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Gartner Peer Insights 'Voice of the Customer': Security Awareness Computer-Based Training

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By Peer Contributors

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Gartner Peer Insights is a free peer review and ratings platform designed for enterprise software and services decision makers. Reviews go through a strict validation and moderation process in an effort to ensure they are authentic.

What Is Security Awareness Computer-Based Training?

The market for end-user-focused security education and training is growing rapidly. Security and risk management leaders need to influence the security behaviors of people — employees, citizens and consumers — is fueling demand for these products. Interactive computer-based training (CBT) is a central component of a comprehensive security education and behavior management program. CBT delivers a learning experience through computing devices, such as laptop computers, tablets, smartphones and Internet of Things (IoT) devices. Vendor offerings in the market for security awareness CBT (SACBT) include ready-to-use, interactive software modules. These modules are available as internet-based

services or on-premises deployments through client-managed learning management systems (LMSs) and the vendors' support for the Sharable Content Object Reference Model (SCORM) standard.

What Is Gartner Peer Insights "Voice of the Customer"?

The "Voice of the Customer" is a document that synthesizes Gartner Peer Insights' reviews into insights for IT decision makers. This aggregated peer perspective, along with the individual detailed reviews, is complementary to Gartner expert research and can play a key role in your buying process, as it focuses on direct peer experiences of implementing and operating a solution. In this document, only vendors with 20 or more eligible published reviews during the specified 18-month submission period are included. Reviews from end users of companies with less than $50M in revenue are excluded from this methodology. See the full "Voice of the Customer" methodology here.

Along with the historical peer-based perspective represented in this document, Gartner has a related expert-led Market Guide for the SACBT market. For related research in this market, please visit the Market Guide for Security Awareness Computer-Based Training.

In the SACBT market, Gartner Peer Insights has published 1,301 reviews and ratings in the 18-month period ending 31 October 2021. Figure 1 shows all eligible vendors categorized into four quadrants based on User Interest and Adoption (X-axis) and Overall Rating (Y-axis). Within each quadrant, vendors are listed in alphabetical order.

Vendors' User Interest and Adoption scores incorporate three factors, each given one-third weight: review volume, user willingness to recommend, and review market coverage across industry, company size, and deployment region. A vendor must meet or exceed the market average User Interest and Adoption Score to qualify for the right-hand quadrants.

The market average Overall Rating is the mean of all eligible vendors' average Overall Ratings. Vendors must meet or exceed the market average Overall Rating to be positioned in the upper quadrants.

For ease of understanding, each quadrant is labelled as described below. **For information on how to evaluate vendors in each quadrant of the "Voice of the Customer" graphic, see the full methodology** here.

Vendors placed in the upper-right quadrant of the "Voice of the Customer" quadrants are recognized with the Gartner Peer Insights **Customers' Choice** distinction, denoted with a Customers' Choice badge. The recognized vendors meet or exceed both the market average Overall Rating
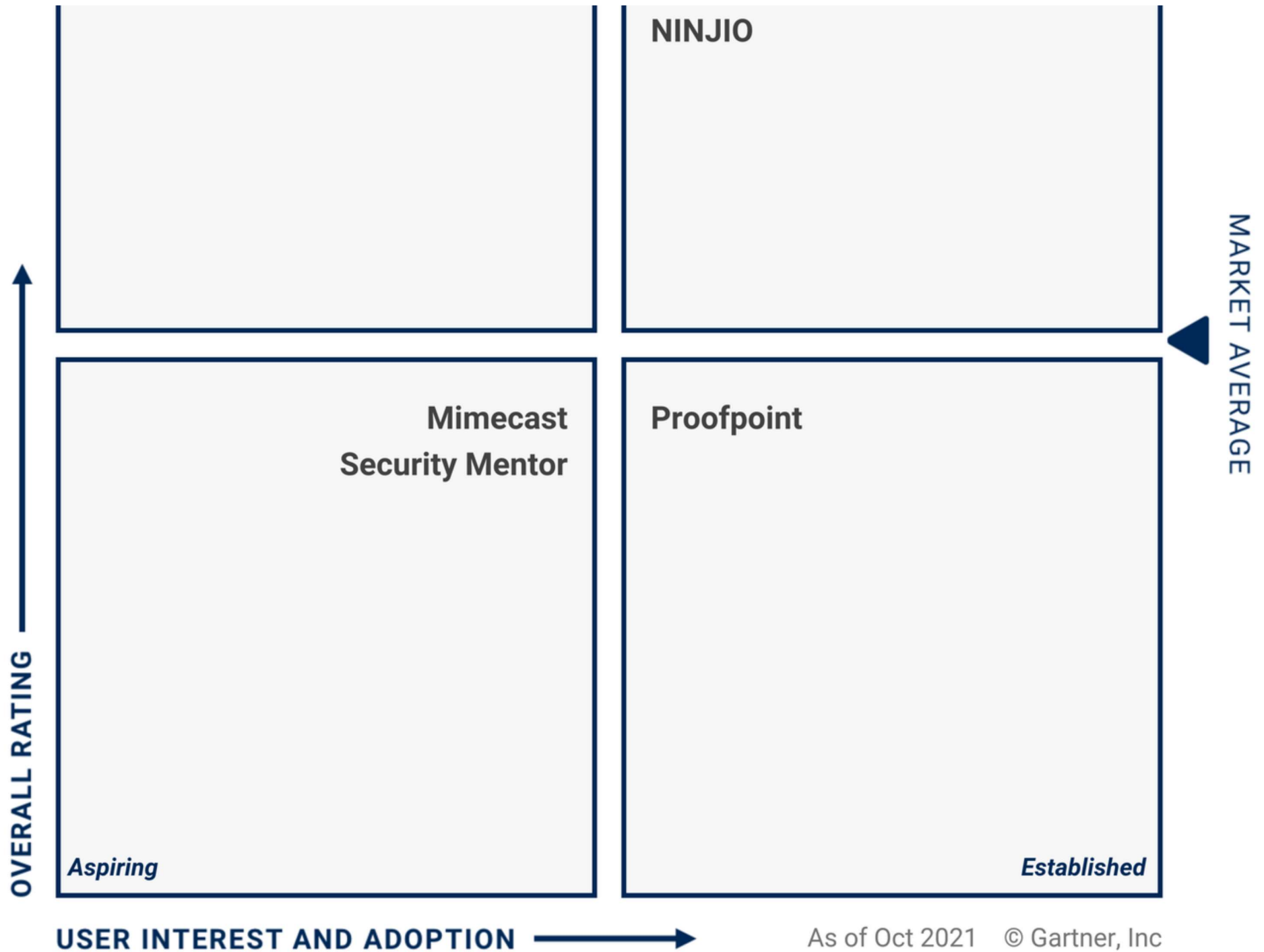
and the market average User Interest and Adoption.

Vendors placed in the lower-right "**Established**" quadrant of the "Voice of the Customer" meet or exceed the market average User Interest and Adoption but do not meet the market average Overall Rating.

Vendors placed in the upper-left "**Strong Performer**" quadrant of the "Voice of the Customer" meet or exceed the market average Overall Rating but do not meet the market average User Interest and Adoption.

Vendors placed in the lower-left "**Aspiring**" quadrant of the "Voice of the Customer" meet neither the market average User Interest and Adoption nor the market average Overall Rating. Like all vendors in this report, their products align to this market and they have met the minimum criteria to be included.

Figure 1. Gartner Peer Insights "Voice of the Customer" Security Awareness Computer-Based Training

NINJIO

MARKET AVERAGE

OVERALL RATING

Mimecast
Security Mentor

Proofpoint

Aspiring

Established

USER INTEREST AND ADOPTION ⟶   As of Oct 2021   © Gartner, Inc

Gartner

Source: Gartner (December 2021)

Security Awareness Computer-Based Training Peer Reviews and Ratings

In addition to the synthesis provided by the "Voice of the Customer," you can read individual reviews and ratings on Gartner Peer Insights by clicking here.

The rest of this document will highlight some key insights for the SACBT market based on 18 months of reviews, and will also point you to particular ways to use the site in your buying process.
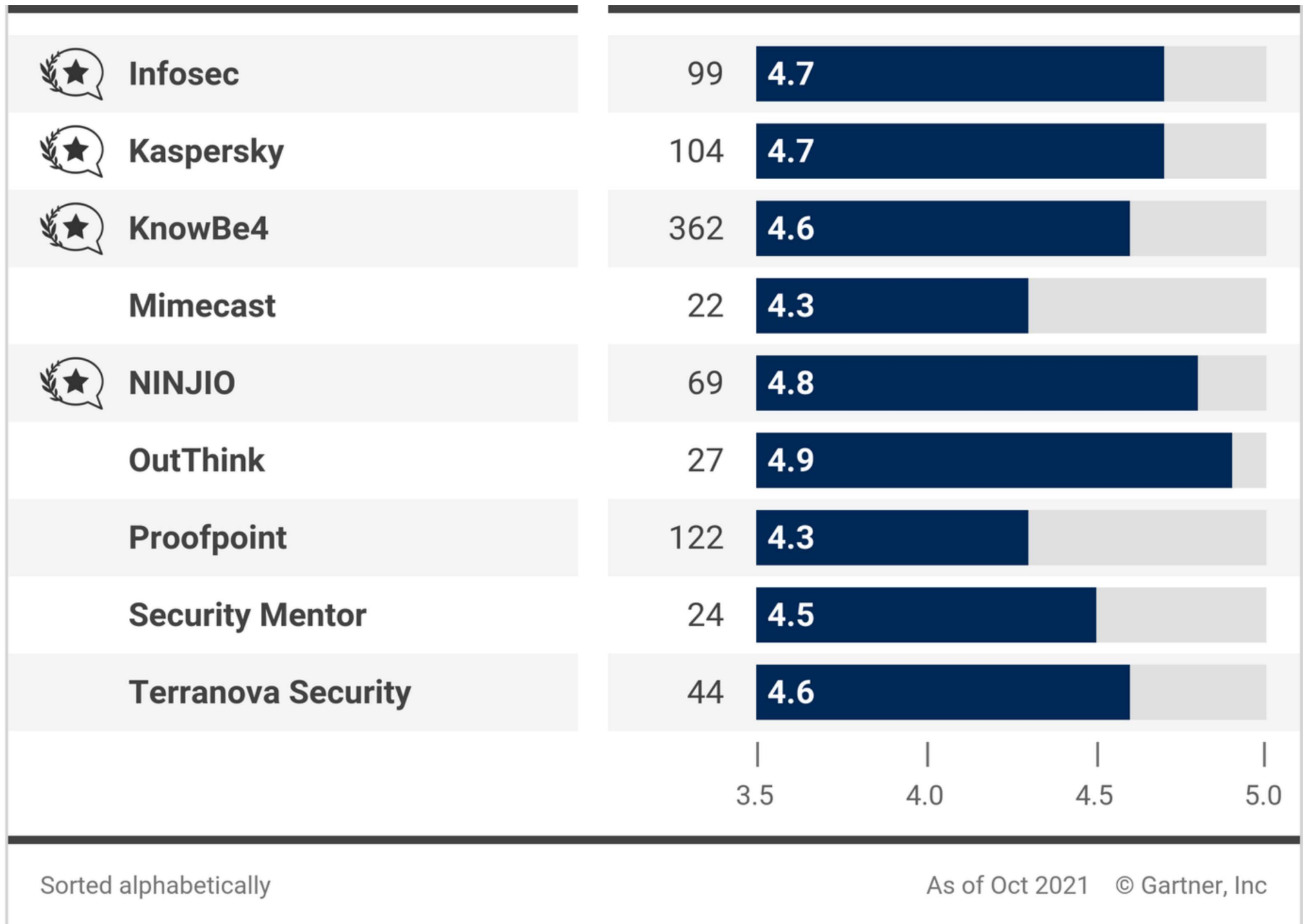
Figure 2 summarizes the Overall Ratings (out of 5 stars) for vendors in the SACBT market that have received more than 20 eligible reviews in the 18-month period ending on 31 October 2021, sorted alphabetically. The Overall Rating is a measure of how satisfied existing customers are with a vendor's product.

Figure 2. Gartner Peer Insights "Voice of the Customer" Security Awareness Computer-Based Training Overall Ratings

Gartner Peer Insights "Voice of the Customer"
### Security Awareness Computer-Based Training

Eligible Vendors	Overall Reviews	Overall Rating

Company	Reviews	Rating
Infosec	99	4.7
Kaspersky	104	4.7
KnowBe4	362	4.6
Mimecast	22	4.3
NINJIO	69	4.8
OutThink	27	4.9
Proofpoint	122	4.3
Security Mentor	24	4.5
Terranova Security	44	4.6

3.5   4.0   4.5   5.0

Sorted alphabetically   As of Oct 2021   © Gartner, Inc
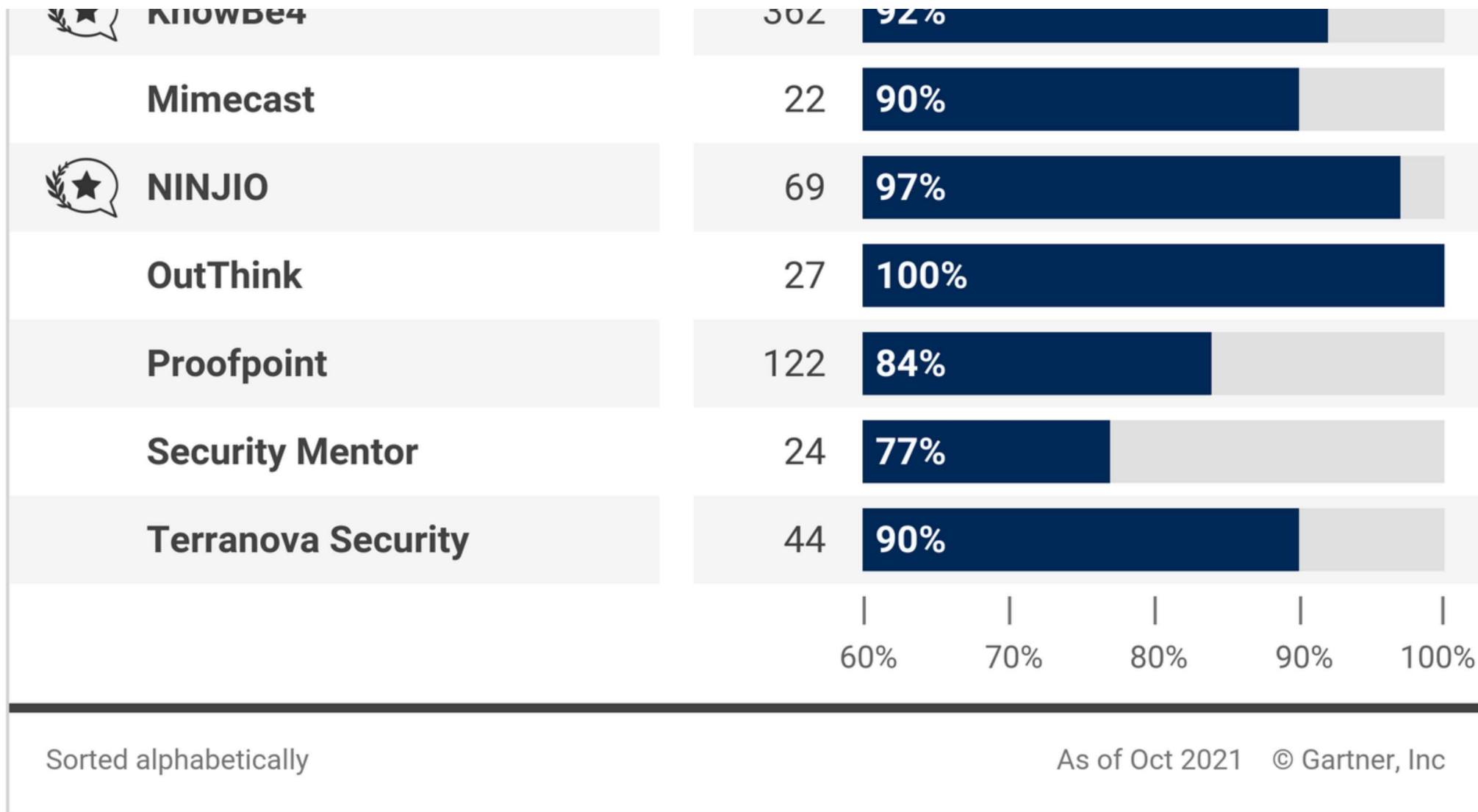
Gartner.

Source: Gartner (December 2021)

In addition to the Overall Ratings, Gartner Peer Insights' reviews also give insight into end users' willingness to recommend each vendor. Willingness to recommend is a component of the "Voice of the Customer" X-axis. See methodology here for details. Figure 3 compares vendors by the percent of reviewers who were willing to recommend them (see "Methodology" section for details). To create a more detailed comparison between several vendors on your shortlist, please click here to go to the Peer Insights market page and press the "Compare Alternatives" button under the vendor/product you are interested in.

Figure 3. Gartner Peer Insights "Voice of the Customer" Security Awareness Computer-Based Training Willingness to Recommend

Gartner Peer Insights "Voice of the Customer"
Security Awareness Computer-Based Training

Eligible Vendors	Overall Reviews	Willingness to Recommend
⭐ Infosec	99	97%
⭐ Kaspersky	104	98%
⭐ KnowBe4	262	92%
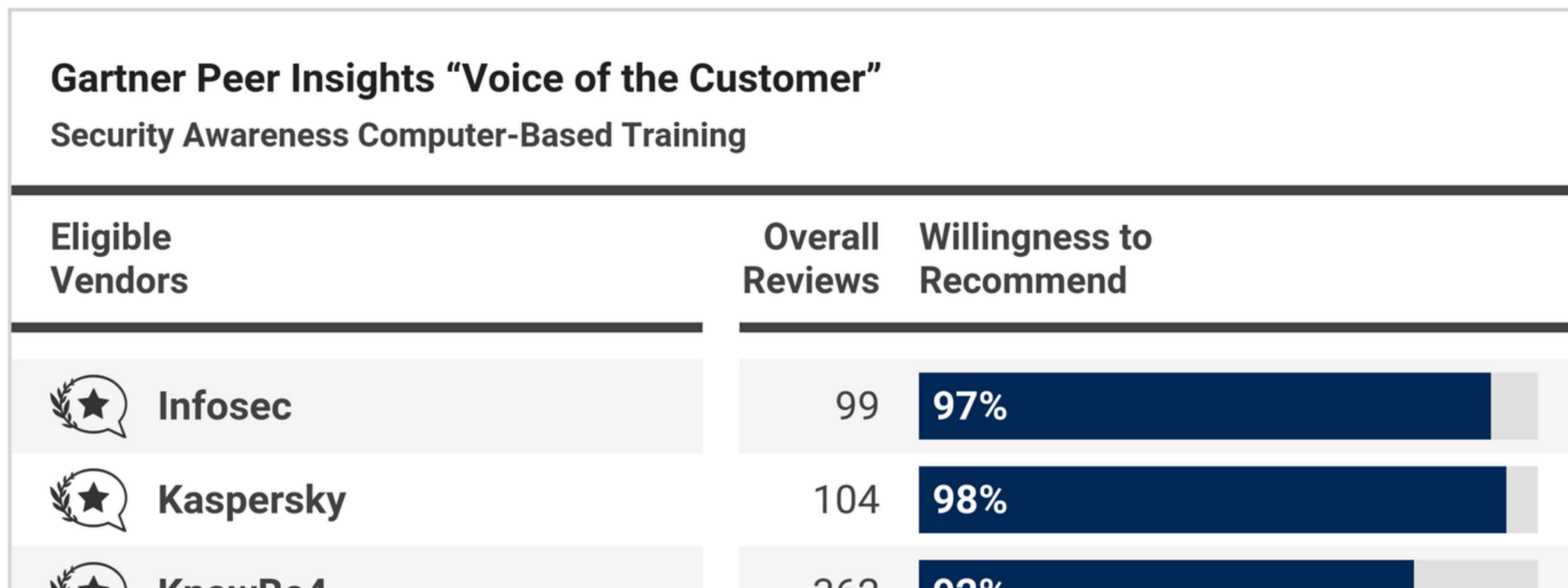
Source: Gartner (December 2021)

"Voice of the Customer" Segment View

Figure 4 through Figure 5 group vendors in the market under a specific customer segment of industry, deployment region or company size based on the demographics of their reviewers. Gartner Peer Insights collects this information from end users' account profiles and submitted reviews. Only vendors with 20 or more eligible reviews in the segment in the 18-month review period are included. For each segment, vendors are positioned based on the market average Overall Rating on the Y-axis and User Interest and Adoption on the X-axis. User Interest and Adoption is calculated from review count score and willingness to recommend (each weighted 50%). Only reviews from reviewers in the segment are included in the calculations for both axes. Review market coverage is not included in this calculation because each graph refers to one particular segment.

A vendor must meet or exceed the average User Interest and Adoption Score in the segment to qualify for the right-hand quadrants. A vendor must meet or exceed the average Overall Rating in the segment to be positioned in the upper quadrants. Both averages, for Overall Rating and User Interest and Adoption, are calculated using only reviews in the segment for vendors included on the graph.

Vendors placed in the upper-right quadrant of the segment quadrants are recognized through the Customers' Choice Segment Distinction. The recognized vendors meet or exceed both the average Overall Rating and the average User Interest and Adoption for the segment (see here for details).

Company Size Segment View (by Annual Revenue)

- Midsize Enterprise (50M - 1B USD)

Deployment Region Segment View

- North America

Company Size Segment View (by Annual Revenue)

Figure 4. Gartner Peer Insights "Voice of the Customer" Security Awareness Computer-Based Training Midsize Enterprise (50M - 1B USD)

Gartner Peer Insights "Voice of the Customer" Company Size Segment

Security Awareness Computer-Based Training

MARKET AVERAGE

▼

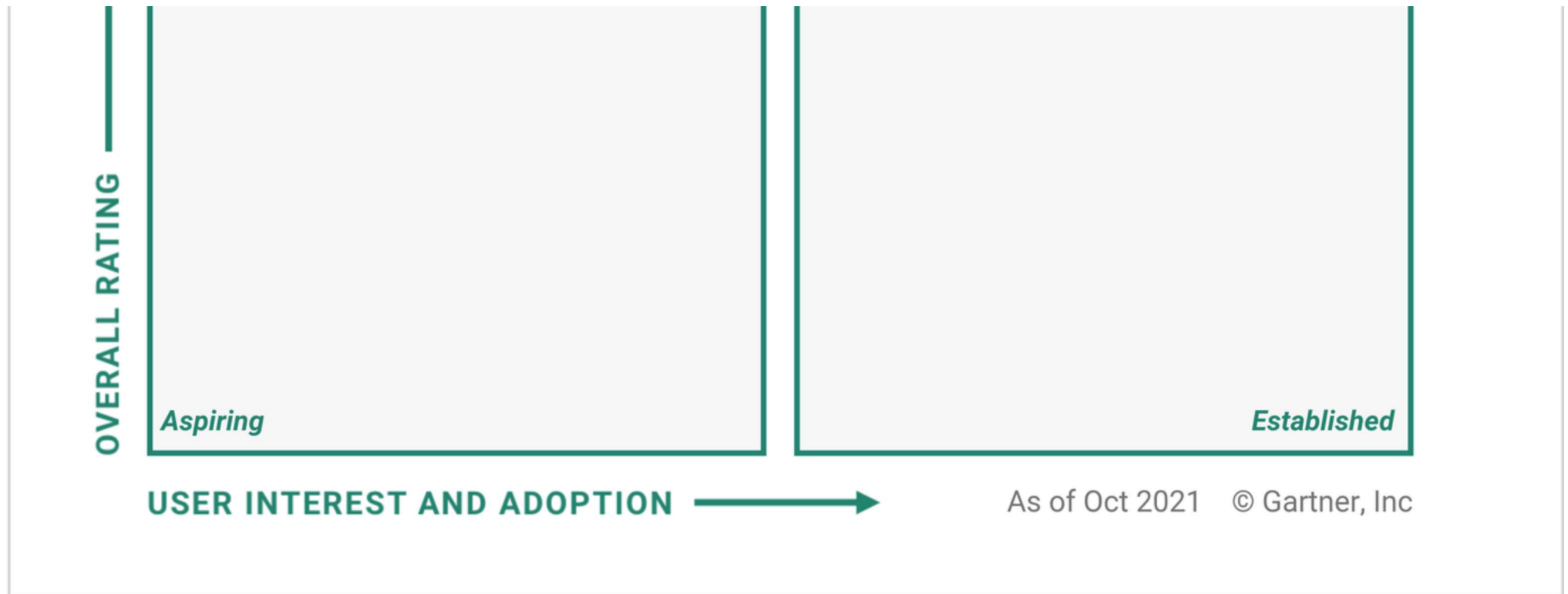Each quadrant is sorted alphabetically.

Strong Performer

Midsize Enterprise Customers' Choice

NINJIO

Infosec

Kaspersky

KnowBe4

MARKET AVERAGE

◄

Proofpoint

Terranova Security

Source: Gartner (December 2021)

Go back to the segment list

Deployment Region Segment View

Figure 5. Gartner Peer Insights "Voice of the Customer" Security Awareness Computer-Based
Training North America

Gartner Peer Insights "Voice of the Customer" Region Segment

Security Awareness Computer-Based Training

MARKET AVERAGE

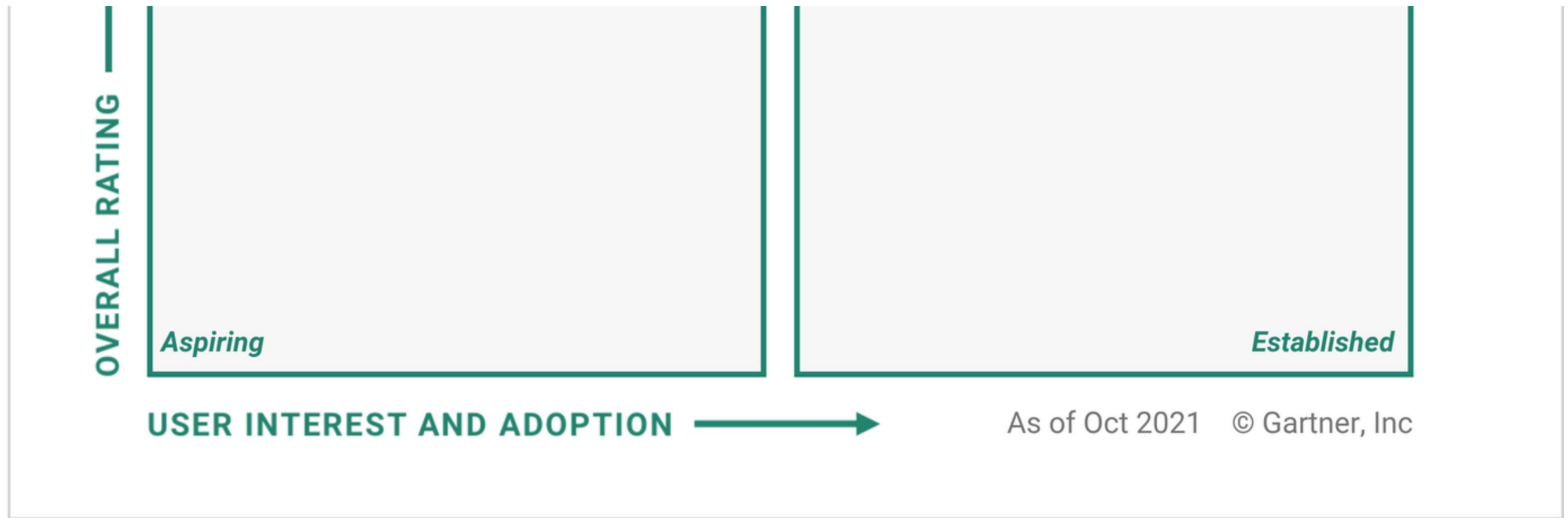Each quadrant is sorted alphabetically.

Strong Performer

North America
Customers' Choice

NINJIO

Terranova Security

Infosec

KnowBe4

Proofpoint

MARKET AVERAGE

Source: Gartner (December 2021)

Go back to the segment list

Vendor Summaries

Figures 6 through 14 summarize key information for each vendor included in the "Voice of the Customer": reviewer demographics for reviews received in the 18-month review period, ending 31 October 2021; Overall Rating and rating distribution; and other ratings covering specific aspects of the experience with the vendor. The same eligibility requirements and weighting used in the "Voice of the Customer" quadrants also apply for ratings in the vendor summary figure, including overall star rating, willingness to recommend, and rating by category (see methodology page here for details). Below each image is a direct link to the user reviews on the Peer Insights site.

Figure 6. Gartner Peer Insights "Voice of the Customer" Security Awareness Computer-Based
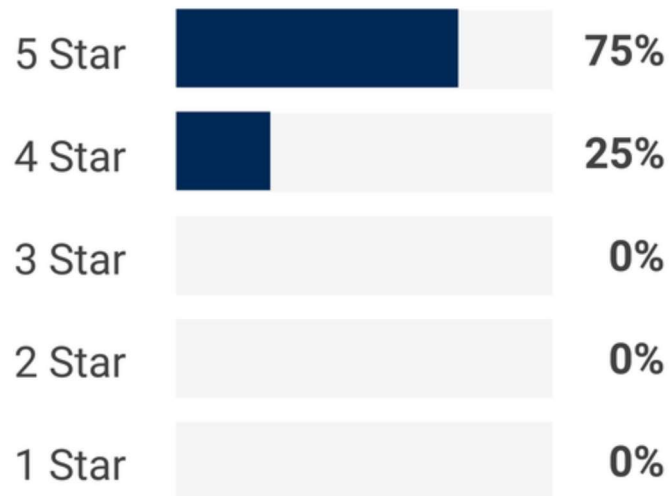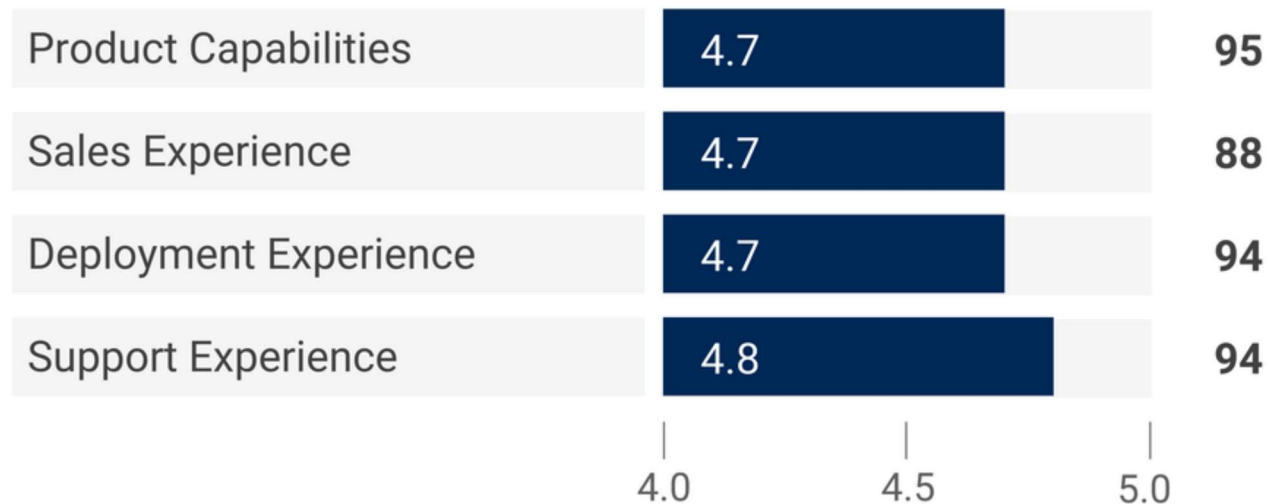
Training Infosec Vendor Summary

Infosec
4.7 ★★★★★ (99)

Willingness to Recommend 97% 👍

Rating Histogram

5 Star		75%
4 Star		25%
3 Star		0%
2 Star		0%
1 Star		0%

Rating by Category

		Number of Responses
Product Capabilities	4.7	95
Sales Experience	4.7	88
Deployment Experience	4.7	94
Support Experience	4.8	94

Scale: 4.0 — 4.5 — 5.0

Company Size
Overall Reviews = 99

10B+ USD	2%
1B - 10B USD	5%

Industry
Overall Reviews = 99

Education	30%
Government	16%

Deployment Region
Number of Responses = 112

North America	75%
Europe, Middle	12%

50M - 1B USD	**46%**	Services	**16%**	East and Africa	
Public Sector, Gov't, Edu	**46%**	Manufacturing	**8%**	Asia/Pacific	**12%**
		Other	**29%**	Latin America	**2%**

Note: Percent distributions may not add up to 100% due to rounding.   As of Oct 2021   © Gartner, Inc

Gartner

Source: Gartner (December 2021)

Read all Peer Insights user reviews for   Infosec.

Figure 7. Gartner Peer Insights "Voice of the Customer" Security Awareness Computer-Based Training Kaspersky Vendor Summary

Kaspersky

4.7 ★ ★ ★ ★ ★ (104)

Willingness to Recommend 98% 👍

Rating Histogram			**Rating by Category**		**Number of Responses**
5 Star		**76%**	Product Capabilities	4.7	**102**

4 Star	23%	Sales Experience	4.6 **101**
3 Star	1%	Deployment Experience	4.7 **101**
2 Star	0%	Support Experience	4.7 **103**
1 Star	0%		

                                           4.0   4.5   5.0

Company Size Overall Reviews = 104		**Industry** Overall Reviews = 104		**Deployment Region** Number of Responses = 108	
10B+ USD	14%	Services	27%	North America	**16%**
1B - 10B USD	25%	Finance	13%	Europe, Middle East and Africa	**45%**
50M - 1B USD	45%	Government	11%	Asia/Pacific	**36%**
Public Sector, Gov't, Edu	15%	Energy and Utilities	10%	Latin America	**3%**
		Other	40%		

Note: Percent distributions may not add up to 100% due to rounding.   As of Oct 2021   © Gartner, Inc
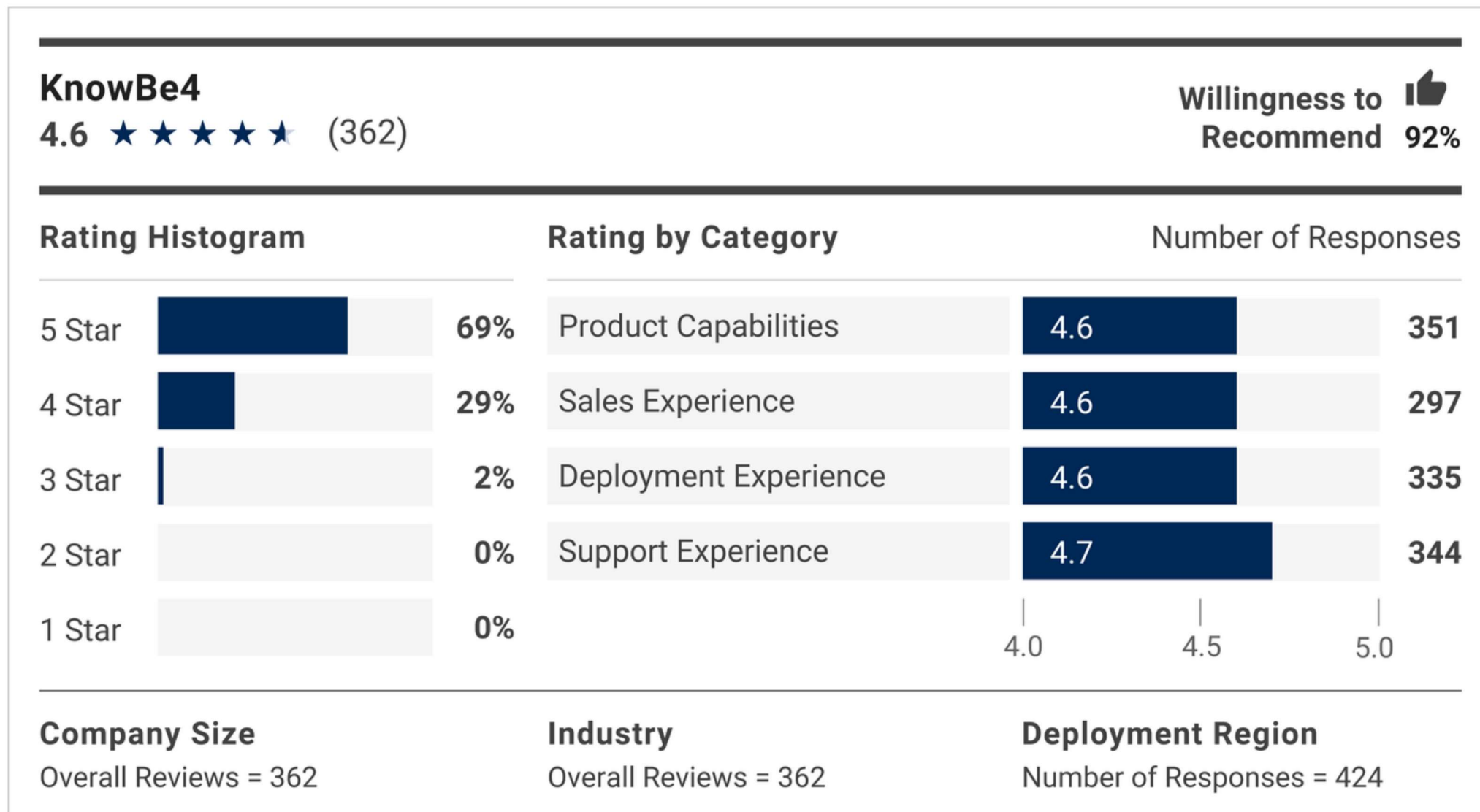
Gartner

Source: Gartner (December 2021)

Read all Peer Insights user reviews for   Kaspersky.

Figure 8. Gartner Peer Insights "Voice of the Customer" Security Awareness Computer-Based Training KnowBe4 Vendor Summary

10B+ USD	8%	Manufacturing	17%	North America	71%
1B - 10B USD	25%	Services	17%	Europe, Middle	12%
50M - 1B USD	47%	Finance	15%	East and Africa	
Public Sector, Gov't, Edu	20%	Education	14%	Asia/Pacific	13%
		Other	37%	Latin America	4%

Note: Percent distributions may not add up to 100% due to rounding.   As of Oct 2021   © Gartner, Inc

Gartner.

Source: Gartner (December 2021)

Read all Peer Insights user reviews for   KnowBe4.

Figure 9. Gartner Peer Insights "Voice of the Customer" Security Awareness Computer-Based Training Mimecast Vendor Summary
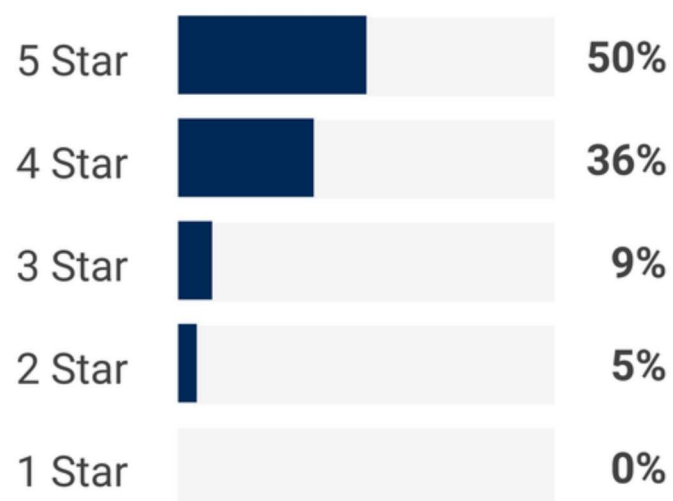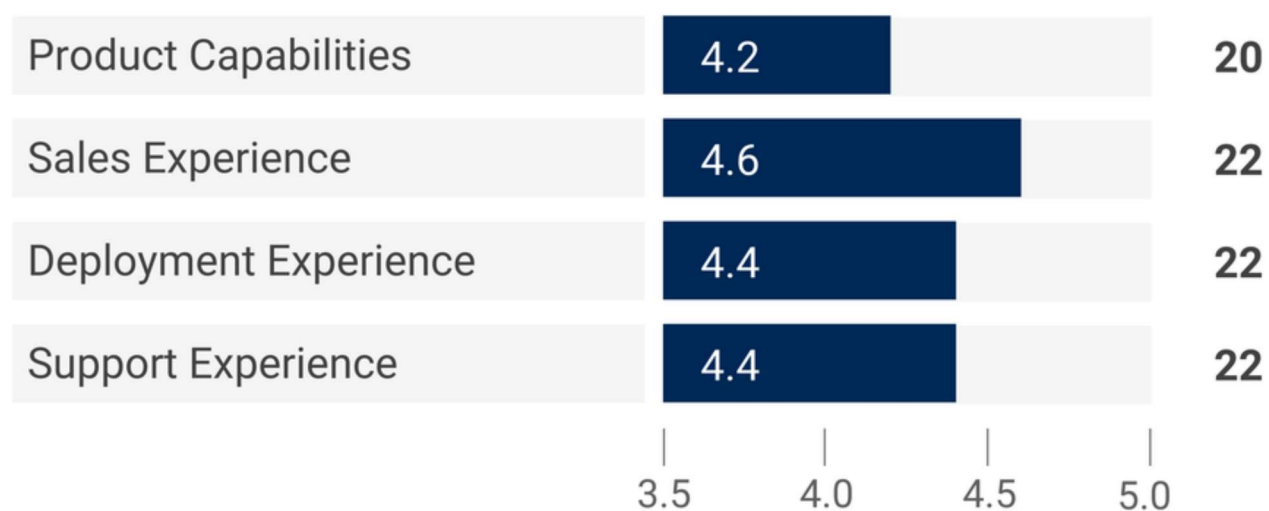
Mimecast
4.3 ★ ★ ★ ★ ☆   (22)

Willingness to 👍
Recommend **90%**

Rating Histogram

5 Star		50%
4 Star		36%
3 Star		9%
2 Star		5%
1 Star		0%

Rating by Category   Number of Responses

Product Capabilities	4.2	20
Sales Experience	4.6	22
Deployment Experience	4.4	22
Support Experience	4.4	22

Scale: 3.5   4.0   4.5   5.0

Company Size
Overall Reviews = 22

10B+ USD	9%
1B - 10B USD	23%
50M - 1B USD	59%
Public Sector, Gov't, Edu	9%

Industry
Overall Reviews = 22

Manufacturing	23%
Finance	18%
Services	18%
Education	9%
Other	32%

Deployment Region
Number of Responses = 23

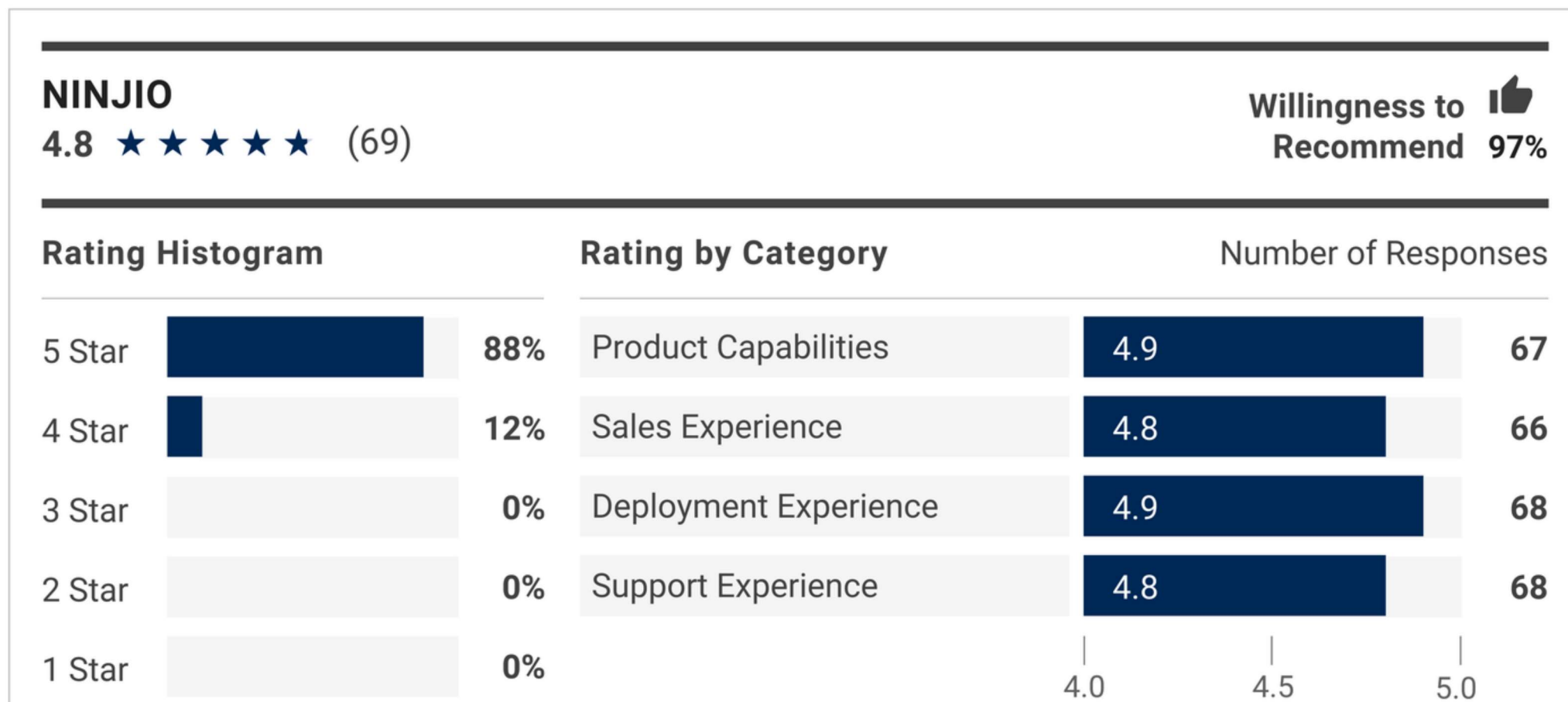|	
North America	39%
Europe, Middle East and Africa	30%
Asia/Pacific	26%
Latin America	4%

Gartner

Source: Gartner (December 2021)

Read all Peer Insights user reviews for   Mimecast.

Figure 10. Gartner Peer Insights "Voice of the Customer" Security Awareness Computer-Based Training NINJIO Vendor Summary

NINJIO
4.8 ★ ★ ★ ★ ★ (69)

Willingness to Recommend 97% 👍

Rating Histogram

5 Star	████████	88%
4 Star	█	12%
3 Star		0%
2 Star		0%
1 Star		0%

Rating by Category / Number of Responses

Category	Rating	Number of Responses
Product Capabilities	4.9	67
Sales Experience	4.8	66
Deployment Experience	4.9	68
Support Experience	4.8	68

Scale: 4.0   4.5   5.0

Company Size		Industry		Deployment Region	
Overall Reviews = 69		Overall Reviews = 69		Number of Responses = 86	
10B+ USD	13%	Services	20%	North America	70%
1B - 10B USD	26%	Finance	13%	Europe, Middle East and Africa	12%
50M - 1B USD	46%	Healthcare	13%		
Public Sector, Gov't, Edu	14%	Manufacturing	12%	Asia/Pacific	17%
		Other	42%	Latin America	1%

Note: Percent distributions may not add up to 100% due to rounding.   As of Oct 2021   © Gartner, Inc
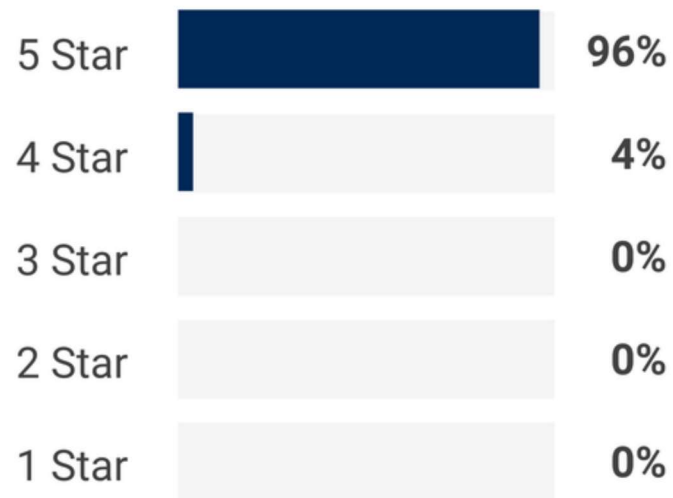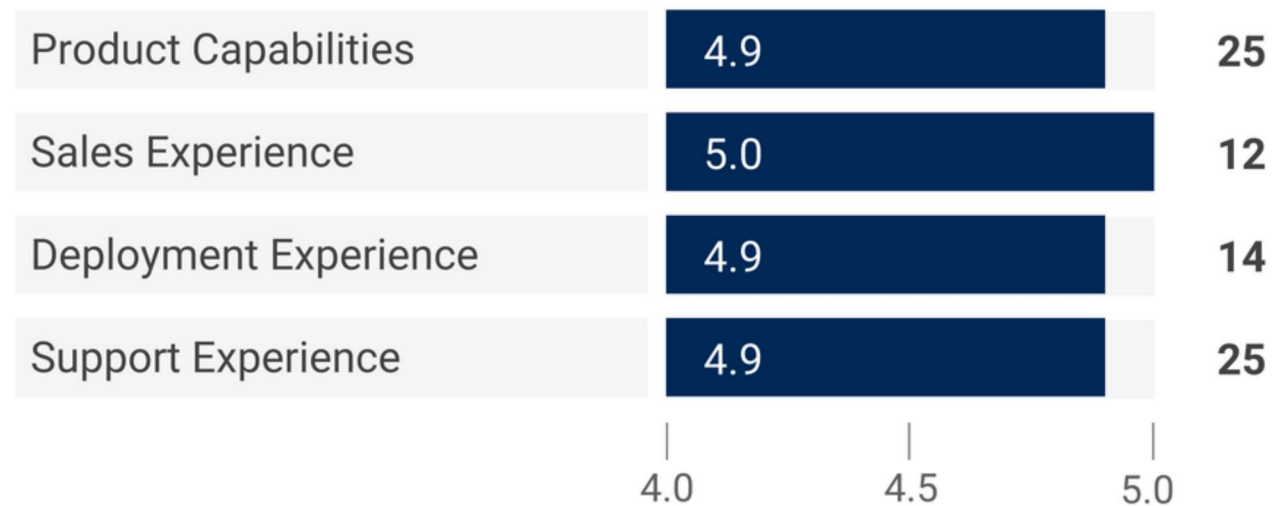
Gartner

Source: Gartner (December 2021)

Read all Peer Insights user reviews for   NINJIO.

Figure 11. Gartner Peer Insights "Voice of the Customer" Security Awareness Computer-Based Training OutThink Vendor Summary

OutThink

4.9 ★ ★ ★ ★ ★ (27)

Willingness to 👍
Recommend 100%

Rating Histogram

5 Star	██████████	**96%**
4 Star	█	**4%**
3 Star		**0%**
2 Star		**0%**
1 Star		**0%**

Rating by Category   Number of Responses

Product Capabilities	4.9	**25**
Sales Experience	5.0	**12**
Deployment Experience	4.9	**14**
Support Experience	4.9	**25**

4.0   4.5   5.0

Company Size
Overall Reviews = 27

10B+ USD	**22%**
1B - 10B USD	**26%**
50M - 1B USD	**52%**
Public Sector, Gov't, Edu	**0%**

Industry
Overall Reviews = 27

Services	**30%**
Finance	**22%**
Construction	**11%**
Miscellaneous	**11%**

Deployment Region
Number of Responses = 33

North America	**18%**
Europe, Middle East and Africa	**73%**
Asia/Pacific	**9%**

Other	26%	Latin America	0%

Note: Percent distributions may not add up to 100% due to rounding.   As of Oct 2021   © Gartner, Inc
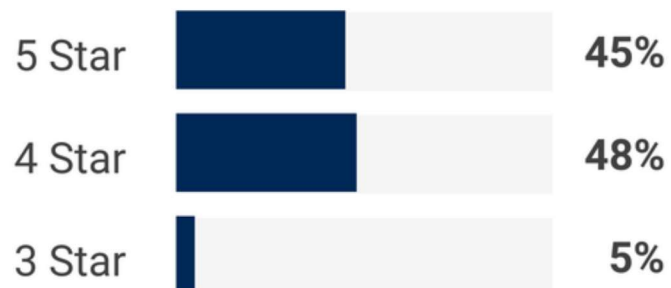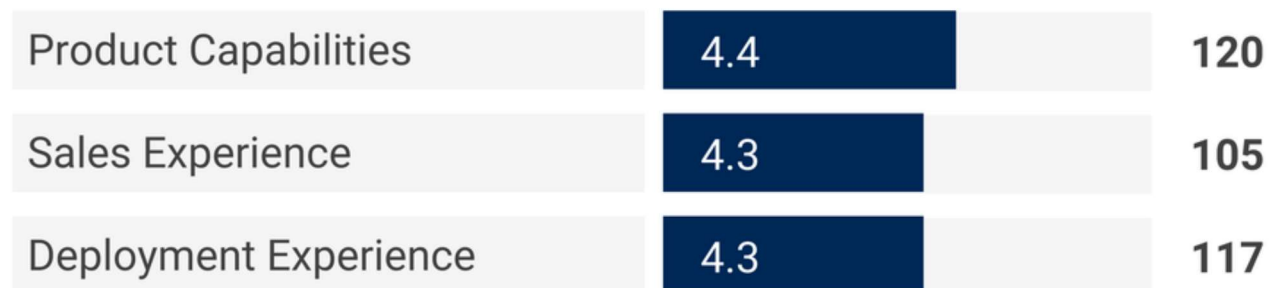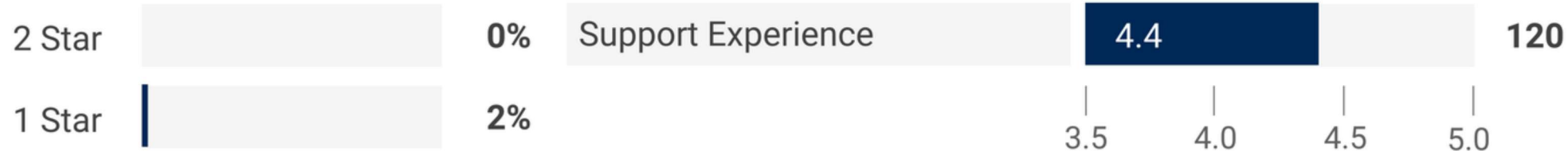
Gartner

Source: Gartner (December 2021)

Read all Peer Insights user reviews for   OutThink.

Figure 12. Gartner Peer Insights "Voice of the Customer" Security Awareness Computer-Based Training Proofpoint Vendor Summary

Proofpoint
4.3 ★ ★ ★ ★ ☆ (122)

Willingness to Recommend 84% 👍

Rating Histogram		Rating by Category		Number of Responses
5 Star	45%	Product Capabilities	4.4	120
4 Star	48%	Sales Experience	4.3	105
3 Star	5%	Deployment Experience	4.3	117

2 Star		0%	Support Experience	4.4	120
1 Star		2%		

3.5   4.0   4.5   5.0

Company Size		**Industry**		**Deployment Region**	
Overall Reviews = 122		Overall Reviews = 122		Number of Responses = 134	
10B+ USD	13%	Services	21%	North America	74%
1B - 10B USD	36%	Finance	20%	Europe, Middle	8%
50M - 1B USD	47%	Manufacturing	20%	East and Africa	
Public Sector, Gov't, Edu	4%	Healthcare	11%	Asia/Pacific	15%
		Other	27%	Latin America	3%

Note: Percent distributions may not add up to 100% due to rounding.   As of Oct 2021   © Gartner, Inc

Gartner

Source: Gartner (December 2021)

Read all Peer Insights user reviews for   Proofpoint.

Figure 13. Gartner Peer Insights "Voice of the Customer" Security Awareness Computer-Based Training Security Mentor Vendor Summary
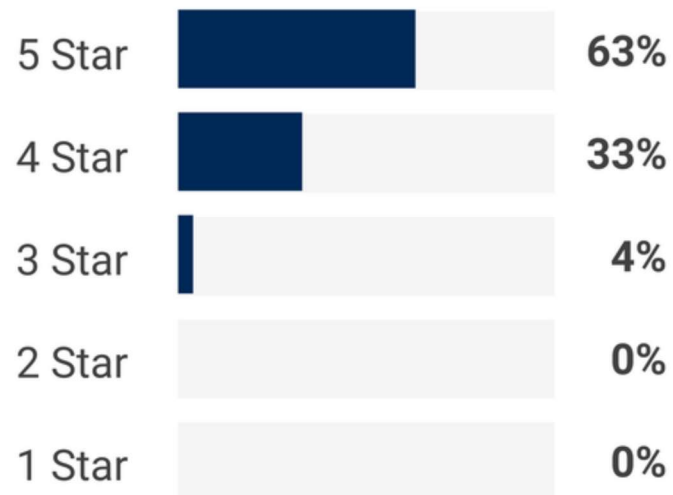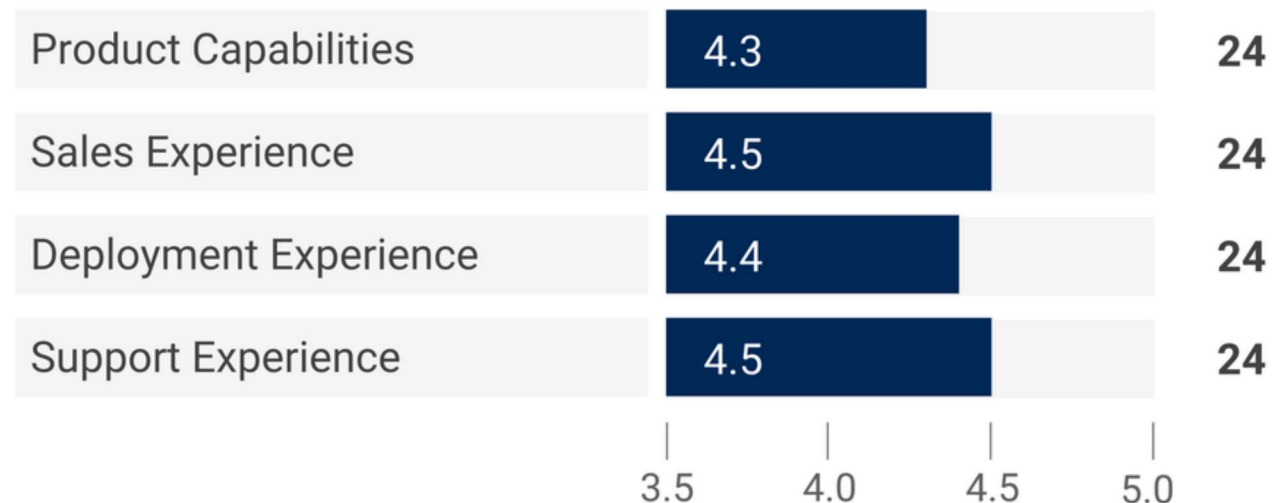

Security Mentor
4.5 ★★★★⯨ (24)

Willingness to Recommend 77%

Rating Histogram

5 Star	63%
4 Star	33%
3 Star	4%
2 Star	0%
1 Star	0%

Rating by Category   Number of Responses

Product Capabilities	4.3	24
Sales Experience	4.5	24
Deployment Experience	4.4	24
Support Experience	4.5	24

3.5   4.0   4.5   5.0

Company Size
Overall Reviews = 24

10B+ USD	17%
1B - 10B USD	29%

Industry
Overall Reviews = 24

Finance	21%
Manufacturing	21%

Deployment Region
Number of Responses = 29

North America	52%
Europe, Middle	

		Manufacturing		Europe, Middle	10%
50M - 1B USD	29%	Government	17%	East and Africa	
Public Sector, Gov't, Edu	25%	Services	13%	Asia/Pacific	28%
		Other	29%	Latin America	10%

Note: Percent distributions may not add up to 100% due to rounding.   As of Oct 2021   © Gartner, Inc

Gartner

Source: Gartner (December 2021)

Read all Peer Insights user reviews for   Security Mentor.

Figure 14. Gartner Peer Insights "Voice of the Customer" Security Awareness Computer-Based Training Terranova Security Vendor Summary   ⬇

Terranova Security
4.6 ★ ★ ★ ★ ★ (44)

Willingness to 👍
Recommend 90%

Rating Histogram   **Rating by Category**   Number of Responses

5 Star   64%   Product Capabilities   4.3   44

Rating	Percentage		Category	Score	Count
5 Star		64%	Product Capabilities	4.3	44
4 Star		34%	Sales Experience	4.7	43
3 Star		2%	Deployment Experience	4.4	44
2 Star		0%	Support Experience	4.7	44
1 Star		0%			

Scale: 3.5   4.0   4.5   5.0

Company Size
Overall Reviews = 44

10B+ USD	9%
1B - 10B USD	23%
50M - 1B USD	48%
Public Sector, Gov't, Edu	20%

Industry
Overall Reviews = 44

Manufacturing	20%
Education	11%
Government	11%
Services	11%
Other	45%

Deployment Region
Number of Responses = 49

North America	80%
Europe, Middle East and Africa	6%
Asia/Pacific	12%
Latin America	2%

Note: Percent distributions may not add up to 100% due to rounding.   As of Oct 2021   © Gartner, Inc

Gartner

Source: Gartner (December 2021)

Read all Peer Insights user reviews for   Terranova Security.

Methodology

Gartner Peer Insights "Voice of the Customer" Methodology: A full description can be found on the Voice of the Customer Methodology page.

The data used in this report is drawn from reviews on Peer Insights, a crowdsourced enterprise review platform that relies on dynamic data. Key to maintaining the integrity of the site is our ongoing moderation and validation of those reviews. Reviews are examined before publishing to the site and periodically, post publishing.

Due to the dynamic nature of the data, the external Peer Insights site will always have the most updated view of the vendors and products in this report. The "Voice of the Customer" methodology uses a snapshot of review data from a defined time frame. This "Voice of the Customer" report should therefore be used along with the detailed and current information available directly on the Peer Insights site for the most up-to-date view of the data for this market and associated segment views.

The "Voice of the Customer" report includes numerical scores for Overall Rating in Figure 2, willingness to recommend in Figure 3, and the four category ratings in each vendor summary. These numerical scores are weighted averages based on the available sample size of eligible reviews within the stated time frame. Thus, they are best interpreted as sample statistics with a reasonable margin for error, not as exact values. A small difference in numerical score between two vendors may or may not indicate a meaningful difference in the actual user experience.

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