

Case Study:

Automated efficiency.
Positive engagement.
Security awareness that
works.

SEQ IT SERVICES +  **CyberHoot**

The Client

SEQ IT Services

Michael Gibby

Founder & Managing Director



SEQ IT Services is a next-generation MSP with a security-first approach, ensuring all clients comply with CyberCert SMB1001 Gold security standards. Their diverse client base spans healthcare, accounting, and financial sectors – industries where security awareness is not just important, but essential.

With a commitment to the Australian Government's Essential 8 Framework Maturity level 2, SEQ IT Services doesn't just talk about security – they live it, delivering comprehensive protection for SMBs who take IT security seriously.

That means finding partners who match their philosophy of protection.

The Challenge

The punishment trap of traditional security awareness

"Even today there are large gaps in the market where SMEs need education in the circle of trust to explain, in a language they understand, the importance of IT security."

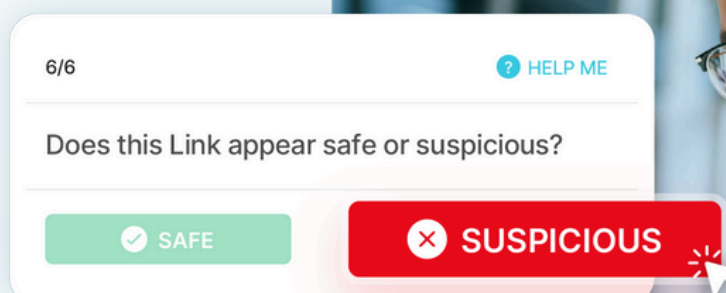
The SEQ IT Services team recognized a critical issue: the biggest attack vector for bad actors isn't technology – it's people.

While using a different security awareness training platform, they faced persistent challenges:

- Low client adoption rates and engagement
- Misunderstood importance of IT security training
- Traditional "punishment" approach to phishing simulations
- Per-user pricing that limited who could receive training
- High administrative overhead in managing users

Most concerning was the prevailing industry approach of "catching" employees with simulated phishing emails – a negative reinforcement method that often created fear and anxiety rather than genuine learning.

What SEQ IT Services needed was a solution that aligned with their philosophy: positive reinforcement yields better results and outcomes than punishment.



The Solution

One automated platform, built on positivity, not punishment

"Using CyberHoot was one of the best decisions we made regarding SAT. Fully automated, training is interesting, staff participation is high compared to other vendors."

After discovering CyberHoot through Reddit, SEQ IT Services was immediately drawn to two key differentiators:

1 The positive approach:

Instead of "catching" employees with phishing simulations that punish, CyberHoot offers in-browser training that teaches through positive reinforcement

2 The automation:

A fully automated platform that drastically reduces administrative overhead

The implementation process was remarkably simple:

"It was effortless and intuitive. Any support required for integration had CyberHoot support staff jump into action immediately."

CyberHoot's platform provided SEQ IT Services with:

- Automated onboarding for all clients
- Seamless Microsoft 365 and Google Workspace integration
- Simple user management through distribution lists
- HootPhish positive reinforcement training
- Comprehensive security awareness program
- A flexible pricing model that enables wider protection

The single most valuable aspect for SEQ IT Services was the combination of **automation and pricing** that allowed them to protect not just primary users, but also "client peripheral users, contractors, part-timers etc." – expanding security coverage to previously vulnerable areas.

The Results

Higher engagement, easier management, expanded coverage

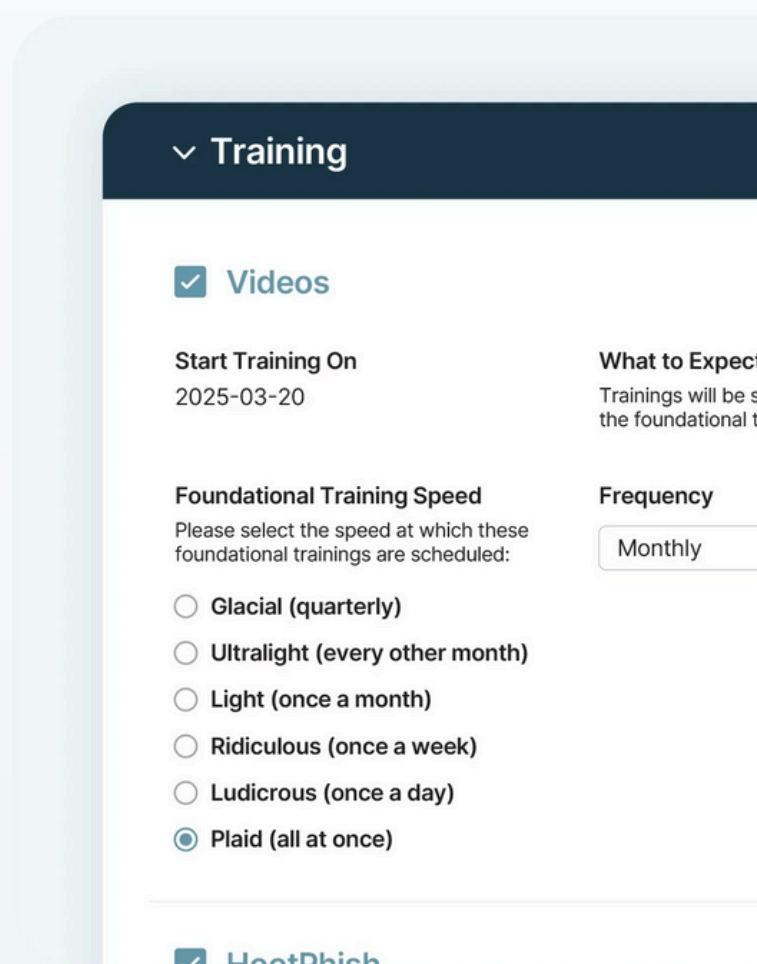
"Clients' staff are succeeding in their training and actually doing it."

The shift to CyberHoot transformed SEQ IT Services' security awareness offering with immediately noticeable results:

- Significantly higher staff participation rates
- Genuine learning and retention through positive reinforcement
- Dramatic time savings through automation
- Minimal dashboard management requirements
- Enhanced flexibility to protect peripheral users
- Increased client visibility and brand awareness

The automation proved particularly valuable, allowing the team to focus on their core business rather than managing security awareness training:

"CyberHoot helped save time with automation onboarding. All we need to do is manage the M365 or WS distribution list, and we rarely have to log into the CyberHoot dashboard and mess around with anything."



The Results Continued...

An unexpected benefit was enhanced visibility with clients:

"Regular front of mind of our names to our clients makes it feel like we are more visible too."

As SEQ IT Services looks to the future, CyberHoot has become **integral to their growth strategy**, providing the automation, engagement, and positive reinforcement approach that aligns perfectly with their security philosophy.



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For SEQ IT Services, the value proposition is simple: **automation that saves time, positive reinforcement that drives engagement, and flexible pricing that enables comprehensive protection**, making security awareness training accessible to everyone who needs it.

Summary

Challenge

- *Low adoption and engagement with traditional security awareness training*
- *"Punishment" approach of competitor platforms creating negative experiences*
- *Per-user pricing limiting protection scope*
- *High administrative overhead managing users*
- *Need for better education about IT security importance*

Solution

- *Fully automated security awareness platform*
- *Positive reinforcement approach to training*
- *In-browser HootPhish simulations that teach rather than punish*
- *Seamless integration with Microsoft 365 and Google Workspace*
- *Simple user management through distribution lists*
- *Flexible pricing model enabling wider protection*

Results

- *Higher staff participation and completion rates*
- *Significant time savings through automation*
- *Minimal dashboard management requirements*
- *Ability to protect peripheral users (contractors, part-timers)*
- *Enhanced client visibility and brand awareness*
- *Security awareness training that people "actually do"*



Stop tricking employees. Start training them.

Get a grip of your security awareness training with the one-of-a-kind platform that uses fun, positive engagement to deliver more effective results.

Book a Demo

www.cyberhoot.com



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