

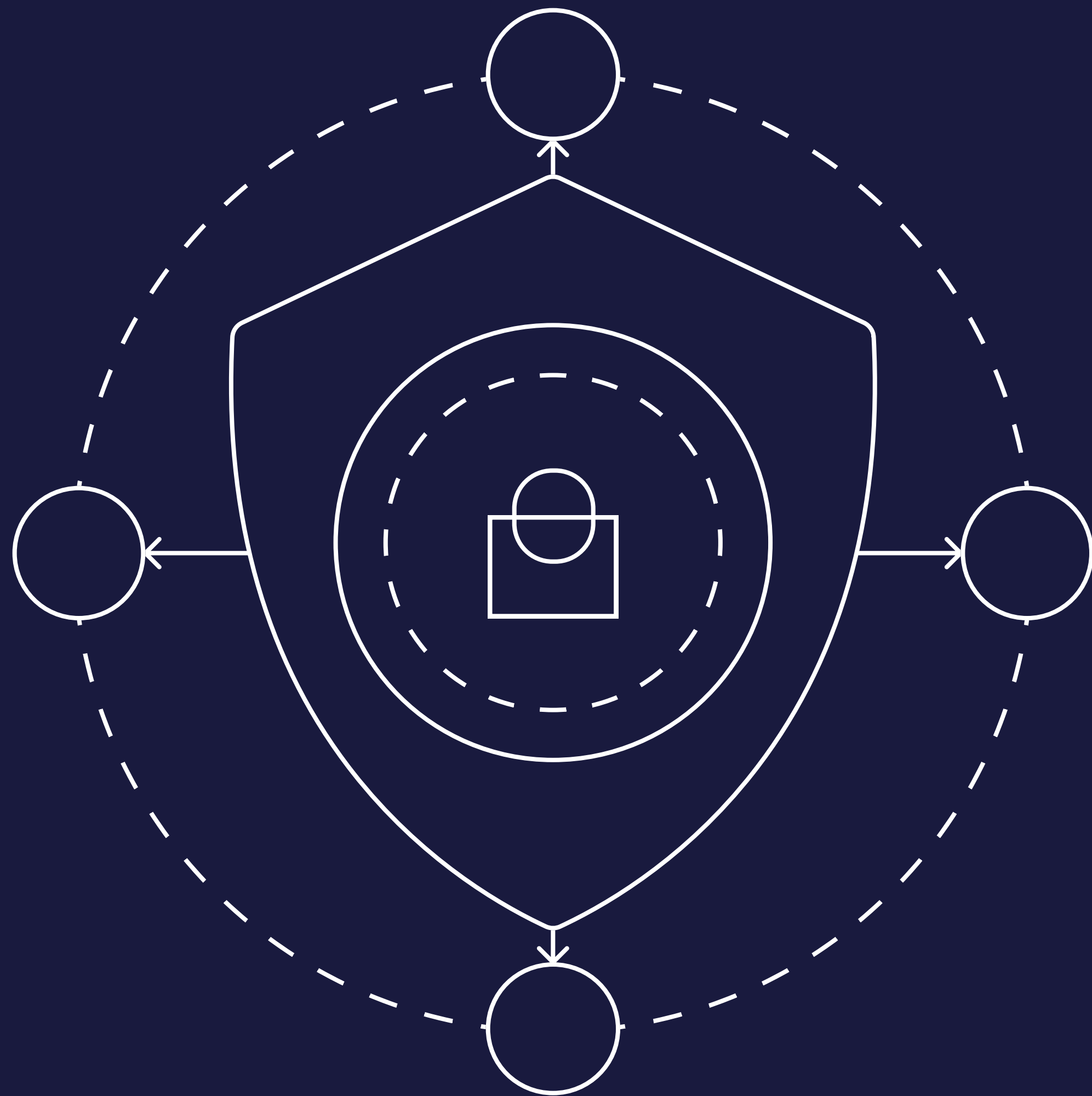
Aware
now part of **mimecast**

CUSTOMER STORIES

Human Risk

30+ stories of successful leaders closing the gap
in collaboration security, compliance, and insider threat





Keep Collaboration Secure and Compliant

Data in Slack, Microsoft Teams and Zoom exposes your organization to costly security breaches, regulatory fines, and reputational damage from non-compliance. Collaboration tools are essential for keeping up with the pace of modern business, but legacy security products weren't built to handle the complexities of the unstructured data found in collaboration platforms.

Organizations need a purpose-built solution to understand these challenges. Aware provides visibility and control you need to protect sensitive data, maintain compliance, and mitigate human risks caused by accidental, negligent, and malicious actors in collaboration tools.

The following examples demonstrate how organizations worldwide rely on Aware to secure their data, reduce risk, and empower safe, effective collaboration.

Table of Content

About Aware

Aware was purpose-built to understand the nuances of collaboration tools like Slack, Teams, and Zoom, giving businesses more control over their data in the digital workplace.

01 Collaboration Security

Keep collaboration safe and secure.

02 Governance and Compliance

Enforce acceptable use policies.

03 Insider Risk

Detect data theft, sabotage, and fraud across collaboration platforms.



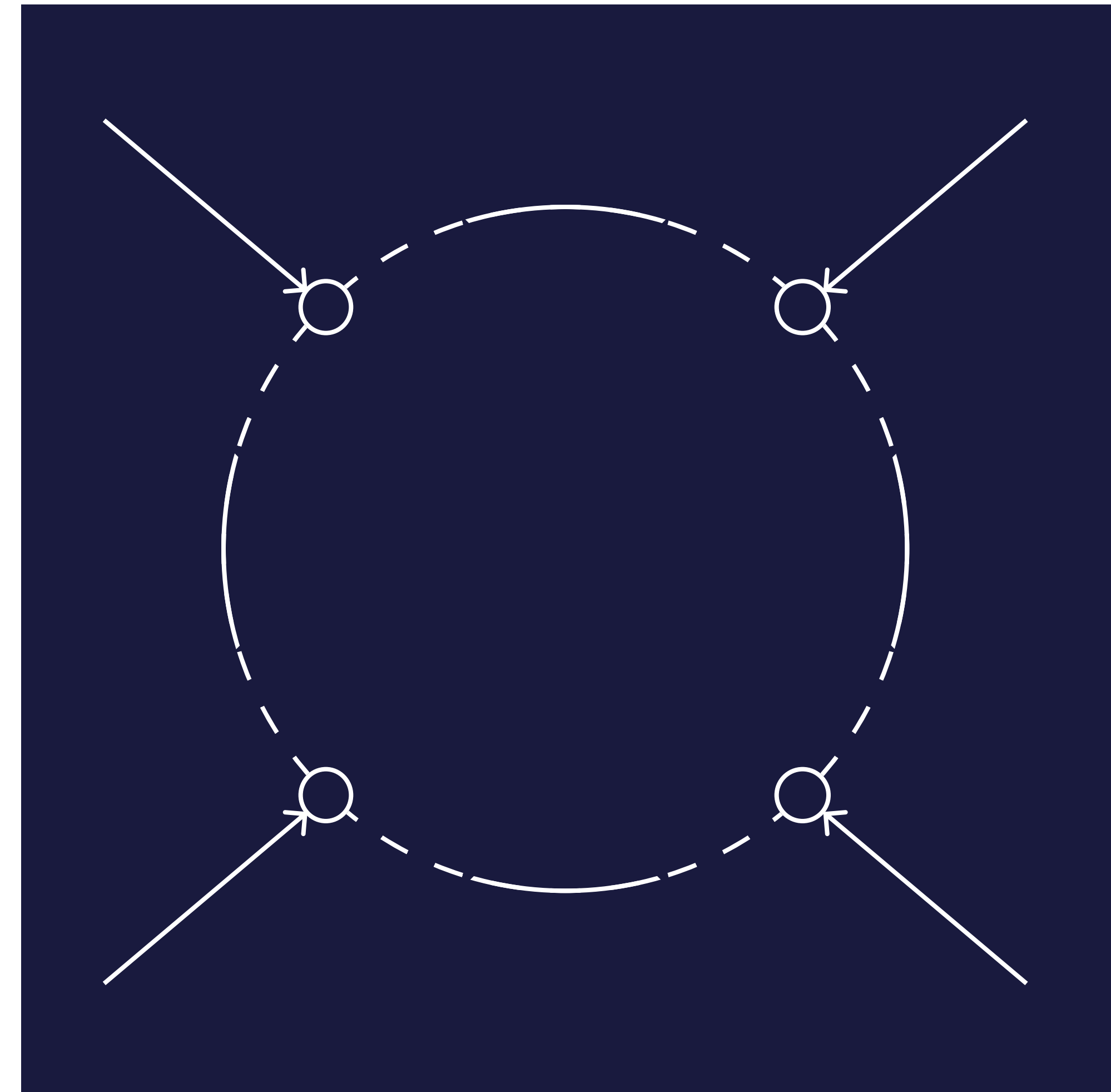
01

Collaboration Security

Close the gaps left by legacy data protection tools and secure valuable, confidential, and proprietary data from loss or exfiltration.

USE CASES

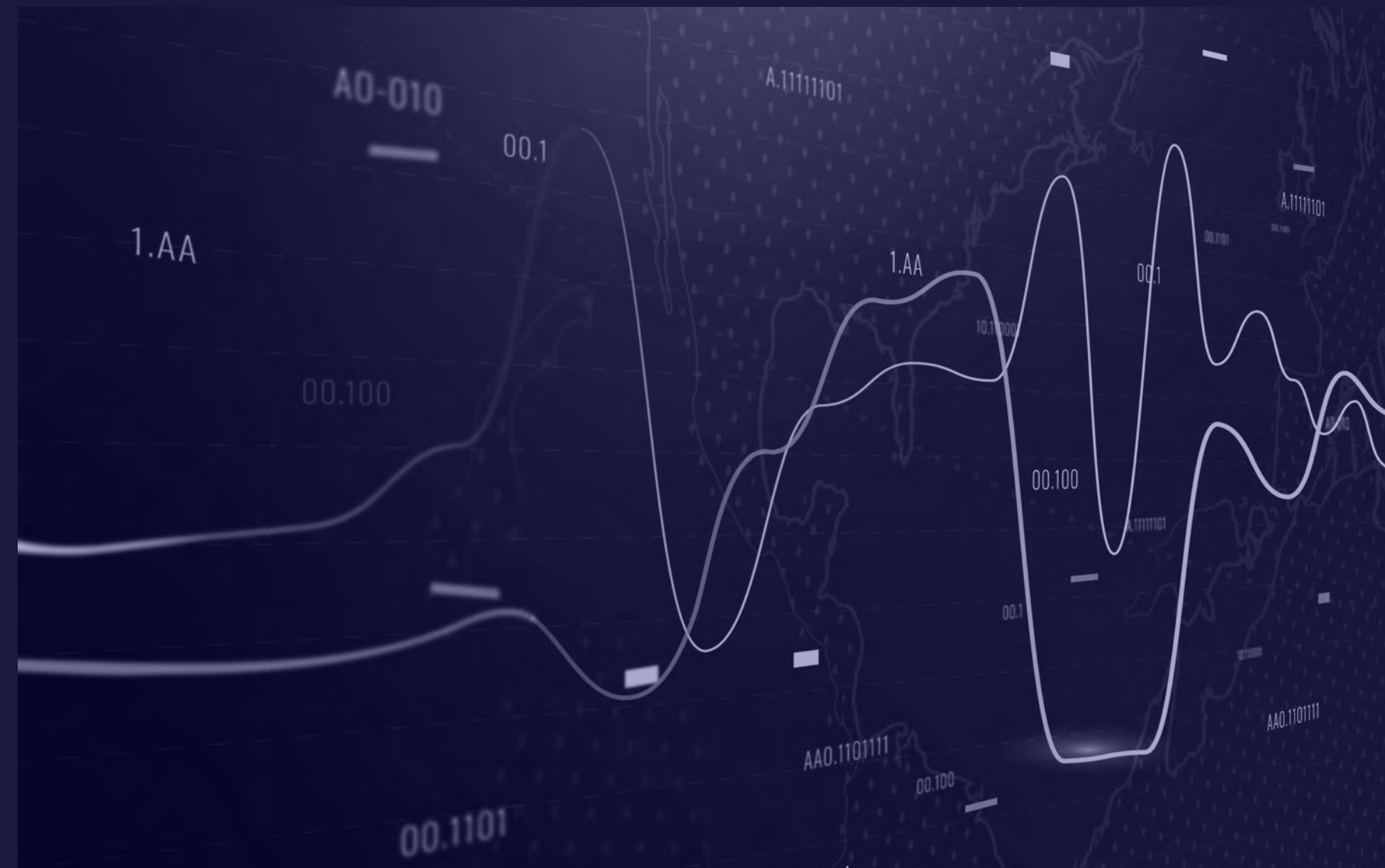
Code & Password Detection.
Sensitive Data Sharing, Data
Exfiltration. IP Leakage



AWARE CUSTOMER STORY

Preserving Workplace Culture While Protecting Sensitive Data

INDUSTRY	Financial Services
SIZE	Enterprise
PLATFORM	Slack
USE CASE	Collaboration Security
STAKEHOLDERS	IT, Security, Risk, Communications



THEIR STORY

Slack was implemented at a large, heavily regulated financial institution as they adopted a hybrid work environment. They invested in Slack to help build and maintain team bonds.

The organization wanted to ensure that employees were not using the platform to discuss work or upload work-related files, as this could put them at risk for compliance fines.

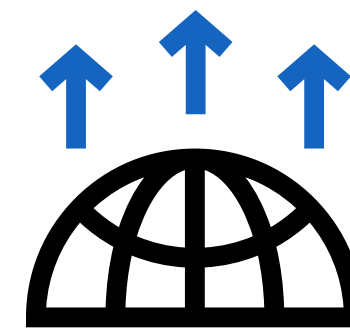
With Aware's Signal application, they implemented policies and rules that caught and removed any sharing of personally identifiable information (PII) in near real-time. Advanced capabilities also allowed them to alert individuals of the appropriate Slack rules of engagement.

The implementation of Slack allowed employees to continue to feel engaged with their teams, despite working remotely.



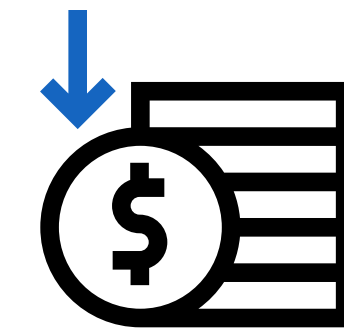
With Aware, their Risk and Security teams were confident that the tool could be used in a way that remained compliant with government regulations.

KEY BUSINESS OUTCOMES



Improved Company Culture

88% of job seekers say a healthy culture at work is vital for success.



Reduced Expenses

The average SEC fine was \$9.1 Million in 2022.

AWARE CUSTOMER STORY

Helping a Telecom Provider Investigate and Safeguard Confidential Data

INDUSTRY	Telecommunications
SIZE	Global
PLATFORM	Slack, Microsoft Teams
USE CASE	Collaboration Security
STAKEHOLDERS	IT, Risk, Digital Workplace



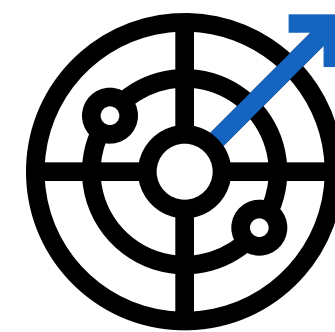
THEIR STORY

Following the rollout of Slack, a major telecommunications company turned to Aware to help them understand the risks that resided within employee messages. Their primary concerns included preventing data loss and enabling eDiscovery within the tool. Aware's applications uncovered that call center employees used Slack messages to store large volumes of personal identifiable information (PII) and payment card industry (PCI) data.

eDiscovery conducted leveraging Aware found that employees also lacked a secure solution to keep track of customer information, opening the company up to greater compliance risks.

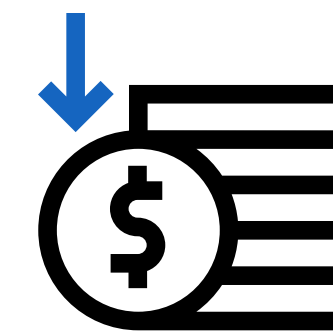
With Aware, the company found the right solutions for employees to work more efficiently while safeguarding confidential information. They also deployed Aware's automated compliance adherence features to scan new Slack messages for sensitive data, allowing them to correct and coach employees on inappropriate work habits in real time.

KEY BUSINESS OUTCOMES



Improved Risk Posture

Companies with extended detection and response capabilities deployed shortened the breach lifecycle by ~29 days.



Reduced Expenses

Organizations lose an average of \$5.87 Million in revenue due to a single non-compliance event.

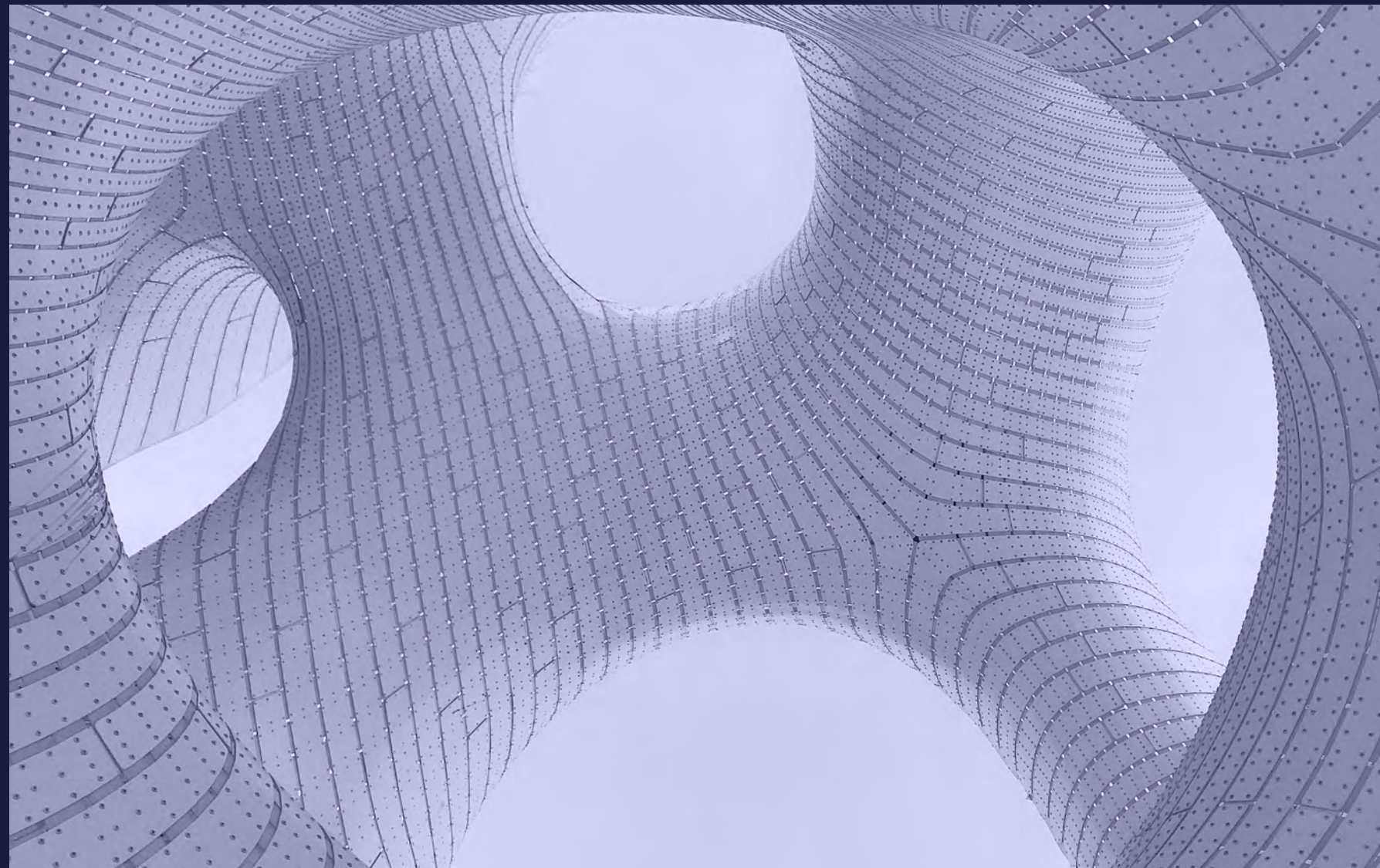


The company caught and remediated over 20,000 credit card shares last year through Aware.

AWARE CUSTOMER STORY

Protecting Collaboration Data from Leaks

INDUSTRY	Technology
SIZE	Global
PLATFORM	Microsoft Teams
USE CASE	Data Exfiltration
STAKEHOLDERS	IT, Security, Risk



THEIR STORY

A large technology service company has many consultants that are employed by external clients, who work on highly sensitive projects for their organization. Typically, these consultants have separate communication devices, one for their internal projects and another for the client.

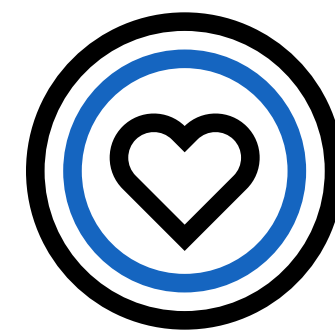
This company was concerned about the risk of consultants sharing client intellectual property on their separate devices, through internal collaboration platforms. This could potentially jeopardize their reputation. They needed a system that could detect and report on cases where confidential data was shared.

They used Aware's real-time Signal features to ensure that all shared data was appropriate and safe. In the instance that sensitive data was shared across conversations, they were able to dig deeper into the context behind the conversation to discover why the information was shared.



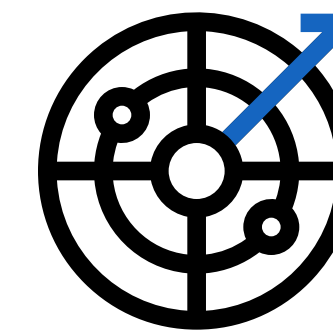
With Aware, we were able to implement a workflow that proactively alerts and hides potentially sensitive information to further alleviate internal risks. We were also able to flag instances where a leak was at risk of occurring and use it as a coaching opportunity within our broader organization.

KEY BUSINESS OUTCOMES



Protected Brand Reputation

75% of global executives have experienced a recent reputational crisis that could have been prevented.



Improved Risk Posture

1:166 messages contain sensitive information.

AWARE CUSTOMER STORY

Reducing the Loss of Trademarked Data with Aware

INDUSTRY	Utilities
SIZE	Enterprise
PLATFORM	Microsoft Teams, Workplace from Meta
USE CASE	Collaboration Security
STAKEHOLDERS	IT, Security



THEIR STORY

A large utility company has recent acquisitions who use their collaboration platforms to communicate internally. Their Information Security team expressed concern around recent acquisitions sharing sensitive trademark data.

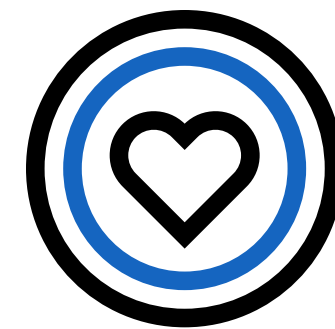
To comply with company regulations around trademark information, they realized the ability to proactively surface potential violations would benefit their collaboration platform workflow. Aware's Signal application supported this organization's need for preserving trademark information.

Once the integration was complete, their information security team started utilizing rules to help capture conversations that contain sensitive data. They were also able to flag both images and files in addition to text and were able to examine deletions. Prior to integrating with Aware, this company didn't feel confident with the usage of their collaboration platforms.



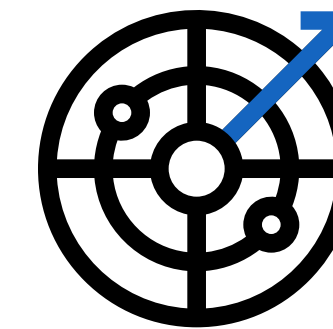
Today, our information security department has increased confidence of platforms while also preventing data leaks with trademark information.

KEY BUSINESS OUTCOMES



Protected Brand Reputation

75% of global executives have experienced a recent reputational crisis that could have been prevented.



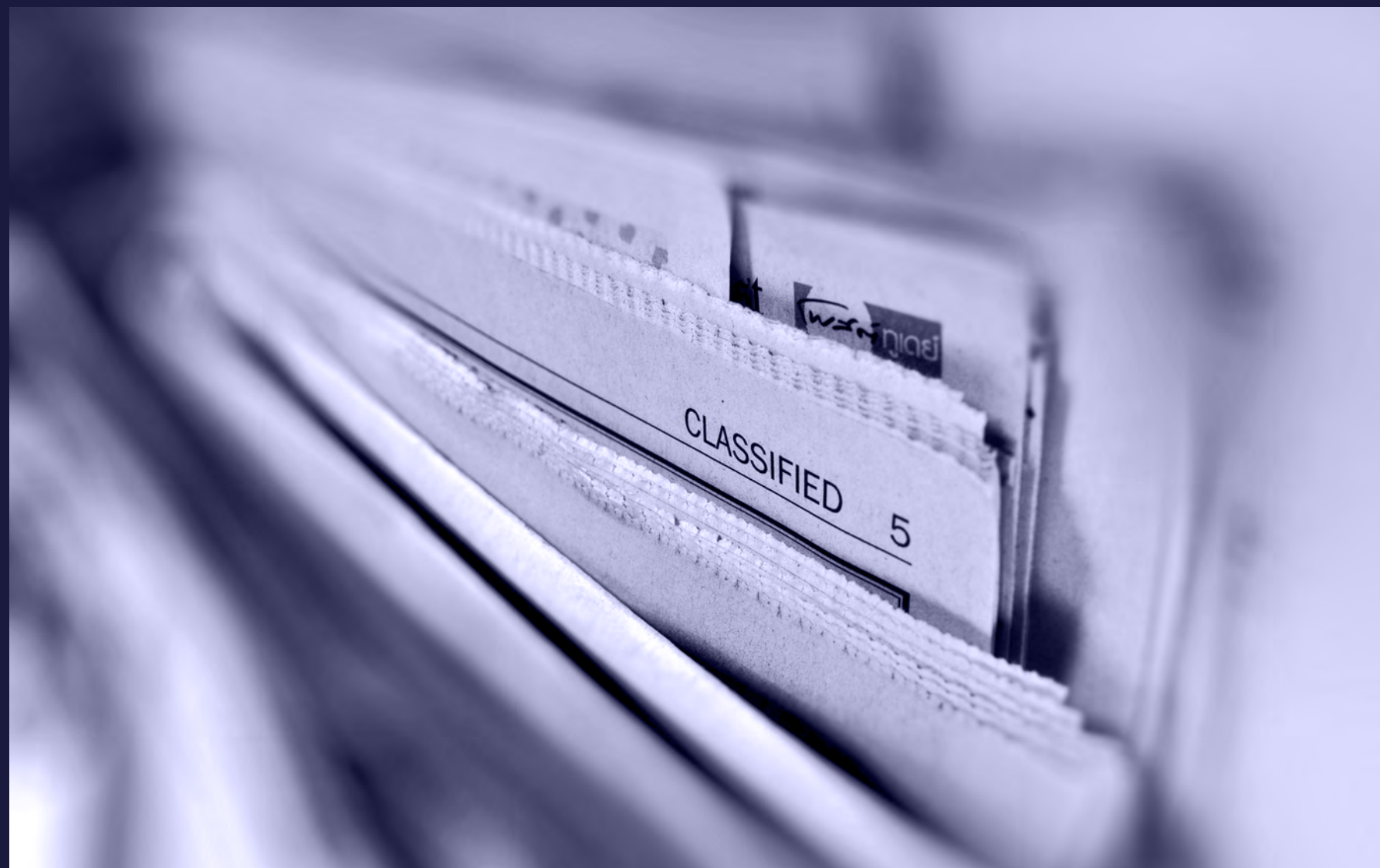
Improved Risk Posture

1:166 messages contain sensitive information.

AWARE CUSTOMER STORY

Protecting Valuable IP with Aware's DLP Capabilities

INDUSTRY	Technology
SIZE	SMB
PLATFORM	Slack
USE CASE	Collaboration Security: Data Exfiltration
STAKEHOLDERS	IT, Security



THEIR STORY

A global video game company requires that all their new content stays completely confidential until information is ready for the public. With the introduction of external users in collaboration spaces, there is risk of confidential data being shared outside of the organization prematurely.

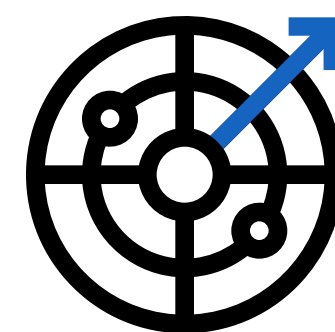
With the help of Aware's Signal and Search & Discover applications, they prevented data leaks by segmenting and taking a closer look at platform groups that include external users. Their IT team created alerts to flag when key terms or images were shared within these groups.

Aware's ability to surface the data in the context in which it was created allows the team to minimize false negatives or positives. In the instance data is leaked, their designated department can quickly surface the appropriate context to resolve internal investigations.



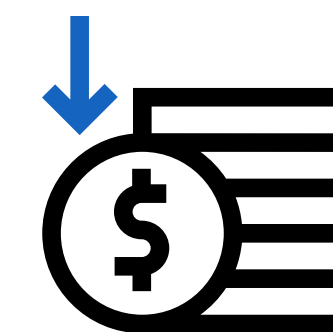
Today, we feel more confident sharing sensitive data through our collaboration platform thanks to Aware's help.

KEY BUSINESS OUTCOMES



Improved Risk Posture

The average risk incident costs a business more than \$500k.



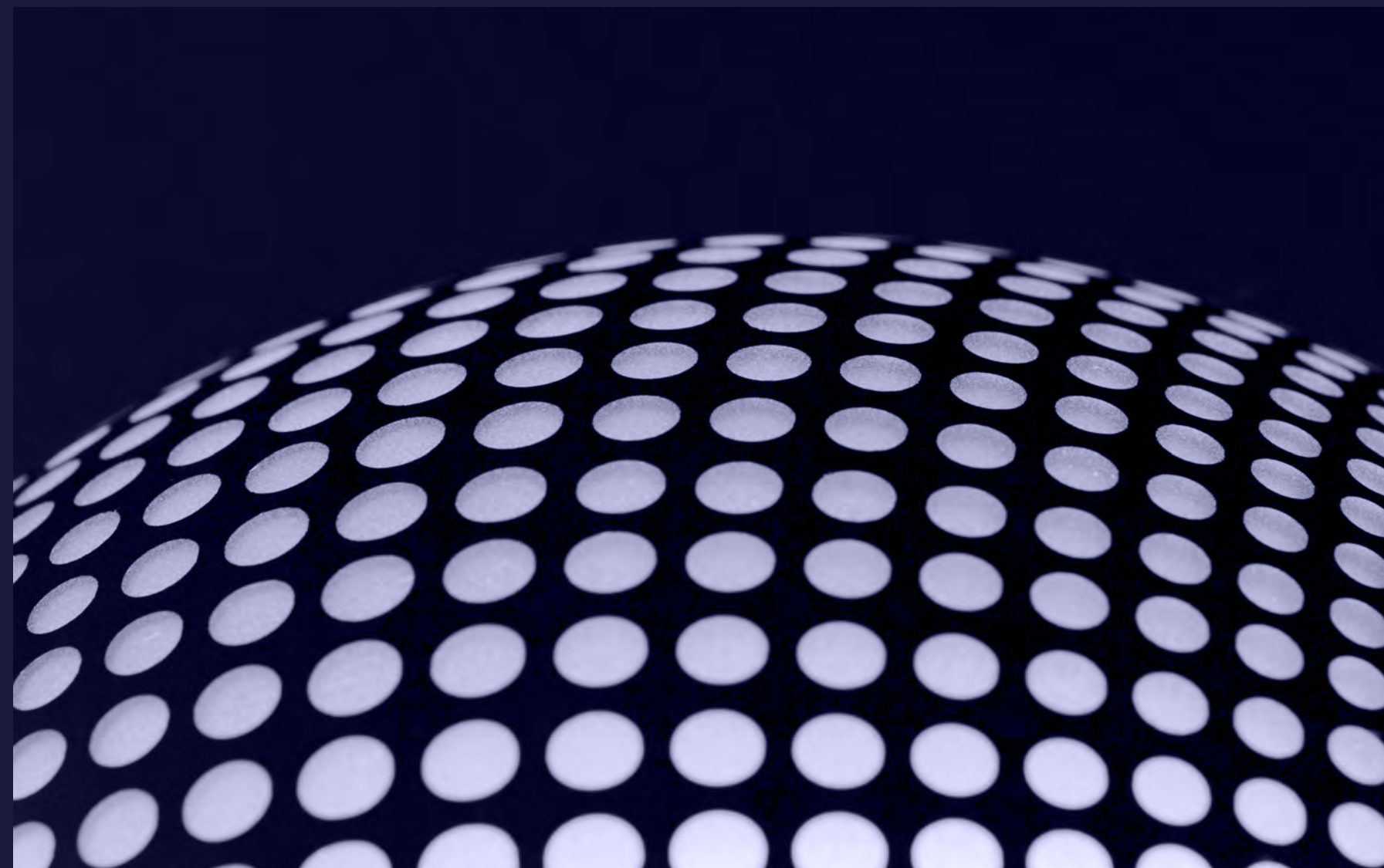
Reduced Expenses

\$3.5 Million in hard and soft dollar savings in terms of time to identify, contain, and act on organizational risks.

AWARE CUSTOMER STORY

Proactively Reducing Fraud in Internal Collaboration Tools

INDUSTRY	Telecommunications
SIZE	Global
PLATFORM	Microsoft Teams
USE CASE	Collaboration Security: Data Exfiltration
STAKEHOLDERS	Risk, Legal, Digital Workplace, IT



THEIR STORY

A major telecommunications company's legal department does biannual forensic investigations into insider risk and loss of IP. They are heavy users of their internal collaboration platform and needed a way to view their collaboration data in a structured manner to uncover and report on potentially fraudulent activities from within their organization.

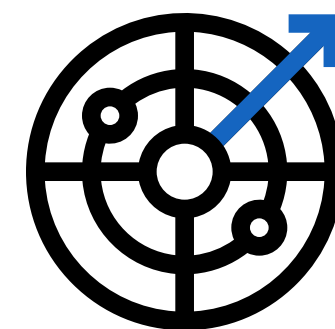
They leveraged Aware's applications, including Search & Discover, to uncover a 300% increase in fraudulent activity. They also discovered unauthorized sharing of credentials and easy accessibility of proprietary information.

Failure to address these risks could jeopardize their competitive advantage, and cost them valuable government and private enterprise contracts in addition to fines.



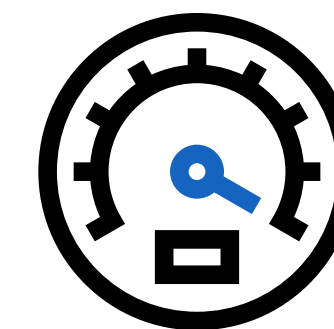
We implemented large-scale training for employees based on themes extracted from the forensic investigations. From these conversations and efforts, we then implemented policies and rules within Signal to help proactively detect unauthorized activity in the future—everything from credential sharing to leaking proprietary information.

KEY BUSINESS OUTCOMES



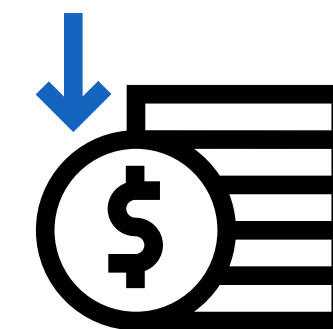
Improved Risk Posture

Company reports a dramatic increase in detection of potential threats with 85%+ accuracy.



Increased Efficiency

3.5M hard and soft dollar savings in time to identify, contain and act on organizational risks.



Reduced Expenses

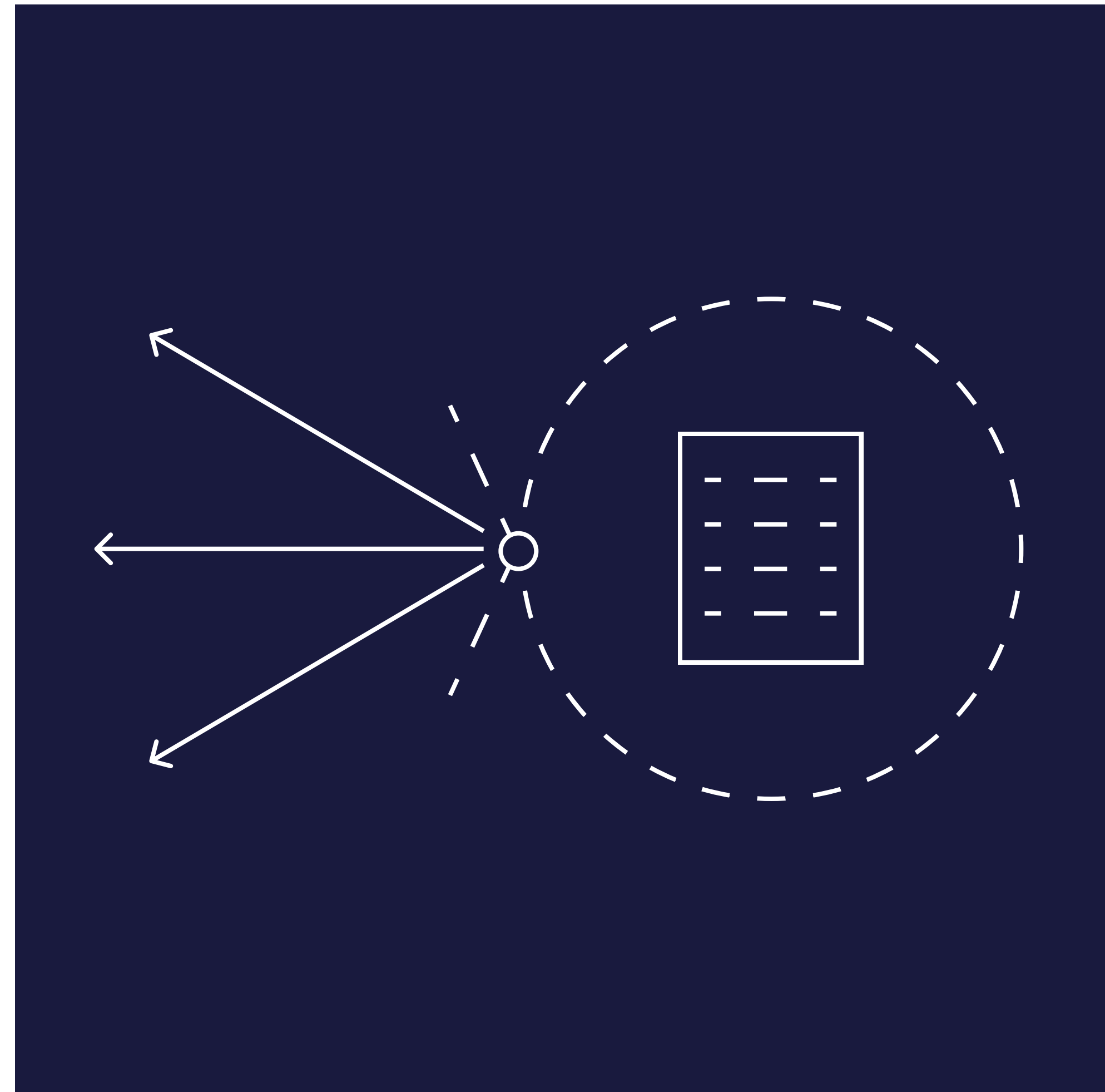
30% reduction in hourly investigation expenses.

02 Governance And Compliance

Reinforce your compliance posture with guardrails designed to help your organization work faster, smarter, and safer.

USE CASES

HIPAA/FINRA/SEC Compliance
Data Retention And Preservation
Acceptable Use Policy Enforcement



AWARE CUSTOMER STORY

Helping Ensure Continued Patient Privacy in Collaboration Tools

INDUSTRY Healthcare & Pharmaceuticals
SIZE Enterprise
PLATFORM Workplace by Meta
USE CASE HIPAA Compliance
STAKEHOLDERS IT, Risk



THEIR STORY

A non-profit healthcare network needed a comprehensive solution to manage collaboration data and stay compliant with HIPAA regulations. The need for internal collaboration tools heightened during the pandemic, but employees were haphazardly sharing patient information across these platforms, putting themselves, the network, and patients at risk.

After integrating with Aware, they were able to utilize Signal's features to quickly flag, surface, and investigate inappropriate or sensitive data. Using the application, they were able to identify content that had the potential to violate HIPAA regulations, including screenshots and file attachments.



As a result, this healthcare network is now able to anticipate and proactively resolve future risks, mitigating the potential of violating HIPAA regulations through collaboration platforms, and ultimately reducing the risk of fines, brand damage, and legal exposure.

KEY BUSINESS OUTCOMES



Reduced Expenses

Since the inception of HIPAA, violations that resulted in a settlement or civil monetary penalty totaled nearly \$135 million.



Improved Risk Posture

Companies with extended detection and response capabilities deployed shortened the breach lifecycle by ~29 days.



Protected Brand Reputation

A company's reputation accounts for 63% of its market value.

AWARE CUSTOMER STORY

Preserving Workplace Culture While Protecting Sensitive Data

INDUSTRY	Financial Services
SIZE	Enterprise
PLATFORM	Slack
USE CASE	FINRA / SEC Compliance
STAKEHOLDERS	IT, Security, Risk, Communications



THEIR STORY

From Workplace From Slack was implemented at a large, heavily regulated financial institution as they adopted a hybrid work environment. They invested in Slack to help build and maintain team bonds.

The organization wanted to ensure that employees were not using the platform to discuss work or upload work-related files, as this could put them at risk for compliance fines.

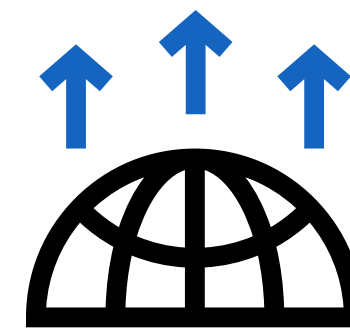
With Aware's Signal application, they implemented policies and rules that caught and removed any sharing of personally identifiable information (PII) in near real-time. Advanced capabilities also allowed them to alert individuals of acceptable use policies.

The implementation of Workplace allowed employees to continue to feel engaged with their teams, despite working remotely.



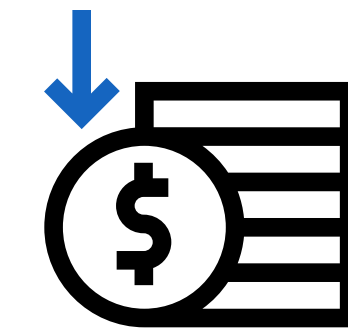
With Aware, our Risk and Security teams were confident that the tool could be used in a way that remained compliant with government regulations.

KEY BUSINESS OUTCOMES



Improved Company Culture

88% of job seekers say a healthy culture at work is vital for success.



Reduced Expenses

The average SEC fine was \$9.1 Million in 2022.

AWARE CUSTOMER STORY

Uncovering the Context Behind Increasing Acceptable Use Violations

INDUSTRY Non-Profit
SIZE Enterprise
PLATFORM Microsoft Teams
USE CASE Acceptable Use
STAKEHOLDERS HR, IT, Risk



THEIR STORY

A non-profit implemented Aware to help identify violations of their acceptable use policy. In the beginning, they had received only a few alerts on inappropriate conversations — however, suddenly they noticed a huge uptick in violations of their acceptable use policy and needed to figure out why.

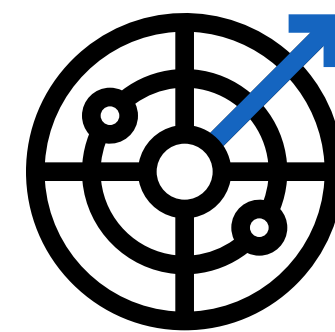
Using Aware's Signal and Search & Discover applications, their HR team made a problematic discovery: not only were their employees able to invite their personal non-employee friends to the organization's collaboration platform, but they were actively inviting dozens of them.

With this valuable knowledge, they enabled the appropriate security settings in their collaboration tools to ensure only employees could use them.



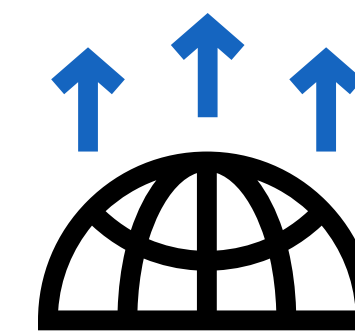
We also implemented additional security measures, including two-factor authentication, and used this as a coaching tool for our acceptable use policy.

KEY BUSINESS OUTCOMES



Improved Risk Posture

The average risk incident costs a business more than \$500k.



Improved Company Culture

88% of job seekers say a healthy culture at work is vital for success.

AWARE CUSTOMER STORY

Utilizing Search & Discover to Easily Fulfill Data Subject Access Requests

INDUSTRY	Non-Profit
SIZE	Mid-Market
PLATFORM	Microsoft Teams and Zoom
USE CASE	DSAR Compliance
STAKEHOLDERS	IT, Risk



THEIR STORY

Employees can request a Data Subject Access Request (DSAR) at any time at this non-profit organization. The ability to search and export this information from collaboration platforms is important to fulfill these requirements, but the organization was unsure how to do this, as the functionality was not native to their tool.

Using Aware's Search and Discover application, they were able to pull all the messages from and mentions of an individual user. Search and Discover made it possible for them to seamlessly filter by type of file as well as time period.

They could easily export the data to a CSV file and then distribute as needed. With Aware, the organization can now easily remain compliant and provide requested data while respecting the privacy of others.



We are also able to uncover this data quickly with limited resources, allowing us to reduce the amount of time necessary to fulfill a DSAR.

KEY BUSINESS OUTCOMES

 **Reduced Expenses**

It costs an average of \$1,400 for organizations to manually process a single DSAR, with most taking more than two weeks to respond.

 **Increased Efficiency**

Automating tasks saves 240 hours per year.

AWARE CUSTOMER STORY

Reducing the Risk of Fines Due to Non-Compliance

INDUSTRY	Technology
SIZE	SMB
PLATFORM	Slack
USE CASE	FCRA Compliance
STAKEHOLDERS	Security, Risk



THEIR STORY

A tech company supports government entities and handles personally identifiable information (PII) almost exclusively. They also hire seasonal employees annually, who are less likely to be familiar with their existing security policies.

While they have a solution to manage the risk of Fair Credit Reporting Act (FCRA) violations in email, they had no way to set up alerts on sharing of sensitive data in Slack.

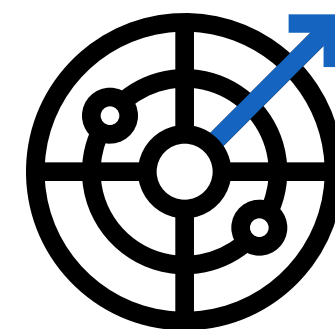
Using Aware's Signal application, they developed policies and rules to alert in real-time if employees have shared social security numbers, driver's license numbers, and passport numbers within Slack.

As a result, they have seen time savings and risk reduction by automating PII event notifications and incorporating Slack data into their existing processes and solutions.



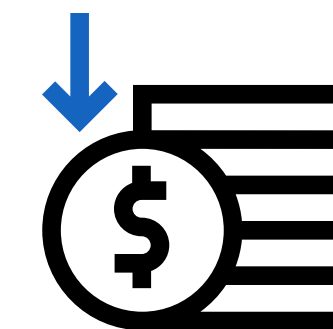
With Aware's upcoming Context API Signal End Points, we will soon be able to pull all Signal events into our other DLP (Data Loss Prevention) solution, creating a one-stop-shop for all our security needs.

KEY BUSINESS OUTCOMES



Improved Risk Posture

1:166 messages contain sensitive information.



Reduced Expenses

Organizations lose an average of \$5.87 Million in revenue due to a single non-compliance event.

AWARE CUSTOMER STORY

Helping a Telecom Provider Investigate and Safeguard Confidential Data

INDUSTRY	Telecommunications
SIZE	Global
PLATFORM	Slack, Microsoft Teams
USE CASE	Data Retention & Preservation
STAKEHOLDERS	IT, Risk, Digital Workplace



THEIR STORY

Following the rollout of Slack, a major telecommunications company turned to Aware to help them understand the risks that resided within employee messages. Their primary concerns included preventing data loss and enabling eDiscovery within the tool. Aware's applications uncovered that call center employees used Slack messages to store large volumes of personal identifiable information (PII) and payment card industry (PCI) data.

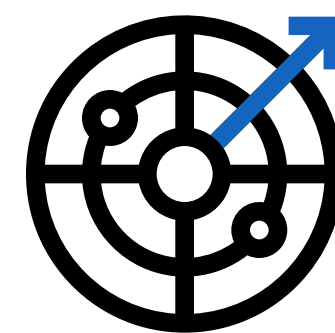
eDiscovery conducted leveraging Aware found that employees also lacked a secure solution to keep track of customer information, opening the company up to greater compliance risks.

With Aware, the company found the right solutions for employees to work more efficiently while safeguarding confidential information. They also deployed Aware's automated compliance adherence features to scan new Slack messages for sensitive data, allowing them to correct and coach employees on inappropriate work habits in real time.



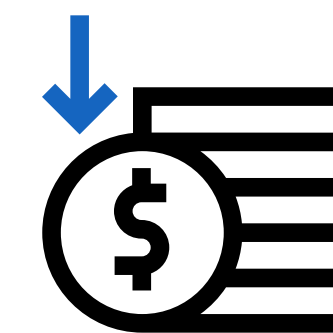
The company caught and remediated over 20,000 credit card shares last year through Aware.

KEY BUSINESS OUTCOMES



Improved Risk Posture

Companies with extended detection and response capabilities deployed shortened the breach lifecycle by ~29 day.



Reduced Expenses

Organizations lose an average of \$5.87 Million in revenue due to a single non-compliance event.

AWARE CUSTOMER STORY

Easily Implementing Retention Policies for Regulated Employees

INDUSTRY Financial Services
SIZE Global
USE CASE FINRA/SEC Compliance
STAKEHOLDERS IT, Legal



THEIR STORY

A financial services company has both regulated and non-regulated employees. The the preservation requirements for regulated employees' data is different from the rest of the company.

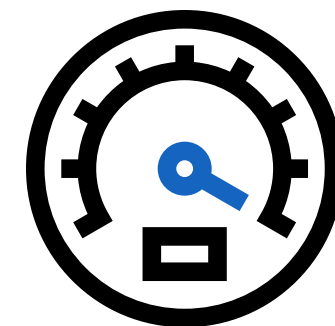
To comply, the regulated employees' data needed to be held and exempt from retention policies that were applied to the remainder of the employee set. Aware's integration supported this company in managing this data. Their first plan of action was setting up legal holds for their regulated employees, ensuring their content was preserved as required by law. In tandem, they set up a different rule for non-regulated employees, so their information was automatically purged on a regular basis.

Utilizing data management features such as legal holds and data retention gave this company the ability to comply with SEC and legal policies.



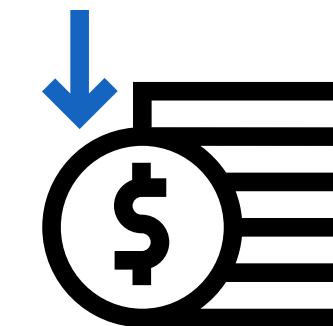
We were also able to automate their remaining data retention needs, reducing lift on our already-stretched staff.

KEY BUSINESS OUTCOMES



Increased Efficiency

Employees estimate that automating tasks saves 240 hours per year.



Reduced Expenses

Average SEC fine in 2022 was \$9.1 million.

AWARE CUSTOMER STORY

Enabling Better Collaboration for All Employees

INDUSTRY Insurance
SIZE Enterprise
PLATFORM Slack
USE CASE Data Retention & Preservation
STAKEHOLDERS IT



THEIR STORY

A large insurance company had roughly 5,000 regulated employees who were not permitted to access the direct messaging feature within their collaboration platform due to the lack of archiving capabilities. However, they noticed their younger employees preferred to communicate through direct messaging, and this policy was tough on them.

To help these individuals do their best work, they set out to find a program that could archive their content on a regular basis. Aware had the functionality they were looking for with granular data management capabilities.

After segmenting their users into regulated and non-regulated employees, the IT team set up a special data management policy directed towards those employees' direct messages.



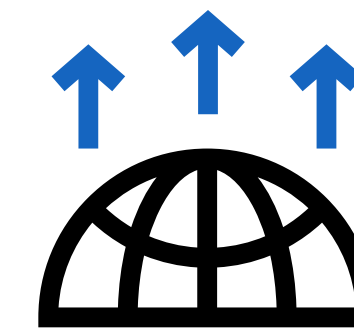
Finding a solution like Aware allowed us to aid in employee success by allowing us to collaborate in the ways that worked best for us, while also ensuring that we both purged and preserved the data we need to.

KEY BUSINESS OUTCOMES



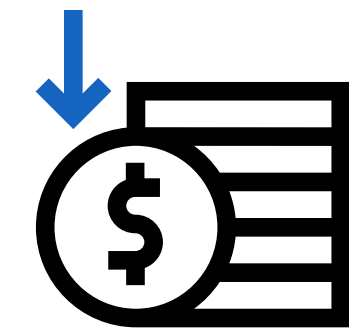
Reduced Employee Attrition

Effective communication generates 4.5 times higher talent retention.



Improved Company Culture

85% of employees with access to collaborative tools are more likely to perceive themselves as happy in the workplace.



Reduced Expenses

Non-compliance costs are over 2x greater than what firms typically pay to stay in compliance.

AWARE CUSTOMER STORY

Ensuring the Preservation of Institutional Knowledge with Aware

INDUSTRY	Retail, Food and Beverage
SIZE	Enterprise
PLATFORM	Slack and Zoom
USE CASE	Records Retention
STAKEHOLDERS	IT



THEIR STORY

An international bottling company's local regulations required that they purge their collaboration platform's direct message and chat data every 30 days.

However, their collaboration platform lacked the ability to distinguish between chat data and data that lived in public channels. As a result, they were losing valuable historical context from public channels every month.

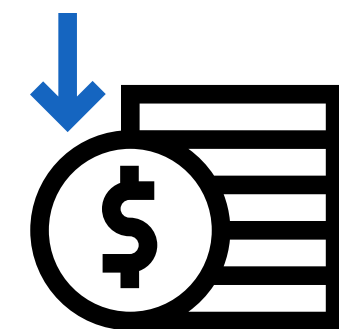
The company partnered with Aware to help protect this data. Aware's ability to set granular records retention rules allowed them to specify how long they wanted to retain data from different areas of their platform.

They were able to set retention rules based on channel, source and more.



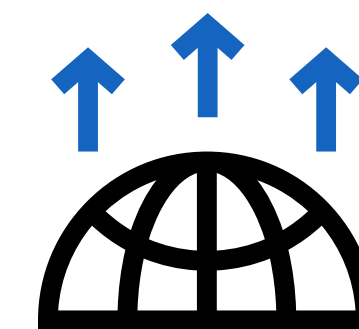
Thanks to Aware, the company was able to comply with regulatory requirements but still preserve extremely important institutional knowledge that existed throughout our collaboration platform.

KEY BUSINESS OUTCOMES



Reduced Expenses

Reducing data storage costs and non-compliance fines can save companies millions of dollars annually.



Improved Company Culture

Sharing and preserving institutional knowledge improves collaboration & enables faster decision-making.

AWARE CUSTOMER STORY

Reducing the Risk of Fines Due to Non-Compliance

INDUSTRY	Retail, Food and Beverage
SIZE	Enterprise
PLATFORM	Slack
USE CASE	Governance and Compliance
STAKEHOLDERS	Communications, Digital Workplace, IT



THEIR STORY

A tech company supports government entities and handles personally identifiable information (PII) almost exclusively. They also hire seasonal employees annually, who are less likely to be familiar with their existing security policies.

While they have a solution to manage the risk of Fair Credit Reporting Act (FCRA) violations in email, they had no way to set up alerts on sharing of sensitive data in Slack.

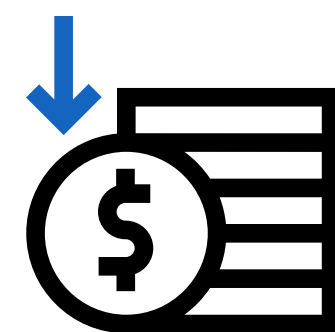
Using Aware's Signal application, they developed policies and rules to alert in real-time if employees have shared social security numbers, driver's license numbers, and passport numbers within Slack.

As a result, they have seen time savings and risk reduction by automating PII event notifications and incorporating Slack data into their existing processes and solutions.



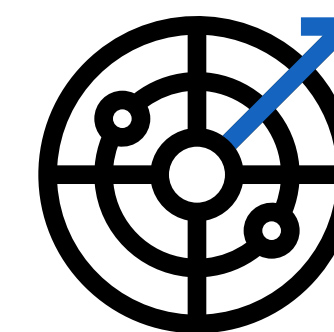
With Aware's upcoming Context API Signal End Points, we will be able to pull all Signal events into their other DLP (Data Loss Prevention) solution, creating a one-stop-shop for all their security needs.

KEY BUSINESS OUTCOMES



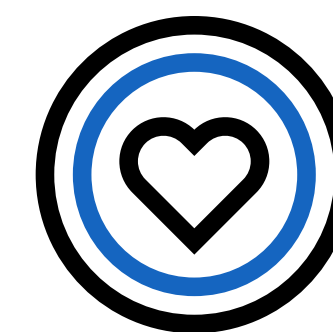
Reduced Expenses

Since the inception of HIPAA, violations that resulted in a settlement or civil monetary penalty totaled nearly \$135 million.



Improved Risk Posture

Companies with extended detection and response capabilities deployed shortened the breach lifecycle by ~29 days.



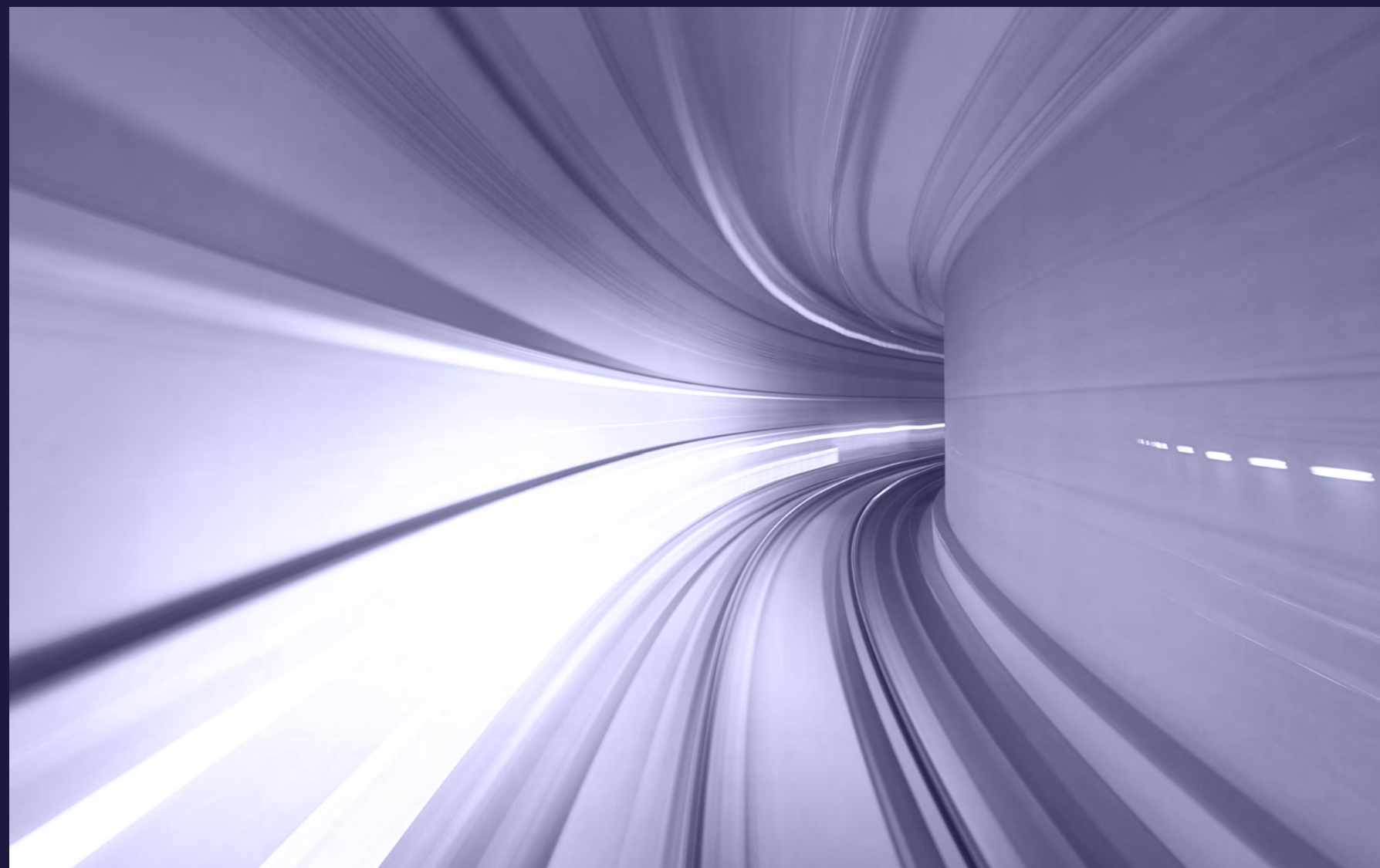
Protected Brand Reputation

A company's reputation accounts for 63% of its market value.

AWARE CUSTOMER STORY

Addressing Compliance, DLP and Records Retention -All in One Tool

INDUSTRY	Retail, Food and Beverage
SIZE	Enterprise
PLATFORM	Slack and Workplace by Meta
USE CASE	DLP, Compliance Monitoring, Records Retention
STAKEHOLDERS	IT, Risk, Human Resources



THEIR STORY

A large European beverage company was concerned about behavior they observed on their collaboration tools. Internal acceptable use and GDPR compliance were top of mind.

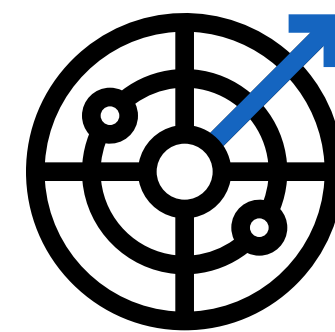
They also aimed to minimize IP loss by making sure that discussions around their competition were healthy. Complicating these matters, employees used several languages to communicate. With Aware, rules — in multiple languages — helped ensure that internal policies were followed. Messages that were flagged included threatening speech, and trade secrets and PII. Utilizing context, IT, and Communication teams were given the ability to review and address violations. Robust data management tools were implemented to help the company avoid keeping data for longer than needed.

The team reported that they were able to reduce the amount of PII and sensitive data shared to “almost zero”.



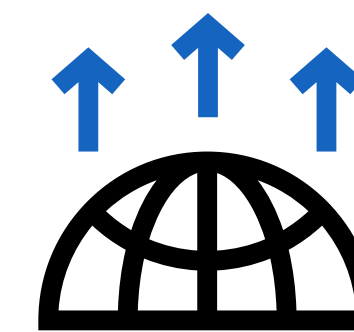
We were able to quickly address cases of inappropriate behavior, leading to safer and happier employees.

KEY BUSINESS OUTCOMES



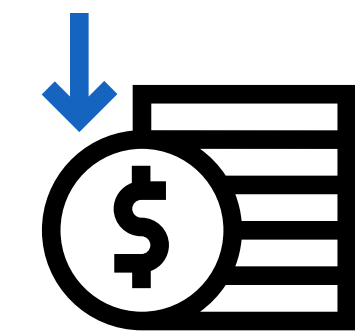
Improved Risk Posture

1:166 messages contain sensitive information.



Improved Company Culture

A single toxic employee can cost a company \$12K per year.



Reduced Expenses

Organizations lose an average of \$5.87 million in revenue due to a single noncompliance event.

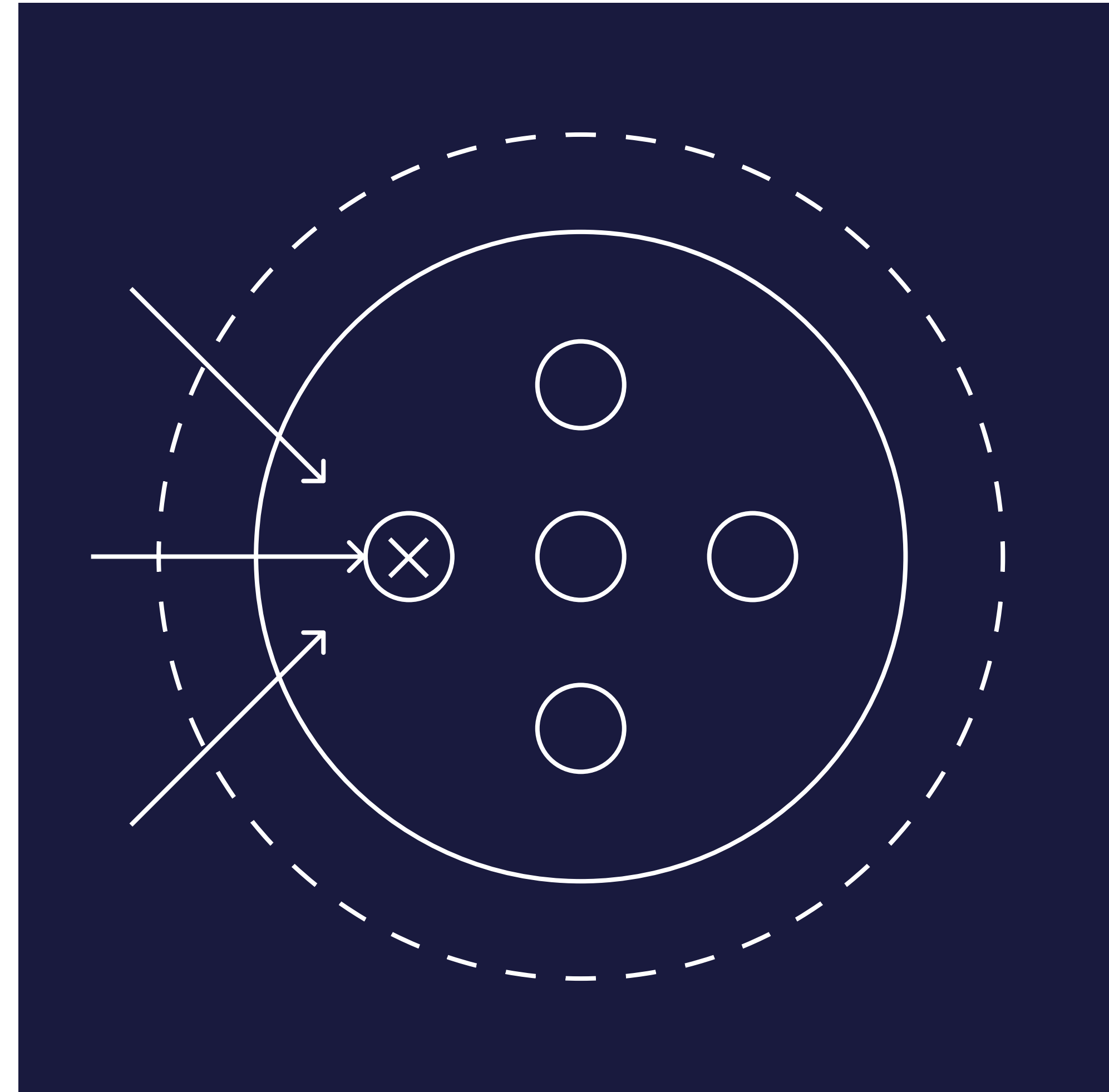
03

Insider Risk

Overcome the challenges of human error and targeted threats alike with AI built to understand the ways your people communicate.

USE CASES

Phishing
Insider Risk Management
Targeted Social Engineering
HR Investigations



AWARE CUSTOMER STORY

Understanding Employee Behavior in Internal Communications

INDUSTRY	Retail, Food and Beverage
SIZE	Enterprise
PLATFORM	Slack
USE CASE	Insider Risk
STAKEHOLDERS	Communications, Digital Workplace, IT



THEIR STORY

A large energy company relied solely on their collaboration platform to manage internal communications. However, they lacked a formal system to observe employee behavior and sentiment surrounding these messages and ensure collaboration was healthy and productive.

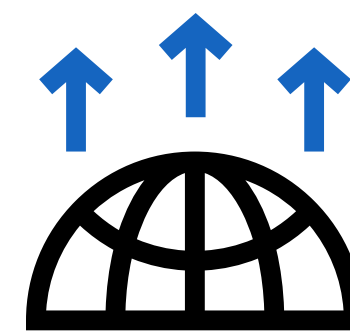
By implementing Aware's Spotlight application, they gained daily, real-time insight into external events their employees were discussing, internal campaign success, and an overall pulse check of their collaboration platform groups.

With Aware's AI and NLP processing models, they could quickly judge sentiment, allowing their communications team to make smarter decisions regarding when and what to communicate and change across an organization level.



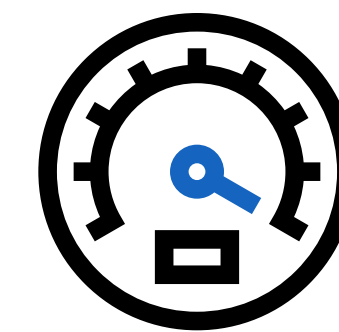
Through Aware, we gained the ability to create a strong collaborative culture where employees worked efficiently while mitigating the risks associated with human behavior at scale.

KEY BUSINESS OUTCOMES



Improved Company Culture

Employees rate learning & development opportunities as the number one driver for great work culture.



Increased Efficiency

Companies report a 99% reduced time to resolution of operational failures.



Reduced Employee Attrition

78% of people say they're more likely to stay with an employer because of their benefits.

AWARE CUSTOMER STORY

Quickly Mitigating Spammers on Collaboration Platforms

INDUSTRY Non-Profit
SIZE SMB
USE CASE Data Exfiltration
STAKEHOLDERS Risk



THEIR STORY

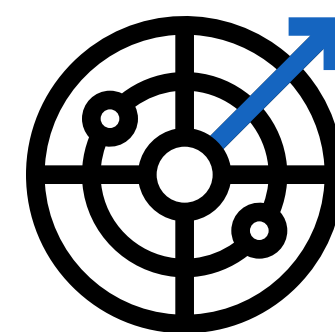
A non-profit foundation uses a collaboration platform to communicate with their broader community across the globe, many of whom aren't technically inclined. Recently, bad actors received access to the non-profit's collaboration platform through malicious links and spoofed those accounts.

These spammers then used these accounts to send thousands of messages to internal channels, hack other accounts and inundate their networks. Microsoft was slow to respond to their calls for help, and the spammers were hacking more accounts by the minute.



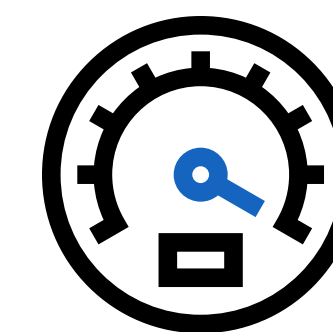
Enter Aware! The non-profit set up a rule using Aware's Signal application to filter messages that met the criteria of spam. Once they set up this rule, they were able to immediately detect these messages and automate their deletion. The Signal rule also helped them quickly identify hacked and spoof accounts. Thanks to Aware, over 9,000 messages were caught and remediated. This nonprofit has limited staff and addressing that many messages would have taken us hundreds of hours to manually delete.

KEY BUSINESS OUTCOMES



Improved Risk Posture

The average risk incident costs a business more than \$500k.



Increased Efficiency

Average time to contain a breach is 88 days.

AWARE CUSTOMER STORY

Detecting Changes in Employee Sentiment Around New Leadership

INDUSTRY	Utilities
SIZE	Global
PLATFORM	Slack, Microsoft Teams
USE CASE	Insider Risk Management
STAKEHOLDERS	Communications



THEIR STORY

A large utility's company corporate communications department had no process in place to identify and address negative employee sentiment regarding recent leadership changes, creating the risk of disgruntlement going unaddressed.

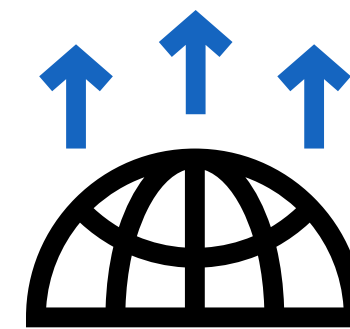
They decided to implement Aware's Spotlight and Signal applications. Using these applications, the corporate communications team set up alerts for negative and positive shifts in employee emotion. Spotlight's dashboard allowed them to gain a continuous pulse on conversation activity and engagement by surfacing hot topics on a daily, weekly and monthly basis.

Signal helped the communications team surface conversations around keywords related to their new leaders and initiatives tied to these changes.



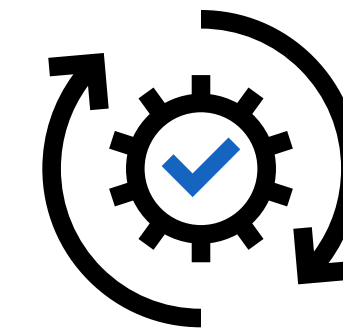
The company now feels more comfortable understanding employee reactions to their corporate announcements. These insights helped our communications team quickly shift our objectives to better support employee needs and avoid potential insider risk incidents caused by miscommunication.

KEY BUSINESS OUTCOMES



Improved Company Culture

Employees who feel heard are 4.6x more likely to feel empowered to do their best work.



Improved Change Management

65% of companies are 'somewhat ineffective' or worse at introducing change caused by strategic initiatives.

AWARE CUSTOMER STORY

Uncovering the Context Behind Increasing Acceptable Use Violations

INDUSTRY	Non-Profit
SIZE	Enterprise
PLATFORM	Microsoft Teams
USE CASE	Acceptable Use Enforcement, Insider Risk Management
STAKEHOLDERS	HR, IT, Risk



THEIR STORY

A non-profit implemented Aware to help identify violations of their acceptable use policy. In the beginning, they had received only a few alerts on inappropriate conversations — however, suddenly they noticed a huge uptick in violations of their acceptable use policy and needed to figure out why.

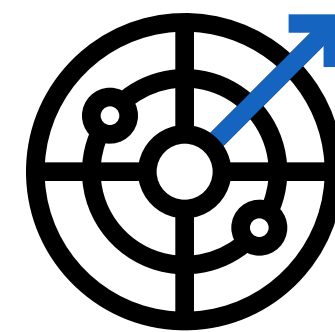
Using Aware's Signal and Search & Discover applications, their HR team made a problematic discovery: not only were their employees able to invite their personal non-employee friends to the organization's collaboration platform, but they were actively inviting dozens of them.

With this valuable knowledge, they enabled the appropriate security settings in their collaboration tools to ensure only employees could use them.



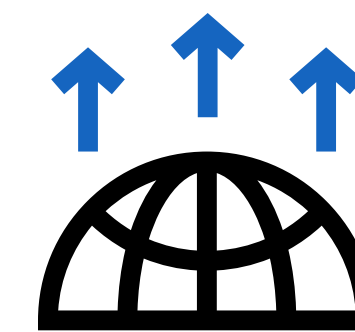
We also implemented additional security measures, including two-factor authentication, and used this as a coaching tool for their acceptable use policy.

KEY BUSINESS OUTCOMES



Improved Risk Posture

The average risk incident costs a business more than \$500k.



Improved Company Culture

88% of job seekers say a healthy culture at work is vital for success.

AWARE CUSTOMER STORY

Providing for the Safety and Well-being of Frontline Workers

INDUSTRY	Retail, Food and Beverage
SIZE	Global
PLATFORM	Slack
USE CASE	Acceptable Use Policy Enforcement
STAKEHOLDERS	Human Resources



THEIR STORY

A global franchise restaurant used Aware to find potential violations of their corporate acceptable use and harassment policies. In one case, an event was triggered that showed a manager having inappropriate conversations and relations with their subordinate.

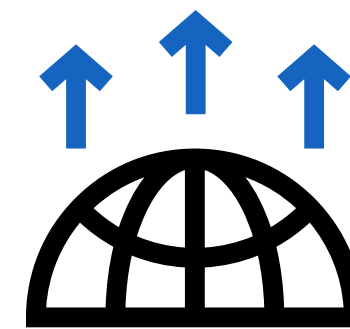
They were able to look at historical conversations between these two employees and found that the subordinate recently ended the relationship, and the manager was retaliating against them by not scheduling them for shifts.

While they were unhappy to uncover situations like these, they welcomed the chance to rectify them, as they were in direct violation of their goal to provide a safe workplace for their employees.



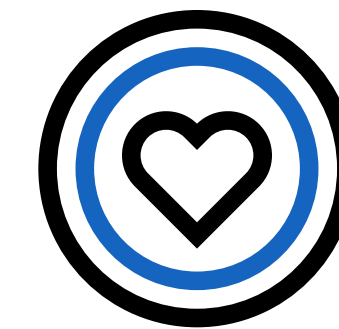
With Aware we were alerted to the conversations in near-real time, see the full context of the situations and immediately act by involving company leadership and local authorities.

KEY BUSINESS OUTCOMES



Improved Company Culture

88% of job seekers say a healthy culture at work is vital for success.



Protected Brand Reputation

86% of potential employees would not apply or continue to work for a company that has a bad reputation with former employees or the public.



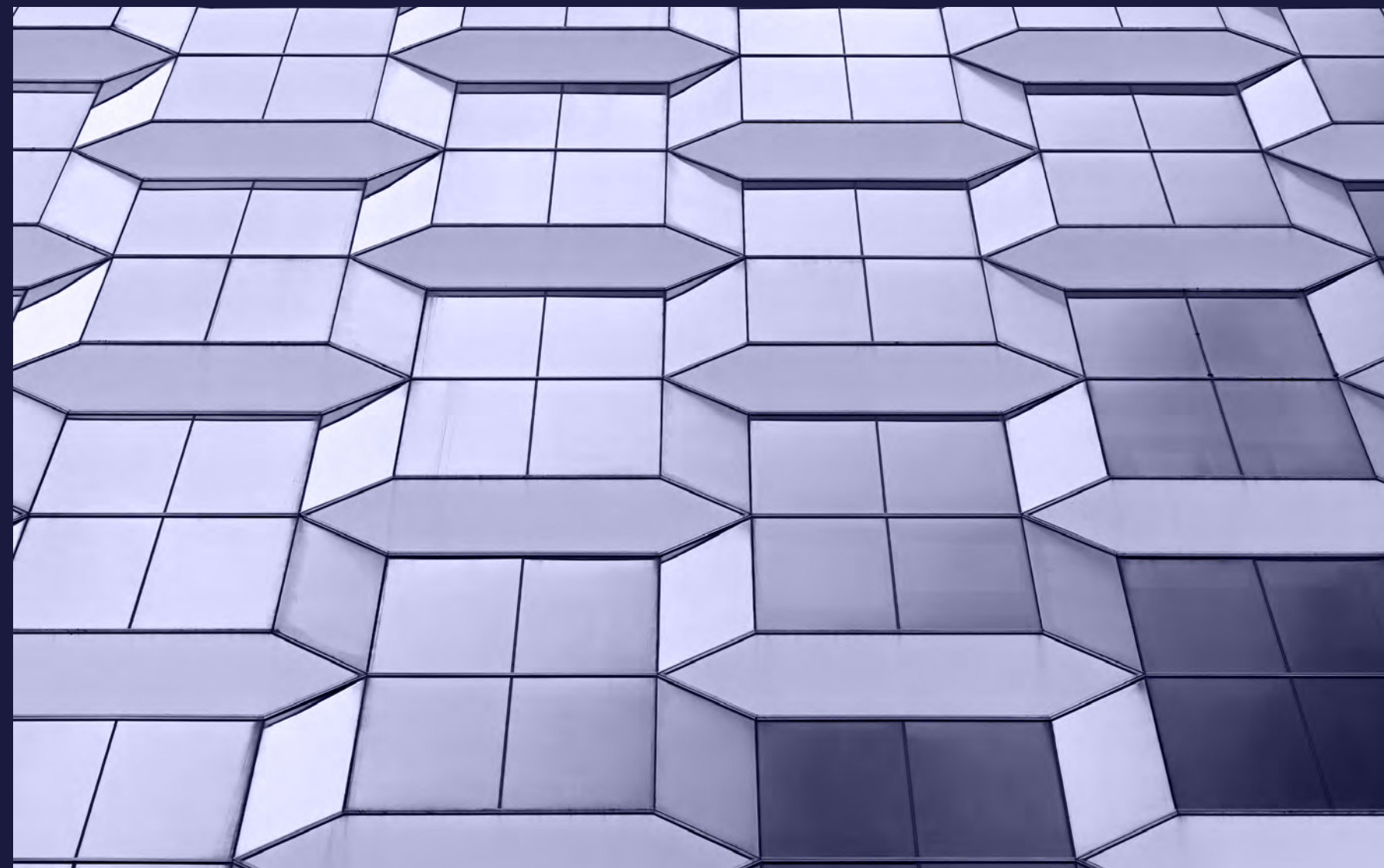
Reduced Employee Attrition

Companies report a 5% annual cost savings by reducing turnover expense, equating to millions.

AWARE CUSTOMER STORY

Actively Reducing Harassment in the Workplace

INDUSTRY	Non-Profit
SIZE	Global
PLATFORM	Microsoft Teams
USE CASE	Insider Risk Management
STAKEHOLDERS	Risk, Security, IT



THEIR STORY

A social enterprise foundation's HR team was looking to advance how they keep track of an increasing amount of harassment and bullying within their digital workspace. While the Digital Workplace and Legal teams were able surface incidents after they occurred, they felt they needed a better system to properly perform investigations, and proactively identify employee harassment before it became a problem.

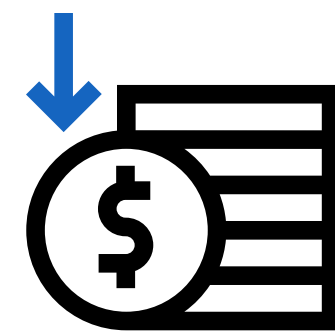
With Aware's Signal application, they could surface messages or individuals with toxic behaviors, complete with context. Spotlight gave them a view of potentially toxic areas of the business that they could dig deeper into.

Finally, Search and Discover provided a simple solution that allowed the HR and legal teams to launch deeper investigations. In one case, they were able to uncover that a disgruntled employee threatening a lawsuit was the primary perpetrator of harassment.



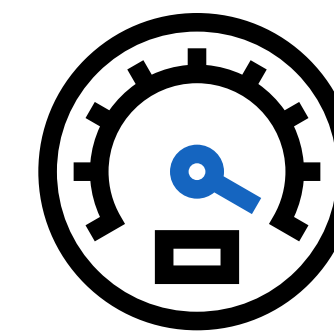
The HR department used this data to offer effective coaching and foster a healthy digital collaboration environment – making employees much happier.

KEY BUSINESS OUTCOMES



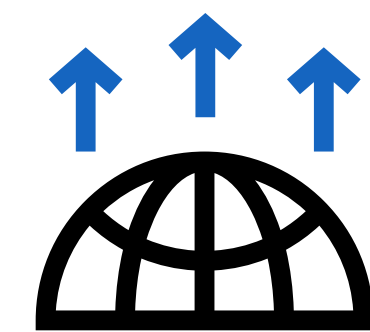
Reduced Expenses

A single toxic employee can cost a company \$12K per year.



Increased Efficiency

Increasing data volumes & data types are cited as the two biggest eDiscovery challenges today.



Improved Company Culture

88% of job seekers say that a healthy culture at work is vital for success.

AWARE CUSTOMER STORY

Helping to Lead Employees Affected by Global Crises

INDUSTRY	Healthcare & Pharmaceuticals
SIZE	Global
PLATFORM	Microsoft Teams, Slack
USE CASE	Crisis Management
STAKEHOLDERS	Internal Communications, Digital Workplace, HR



THEIR STORY

A global pharmaceutical company has employees that resided in both Russia and Ukraine. When the Russo-Ukrainian war broke out in 2022, top of mind for this company was ensuring that their employees felt secure and informed and potential insider threats were surfaced and mitigated.

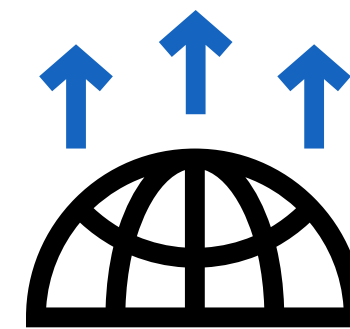
They also were sensitive to the fact that rumors and gossip were prevalent on their internal collaboration platform, and wanted to make sure that conversations around the conflict were factual and not hateful. The team used the Spotlight application's ability to highlight key topics in near real-time to proactively identify conversations related to the war.

The team members then leveraged Signal's rules to aid in moderation. The company also posted a communication about governance changes and used Aware to make sure that the message did not veer off topic.



Aware can filter for foreign languages, so their results removed English results - surfacing only the information that was most important for the colleagues affected. Due in part to the insights from Aware, the affected employees reported feeling supported during the initial days of the war. The company felt that they were much better equipped to handle future worldwide events.

KEY BUSINESS OUTCOMES



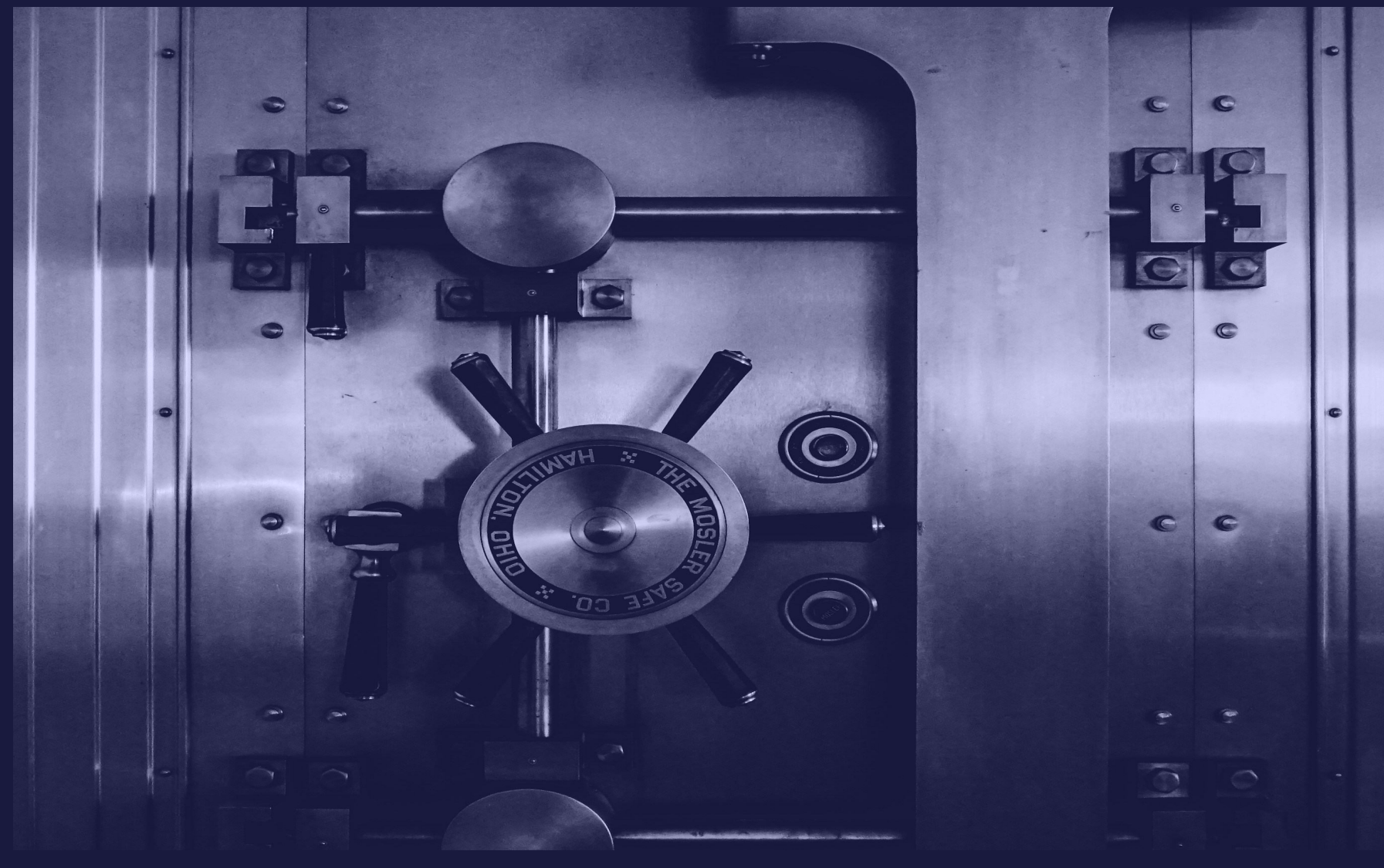
Improved Company Culture

88% of job seekers say a healthy culture at work is vital for success.

AWARE CUSTOMER STORY

Addressing Security Risks Before Breaches Even Occur

INDUSTRY	Retail, Food and Beverage
SIZE	Global
PLATFORM	Slack, Zoom
USE CASE	Insider Risk
STAKEHOLDERS	Risk, Security, IT



THEIR STORY

An international retailer has hundreds of thousands of employees that engage on their internal collaboration platform daily. Given the sheer number of employees, systems and conversations they have, the team is constantly aware of the threat of a security breach.

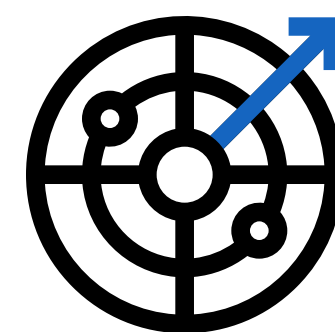
After observing a competitor fall victim to a phishing scam that compromised their platform, the company wanted to test the likelihood of a similar event affecting them. The security team replicated the phishing scam and used Aware's Signal application and Optical Character Recognition technology to create policies designed to identify images and words associated with the scam.

The team was able to immediately uncover hundreds of employees who fell for the scam. The organization gathered the insights from Aware to improve their risk posture going forward and used the exercise as an opportunity to educate their employees on the dangers of phishing.



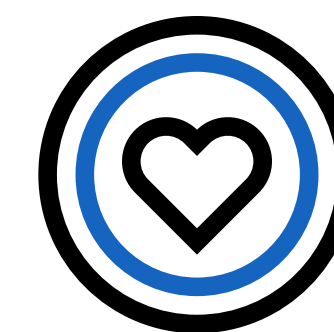
As a result, the retailer was better prepared to address insider risk, lower their overall exposure and above all, protect their brand.

KEY BUSINESS OUTCOMES



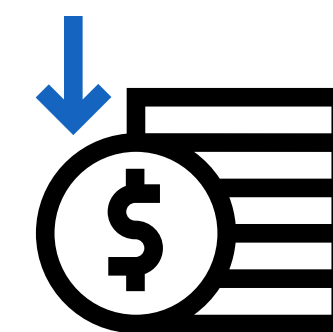
Improved Risk Posture

Reduced malicious insider threat events by 90%.



Protected Brand Reputation

A company's reputation accounts for 63% of its market value.



Reduced Expenses

Cyber attacks such as phishing costs large organizations almost \$15 million annually, or more than \$1,500 per employee.

AWARE CUSTOMER STORY

Measuring the Efficacy and Sentiment Behind Policy Changes

INDUSTRY	Non-Profit
SIZE	SMB
PLATFORM	Slack
USE CASE	Data Exfiltration
STAKEHOLDERS	IT, Digital Workplace



THEIR STORY

A non-profit was concerned about data loss from unauthorized persons gaining access to their internal systems, so they introduced a new policy that automatically logged out users every 24 hours.

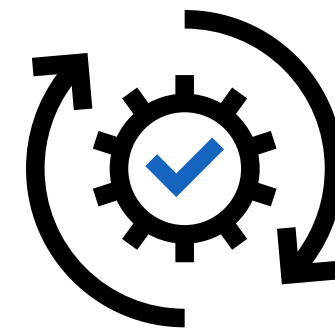
Their leaders had seen three complaints about the change in public collaboration channels, but wanted to understand if there were more frustrations aired out in private channels. The IT team utilized Aware's Spotlight and Signal applications to measure real-time adoption and satisfaction regarding this change.

Within Spotlight, they created a topic report on keywords that were used in complaints. These keywords allowed Spotlight to unveil related themes and either positive or negative sentiment associated with them. The reports uncovered that employees were frustrated with the policy and that they were not given reasoning behind the change. Leadership was able to open a dialogue on the rationale behind the policy change.



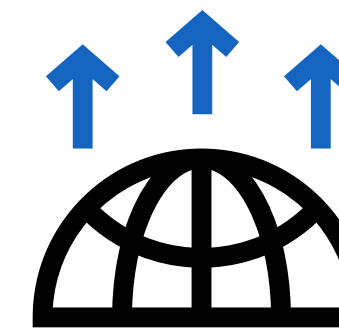
Moving forward, a rule on Signal will be created before changes go out to alert the team to related discussion and ensure a smooth rollout of new processes and policies.

KEY BUSINESS OUTCOMES



Improved Change Management

37% of companies say gaining support across the whole organization is the toughest implementation challenge.



Improved Company Culture

More than 1/3 of staffers think their company doesn't listen to their ideas for improvement.

AWARE CUSTOMER STORY

Creating Raving Fans of New Tools & Processes with Aware

INDUSTRY	Healthcare & Pharmaceuticals
SIZE	Enterprise
PLATFORM	Slack
USE CASE	HIPAA Compliance
STAKEHOLDERS	Digital Workplace



THEIR STORY

A healthcare provider wanted to understand what their employee sentiment was towards their Electronic Health Record (EHR) migration. Prior to Aware, they had little insight, relying on surveys, roundtables and/or asking for feedback, rather than listening in near-real time to the voice of the employee.

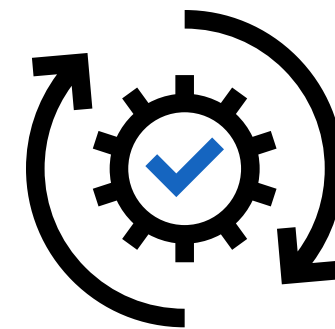
They were concerned that the sentiment was going to be low due to the broad impact these changes had. The team set up several Signal rules to alert on key words surrounding the migration, including the name of the tool and words like “excited” and “frustrated.”

Using Custom Reporting, the hospital then ran a report on keywords and phrases around their EHR migration, surfacing results in near real-time. To their surprise, the sentiment on this migration was high and employees were raving about the seamless migration and congratulating teammates.



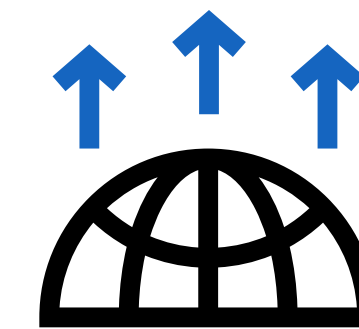
Swapping out a core system is a huge undertaking and being able to listen in real time to what teams are saying and feeling is a critical part of adoption and success prediction - all made possible with Aware.

KEY BUSINESS OUTCOMES



Improved Change Management

Implementing digital technologies to aid in change management increases progress towards company goals by 22%.



Improved Company Culture

Statistics show that real-time feedback boosts the success of key initiatives.

AWARE CUSTOMER STORY

Addressing Compliance, DLP and Records Retention -All in One Tool

INDUSTRY	Retail, Food and Beverage
SIZE	Enterprise
PLATFORM	Slack
USE CASE	Sensitive Data Sharing, Data Exfiltration
STAKEHOLDERS	IT, Risk, Human Resources



THEIR STORY

A large European beverage company was concerned about behavior they observed on their collaboration tools. Internal acceptable use and GDPR compliance were top of mind.

They also aimed to minimize IP loss by making sure that discussions around their competition were healthy. Complicating these matters, employees used several languages to communicate. With Aware, rules—in multiple languages — helped ensure that internal policies were followed. Messages that were flagged included threatening speech, and trade secrets and PII. Utilizing context, IT, and Communication teams were given the ability to review and address violations. Robust data management tools were implemented to help the company avoid keeping data for longer than needed.

The team reported that they were able to reduce the amount of PII and sensitive data shared to “almost zero”.



We were able to quickly address cases of inappropriate behavior, leading to safer and happier employees.

KEY BUSINESS OUTCOMES



Improved Risk Posture

1:166 messages contain sensitive information.



Improved Company Culture

A single toxic employee can cost a company \$12K per year.



Reduced Expenses

Organizations lose an average of \$5.87 million in revenue due to a single noncompliance event.

AWARE CUSTOMER STORY

Leveraging Aware to Aid in Legal Investigations

INDUSTRY	Retail, Food and Beverage
SIZE	Enterprise
PLATFORM	Slack
USE CASE	Insider Risk Management
STAKEHOLDERS	Communications, Digital Workplace, IT



THEIR STORY

A restaurant chain had an ongoing lawsuit where a woman felt she was retaliated against because she posted something in their collaboration platform asking for HR's phone number and needing assistance. The message was then deleted.

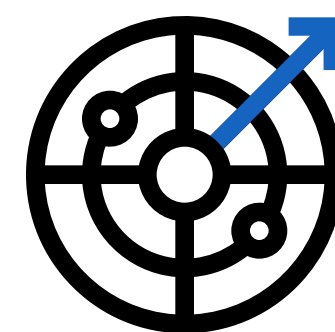
The legal team wanted to investigate if the message ever existed and if so, if it was, in fact, posted and later deleted. The legal team used Aware's Search & Discover application to search all content for that specific custodian and then was able to granularly filter the content by deletes.

They found the post was in fact deleted and sent the evidence to legal.



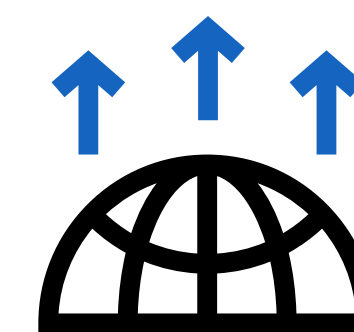
Aware's ability to surface this information, complete with context, allowed the legal team to reduce their investigation time and gave them more confidence in their overall eDiscovery process.

KEY BUSINESS OUTCOMES



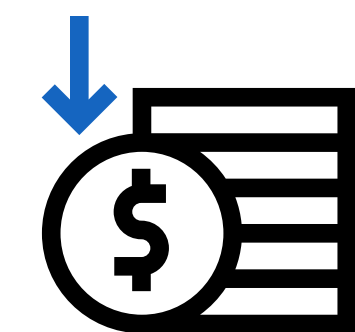
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AWARE CUSTOMER STORY

Addressing Compliance, DLP and Records Retention -All in One Tool

INDUSTRY	Retail, Food and Beverage
SIZE	Enterprise
PLATFORM	Slack
USE CASE	GDPR Compliance, Acceptable Use Policy Compliance
STAKEHOLDERS	IT, Risk, Human Resources



THEIR STORY

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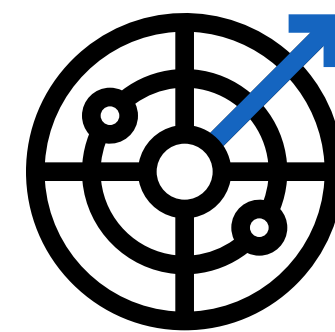
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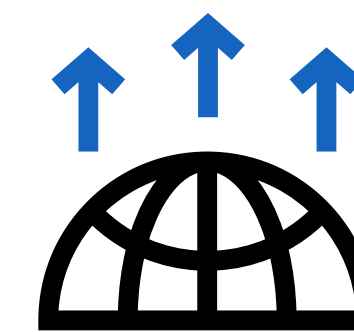
We were able to quickly address cases of inappropriate behavior, leading to safer and happier employees.

KEY BUSINESS OUTCOMES



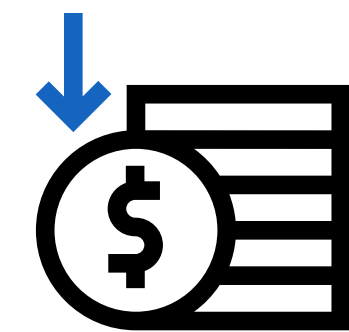
Improved Risk Posture

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Improved Company Culture

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Reduced Expenses

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AWARE CUSTOMER STORY

Putting Employee Mental Health First with Aware

INDUSTRY	Transportation
SIZE	Global
PLATFORM	Slack
USE CASE	Insider Risk Management
STAKEHOLDERS	Digital Workplace, HR



THEIR STORY

An international transportation company feels employee mental health is key to the continued success of their business. It's important to them that their employees feel empowered to ask for help when they need it. In one instance, an employee used a four-letter word in an after-hours post on their internal collaboration platform, expressing anger and frustration, then deleted the post.

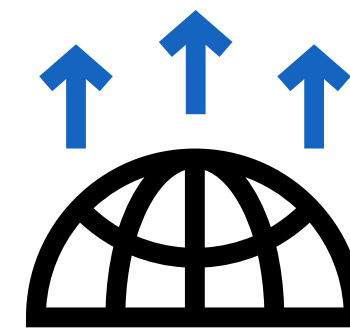
Using Aware's Signal application, the word and subsequent deletion were flagged. The company then conducted a Search & Discover query to dig deeper into what was going on with the employee.

Once they got the search back, they looked at the posts surrounding the event for broader context, and it became clear that this employee was not in a good place mentally. They were struggling with some personal issues and needed support.



The company stepped in and was able to help the employee through their Employee Assistance Program (EAP). Before Aware we would never have been able to surface this issue and provide assistance to the employee.

KEY BUSINESS OUTCOMES



Improved Company Culture

78% of people say they're more likely to stay with an employer because of their benefits.



Reduced Employee Attrition

88% of job seekers say a healthy culture at work is vital for success.

AWARE CUSTOMER STORY

Cultivating a More Welcoming Environment for All

INDUSTRY	Multiple
SIZE	Global
PLATFORM	Slack
USE CASE	Insider Risk Management
STAKEHOLDERS	Communications, HR



THEIR STORY

A global company relied on their internal communications platform for thousands of employees around the world. Without a way to easily surface topics of concern, moderators had to manually comb through groups, which led to major concerns around compromised employee experience.

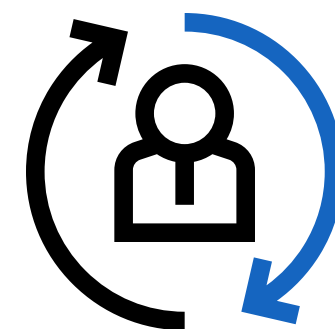
Using Aware's Signal app, the company is automatically notified via email when safety concerns are communicated on their platform. When an employee voiced concerns about their safety, calling out their executive leadership team in the process, an alert was triggered and the post was temporarily hidden, which allowed the company to take immediate action.

Leadership was sent a notification, and steps were immediately taken to reinforce the company's policies on diversity, equity, and inclusion, including a 1:1 dialogue with the affected employee.



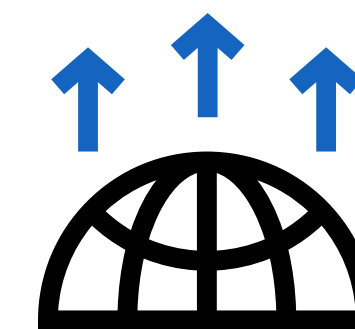
Leadership was impressed by the speed and accuracy with which the team was able to act on this critical issue and looks forward to continuing to use Aware to make a safe space for all their employees.

KEY BUSINESS OUTCOMES



Reduced Employee Attrition

Turnover due to culture may have cost organizations as much as \$223 billion over the past several years.



Improved Company Culture

Half of workers say discrimination, prejudice, and harassment is a problem at their workplace and it impacts the overall culture.

AWARE CUSTOMER STORY

Healthcare Provider Boosts Morale with Aware's Help

INDUSTRY	Healthcare & Pharmaceuticals
SIZE	Enterprise
PLATFORM	Workplace From Meta
USE CASE	Insider Risk Management
STAKEHOLDERS	Communications, Digital Workplace, IT, HR, Legal



THEIR STORY

An American healthcare provider was noticing some unrest within their team that had heightened tensions and led to higher levels of insider risk due to negligent behavior. Employees were beginning to burn out from the pandemic.

Their communications team needed to gauge if employees needed extra support, and if leadership needed to adjust their communication strategy. They wanted to get in front of rumors and gossip and ensure that their employees felt they were supported and valued.

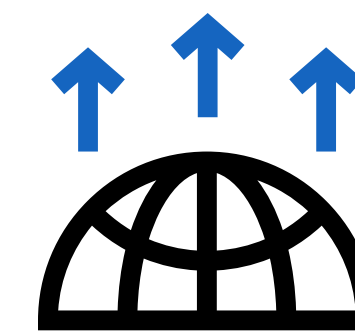
The company implemented Aware's Spotlight and Signal apps to get a real-time, authentic pulse on the issues that their employees cared about. They also set up Signal rules to alert on hot topics such as COVID and BLM, as well as set up reports to flag potential areas of toxic sentiment. With Aware, they were able to provide valuable feedback to leadership, introduce new benefits designed to combat increasing turnover, and boost employee morale.

KEY BUSINESS OUTCOMES



Reduced Employee Attrition

Turnover due to culture may have cost organizations as much as \$223 billion over the past several years.



Improved Company Culture

74% of employees report they are more effective at their job when they feel heard.



In several cases, we were able to guide employees in need of additional mental health support to their EAP. We also proactively addressed several issues within the organization, including rumors of a COVID outbreak