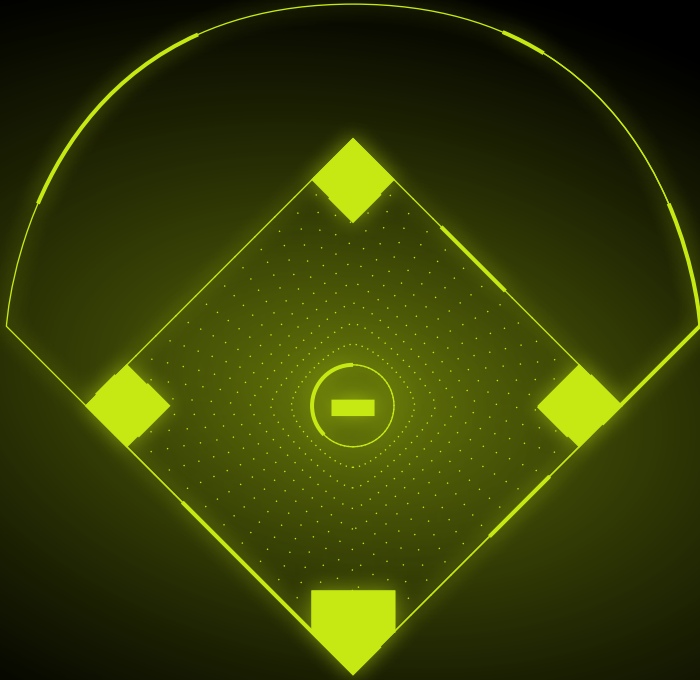


Abnormal



Built to Win:

The Abnormal Game Plan for Human Risk

How AI Phishing Coach Turns
Behavior Into Your Strongest Defense



Why Traditional Programs Can't Win This Game



In today's threat landscape, attackers aren't swinging blindly. They're studying tendencies, timing pitches, and waiting for the perfect moment to connect. Your email security platform is your ace pitcher: dominant, precise, and reliable. But even the best pitchers give up hits, and attackers only need one.

The Problem

Traditional security awareness training isn't built for this level of competition. It's static, predictable, and easy to read, like throwing the same pitch every time.

The Batting Line-Up



▶▶ Modern Email Threats

- Socially engineered BEC with no payload
- Spoofed internal collaboration messages
- Deepfake voice and executive impersonation
- QR code phishing attacks
- Payment and invoice fraud chains
- Multi-channel attacks across email, SMS, voice, and chatbots



The Gap Between Training and Reality

While security teams are still relying on outdated training programs, attackers are playing a data-driven game, and they're winning.

HOME	AT BAT	AWAY
Defenders with Traditional SAT	10	Cybercriminals with AI
<ul style="list-style-type: none"> Train with static templates Measure completion, not behavior Rely on manual effort One-size-fits-all training 		<ul style="list-style-type: none"> Exploit real human behavior Adapt in real time Target individuals precisely Scale instantly
▲ 08	B ● ● ○	S ● ○
		O ○ ○

►► Bring in a Game-Changer: Behavioral AI

Why rely on guesswork when you already have real performance data? The Abnormal Behavior Platform gives you scouting intelligence on how your people actually behave so you can train smarter, not harder.

Step Up to the Plate: AI Phishing Coach



AI Phishing Coach is built on a simple idea: train employees using the real attacks stopped by Abnormal, and personalize training based on each employee's role, behavior, and risk score. This ensures programs stay realistic and relevant.

Powered by the Abnormal Behavior Platform,
AI Phishing Coach transforms:

**Real
threats**



**Personalized
simulations**

**User
behavior**

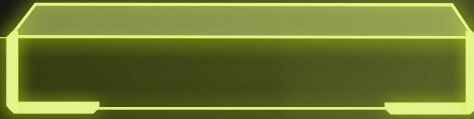


**Targeted
coaching**

**Behavioral
signals**



**Measurable
human risk**



Intelligence Layer Where Every Play Begins

- Microsoft 365 email and identity data
 - Live threat intelligence from Abnormal's detection engine
 - Individual user behavior, role, and risk profile
- ▶ **Outcome:** A real-time understanding of human risk that shows who's likely to swing, miss, or make contact.

AI Generation Engine Turning Data Into Realistic Plays

- Selects real attacks targeting your organization
 - Uses generative AI to safely recreate and adapt them
 - Personalizes each simulation to the individual recipient
- ▶ **Outcome:** Training built from real pitches your users will actually see, not generic drills.

Automated Delivery Keeping the Game in Motion

- Simulations are scheduled and delivered automatically
 - Timing aligns with user risk and behavior patterns
 - Covers real-world scenarios: BEC, credential phishing, VEC, and more
- ▶ **Outcome:** A continuously running program with no campaign setup or manual tuning.

Just-in-Time AI Coaching Capitalizing on the Moment

- AI delivers immediate, contextual guidance
 - Coaching adapts to the user's role, behavior, and history
 - A short quiz reinforces learning before moving on
- ▶ **Outcome:** Every employee gets a personal AI security coach right when it matters most.

Measurable Behavior Change

Result: A continuous cycle of real data > personalized training > in-the-moment coaching > improved behavior.

The Abnormal Game Plan

Winning teams don't rely on instinct—they rely on data, coordination, and execution. AI Phishing Coach brings all three together in a single, integrated system for managing human risk.

The Scoreboard That Matters

Measurable Human Risk

Scoreboard





What This Delivers

» Real Outcomes. Not Activity.

AI Phishing Coach doesn't just train employees; it continuously improves their ability to identify and respond to real threats.



Why Organizations Choose Abnormal

STARTING PLAYER

1.

Reduction in Phishing Susceptibility

Personalized simulations built from from real attacks

2.

Higher Engagement Rates

Every employee has their own personal AI security coach that delivers relevant guidance

3.

Improved Productivity

Automate end to end program management and content maintenance with AI

4.

Human Risk Visibility & Reduction

Dynamic phishing risk scoring replaces completion metrics with measurable human risk posture



Built to Win



Attackers are already using AI, behavioral insight, and real data. Now your training can too. AI Phishing Coach turns every real attack into a training opportunity—and every user into a stronger line of defense.

▶ See AI Phishing Coach in Action

Realistic Training.
Continuous Behavior Change.
Measurable Human Risk.

