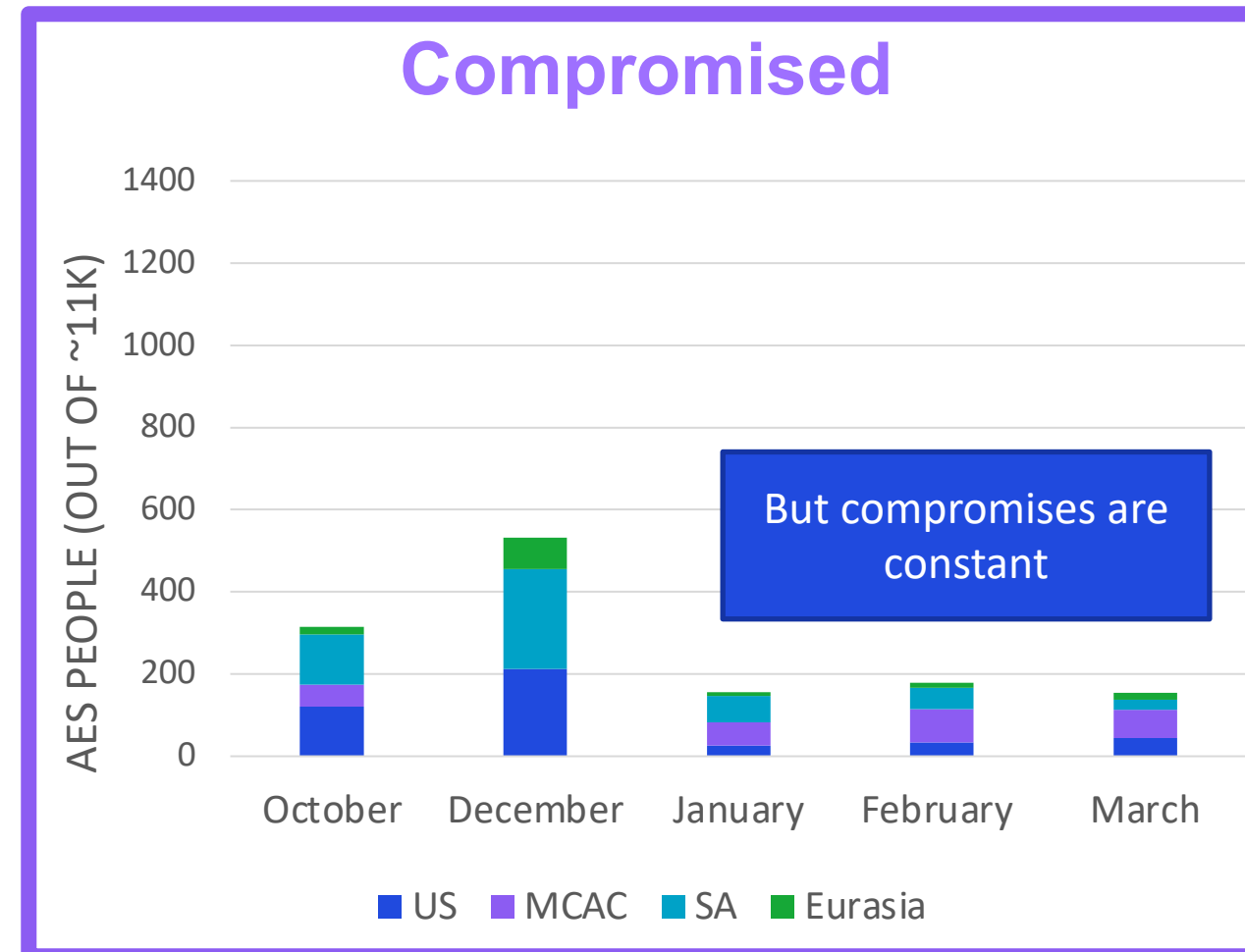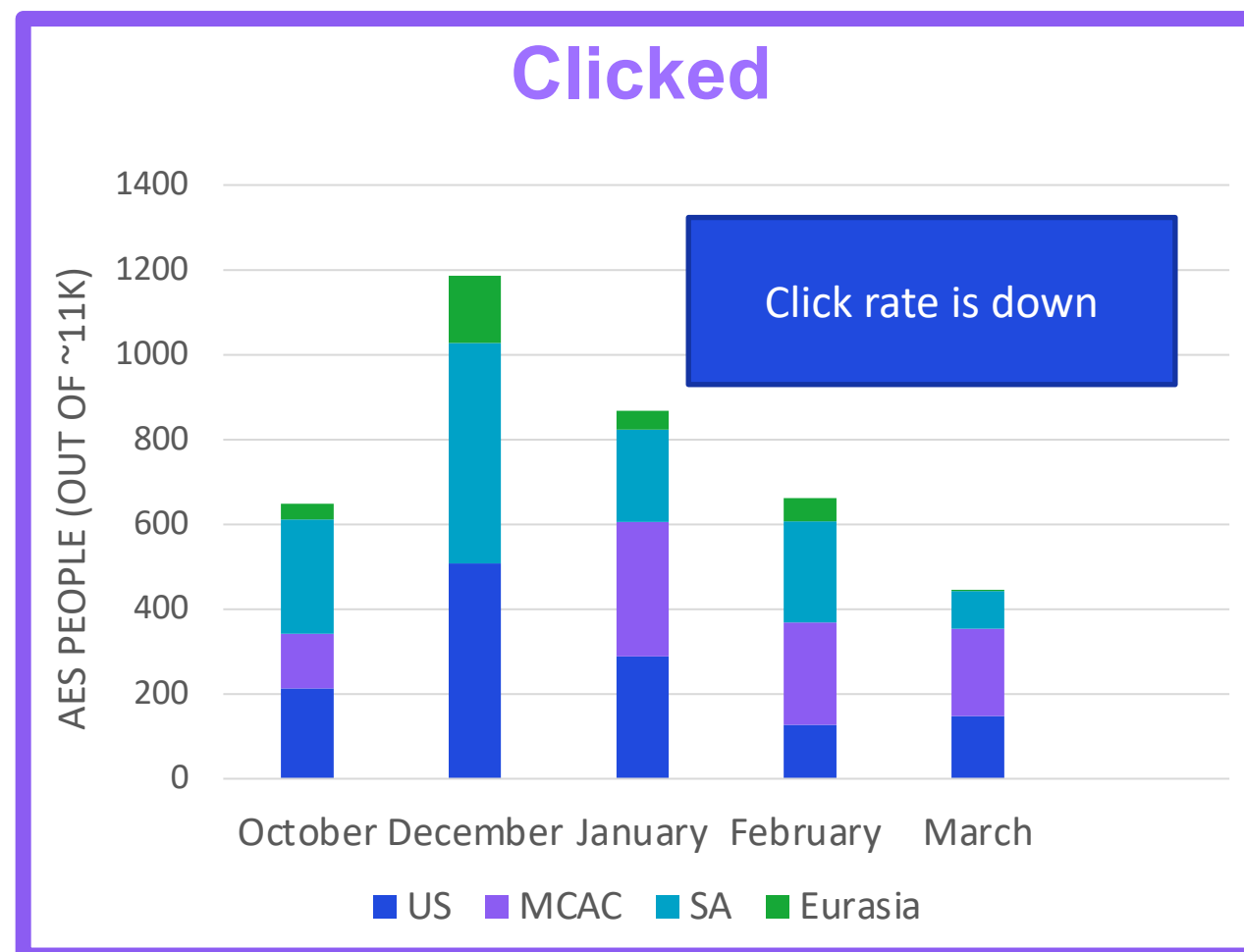Effectively Scaling Training

Supporting Multiple Languages

Low Enthusiasm

In addition, the malicious message review process had significant gaps

aes

Metrics

The below charts show the number of AES people who interacted with our phishing tests.

Clicked — chart, AES PEOPLE (OUT OF ~11K). Callout: "Click rate is down". Months: October, December, January, February, March. Legend: US, MCAC, SA, Eurasia.

Compromised — chart, AES PEOPLE (OUT OF ~11K). Callout: "But compromises are constant". Months: October, December, January, February, March. Legend: US, MCAC, SA, Eurasia.

Reported — chart, AES PEOPLE (OUT OF ~11K). Callout: "Report rate also constant". Months: October, December, January, February, March. Legend: US, MCAC, SA, Eurasia.

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

	Legacy Systems	New Model
Training	Annual training in separate environments	Continuous training in Outlook
Personalization	Same for everyone	Individualized
Engagement	Broadcast info to employees	Engage employees
Operations	Manual	Automatic
Mindset	**Security awareness**	**Behavior change**

Moving to a "gamification" model for phishing training helps create the engagement necessary for our people to become Cyber Role Models
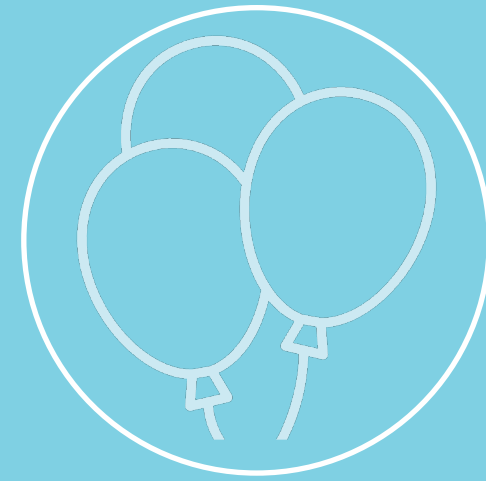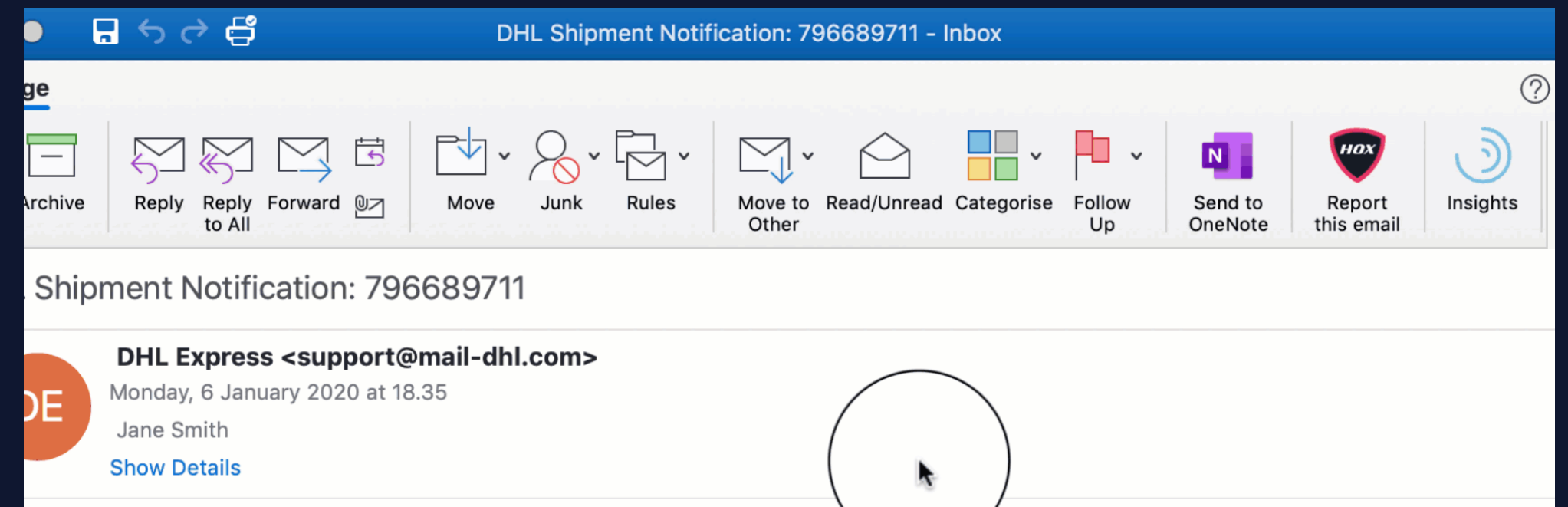
aes

Goals for our New Model and Solution
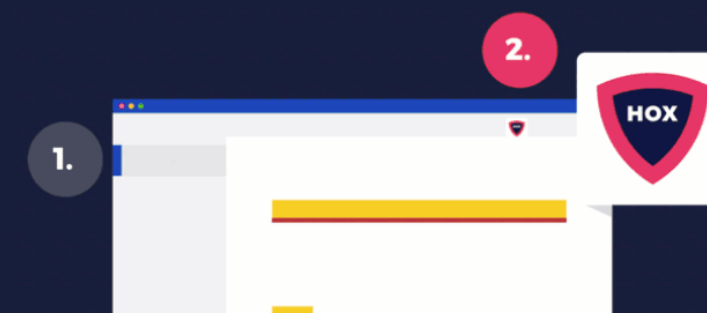
How does Hoxhunt work?

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

Good Job!

You spotted a malicious email! Reveal the tricks used in this email and earn one more star!

Earn one more star

HOXHUNT

Jane Smith
JS
Hoxhunt

Level 2

1750 / 3000 xp

1
Emails reported

100%
Success rate

New Password challenge
Test your knowledge about strong passwords.
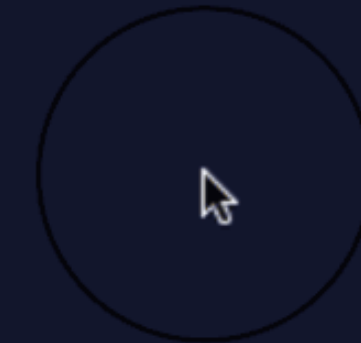
Go to Challenges

Activities

COMPLETED   **You've got m@il**
Let's start with something simple.

⭐⭐⭐ +1750 XP ›

Leaderboard
Hoxhunt

57 days remaining this quarter.

All time   **Quarter**   Month

⭐

1.	Harold Smith	70
2.	John Doe	64
3.	John Smith	33
4.	John Dude	31
5.	Jane Dame	23

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.

HOXHUNT

Report email

Report as phishing
Suspicious content or sender? Report it for further analysis.

Report as spam
Unsolicited content or marketing? Block the sender and move the email to junk.

Go to Dashboard

‹ Back

Report as phishing

You can report this email to help others that have received the same threat but not recognized it. The email will be forwarded to the Hoxhunt Demo security team.
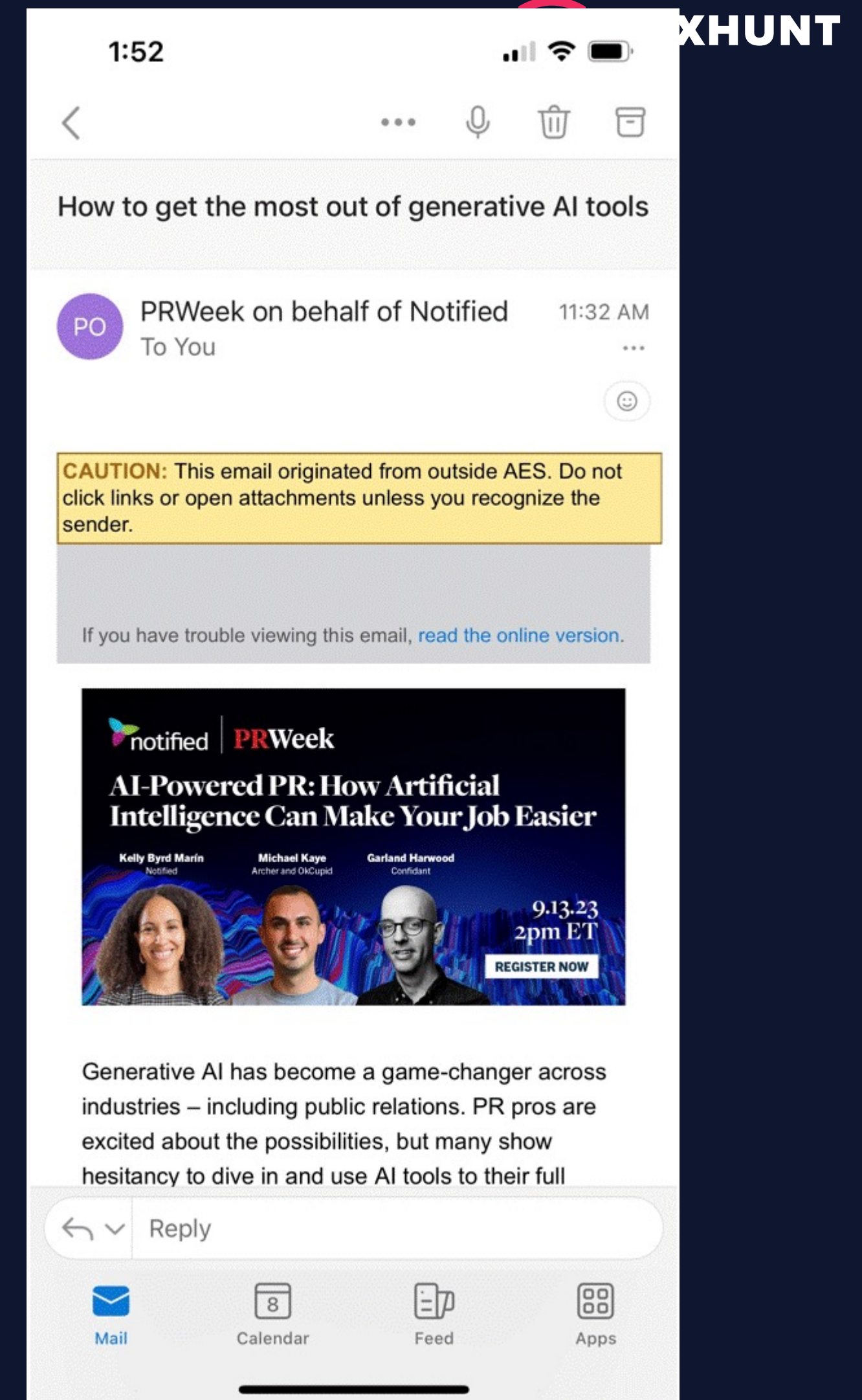
Already clicked something? +

Report as phishing

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

The
Results

Driving Cyber Awareness Through Hoxhunt

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

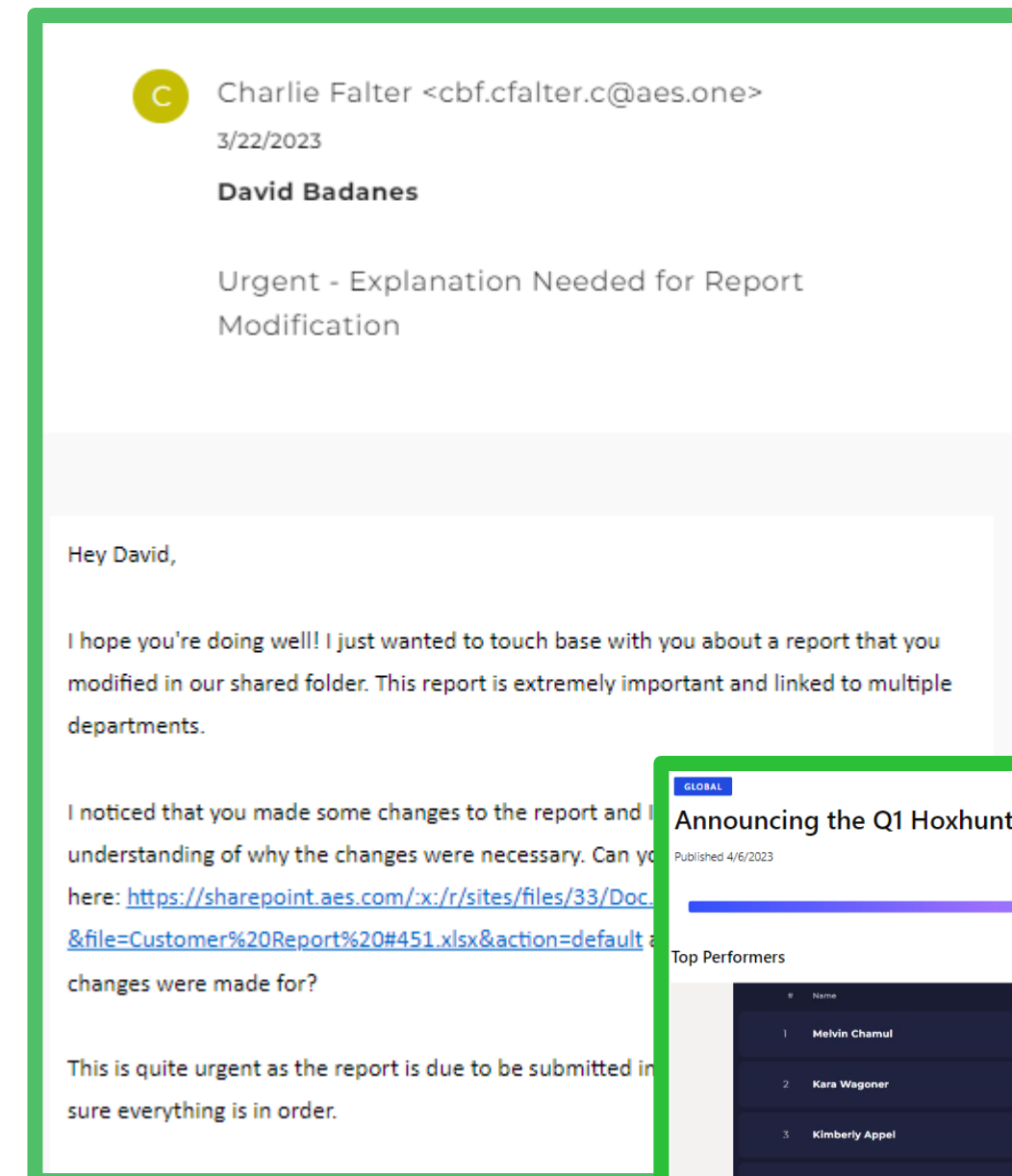
In addition to onboarding, our key metric is Resiliency rate. Resiliency Rate is the metric calculated by dividing success rate by fail rate.

Resiliency Rate (Last 90 Days)
AES - 39.1
AES Goal - 12
Industry Avg – 8.3

SharePoint   🔍 Search across sites   Sherrell Cordas

Our Newsletter | Global   Add link

Our Newsletter

Home   OurNewsletter | US Archive   NuestraNewsletter | Negocios Internacionales Archivo   Greening to Zero News   Edit

☆ Not following   ⇌ Share

+ New ∨   🗐 Send to ∨   ⊲ Promote   ⚙ Page details   A⁺ Immersive Reader   ▦ Analytics

Posted   ✎ Edit   ⤢

GLOBAL

2022 Hoxhunt Q3 top performers

Published 9/7/2023

Hoxhunt Winners and Spicy Mode

Leaderboards
AES Corporation

0 days remaining this quarter.

All time   **This quarter**

⭐

1.	Anatoli Georgiev	39
2.	Matias Cespedes	39
3.	Kylie Wilson	36
4.	Franco Tuesca	36
5.	Filip Staykov	36
6.	Jenel Mowen	36

Our Newsletter

Our Newsletter | Global

Our Newsletter | US

Nuestra Newsletter | Negocios Internacionales

More News   See all

+ Add ∨

International Business Chief Operating Officer Evaristo...
During the last week of August...
19 hours ago

AES Colombia launches Energía al Tablero
AES Colombia launched the...

Announcement posted in US Locations

aes Global Communications — Oct 6, 2022 — Seen by 2,772

📣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.

👍 Like | 💬 Comment | ➦ Share | 👍👶👏 You and 6 others

Jamie Sanderson Reid Oct 7, 2022
Congratulations 🎉

Announcement posted in US Locations

aes Global Communications — Apr 5 — Seen by 2,388

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

Cardboard ⭐ 10 | Bamboo ⭐ 15 | Leather ⭐ 22 | Wood ⭐ 31

Digital   Safety

👍 Like | 💬 Comment | ➦ Share | 👍 Luis Gonzalez

Announcement posted in US Locations

aes Global Communications — Jan 23 — Seen by 2,415

Get excited! 🤗Hoxhunt Top Performers and new Hoxhunt features are here!
Click here to see the top 10 Hoxhunt performers of Q4 in 2022.

HOXHUNT

Digital   Safety

👍 Like | 💬 Comment | ➦ Share | Be the first to like this

Our Success is Shared Cross Functionally

Digital

Communications

Health & Safety

Cybersecurity

Change Management

#AllTogether

aes