



Security Awareness Training

Strengthen your cyber defences

The worrying rise of cyber-crime.

With cyber-attacks increasing in number and sophistication, businesses across Europe are looking to strengthen their digital defences.

Cyber-attacks are on the rise. In 2024, the global average cost of a data breach reached \$4.88M according to IBM.¹ And Sharp research shows 84% of SME employees are more concerned about cyber threats than a year ago, highlighting a growing urgency.²

Naturally, this is worrying for businesses both large and small. After all, cyber-attacks can and do compromise confidentiality, integrity, and availability of business data – with ransomware attacks especially leading to data encryption, system disruption, and financial losses.

To navigate this troubling landscape, many businesses are looking to strengthen their cyber defences – whether that’s by implementing intrusion detection and prevention systems or updating their firewalls and antivirus software.

However, there’s an often-neglected area of cyber-defence: employee training. Done correctly, employee training equips staff with the knowledge to recognise and avoid actions that lead to cyber-attacks.

¹ <https://www.ibm.com/think/insights/cost-of-a-data-breach-2024-financial-industry>.

² Sharp Employee Security Research. April 2025.



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The state of play in cyber security

Today, businesses have no choice but to be reactive. AI is constantly enabling new ways in for cyber attackers, and everchanging regulations amp up the pressure for businesses to give employees the skills necessary to stay protected.

Phishing remains the top cyber threat for businesses, as found in a 2025 Sharp survey, but AI is only complicating the matter by making attacks more convincing.

Businesses are feeling the pressure to upskill employees from regulators too. The NIS2 Directive asks for demonstration of employee training and risk management, while GDPR fines up to €20M for data mishandling or human error.^{3,4} Plus, customers and suppliers increasingly expect proof of staff awareness, meaning valuable relationships are on the line.⁵

² Sharp Employee Security Research. April 2025.

³ <https://eur-lex.europa.eu/eli/dir/2022/2555>.

⁴ https://www.edpb.europa.eu/system/files/202306/edpb_guidelines_042022_calculationofadministrativefines_en.pdf.

⁵ <https://gdpr-info.eu/art-28-gdpr/>.

This emphasises the need for employee training that encompasses the challenges AI creates:²



23%

of employees struggle to recognise AI-related threats



34%

of employees believe AI makes threat detection more difficult

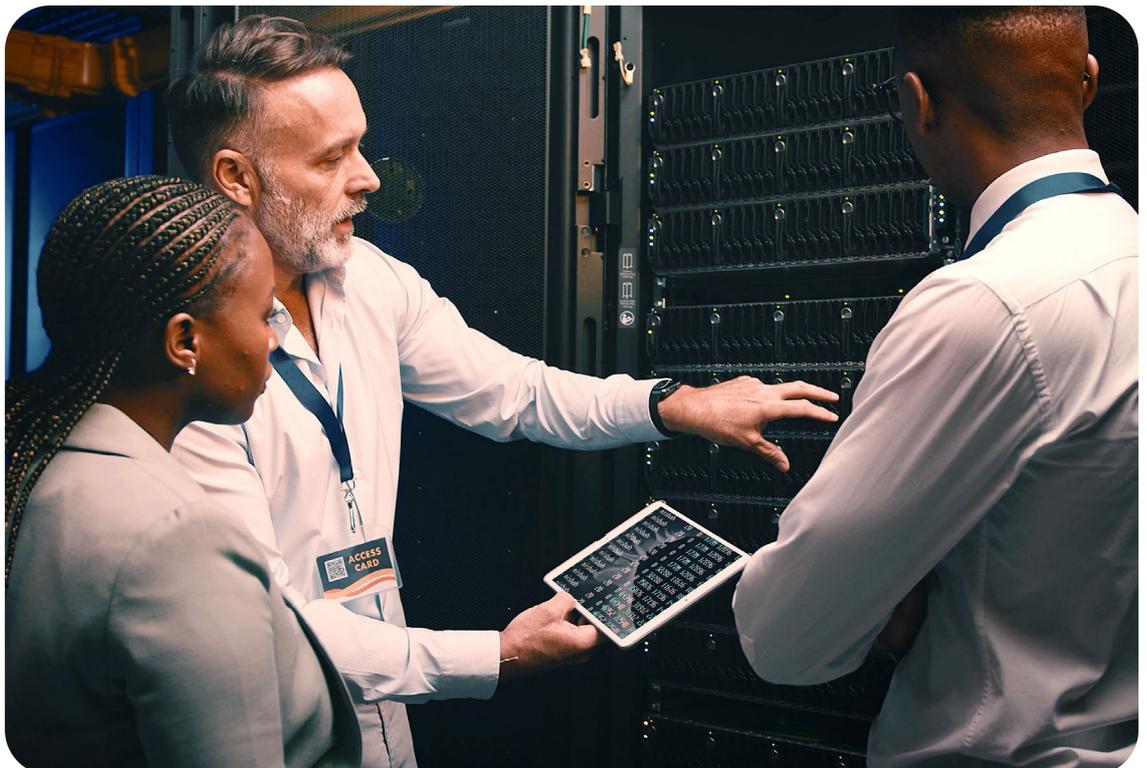


Why is employee security awareness training important?

As a business, you might think your biggest cyber threat is external hackers trying to breach your systems. However, people inside your business – for example, employees and contractors – pose significant risks. Without the right training you can unknowingly bypass traditional security measures, which in turn can then cause substantial harm to a business' operation, reputation, and bottom line.

When it comes to printer security, there's also a gap. Only 15% of employees who have been trained have been educated on the risks, leaving a critical endpoint exposed. This nods to a wider problem where 38% of businesses admit they have no printer security measures in place.

Time and time again, research has found that the majority of cyber-attacks are the result of staff actions. Sharp's 2025 study confirms this:²



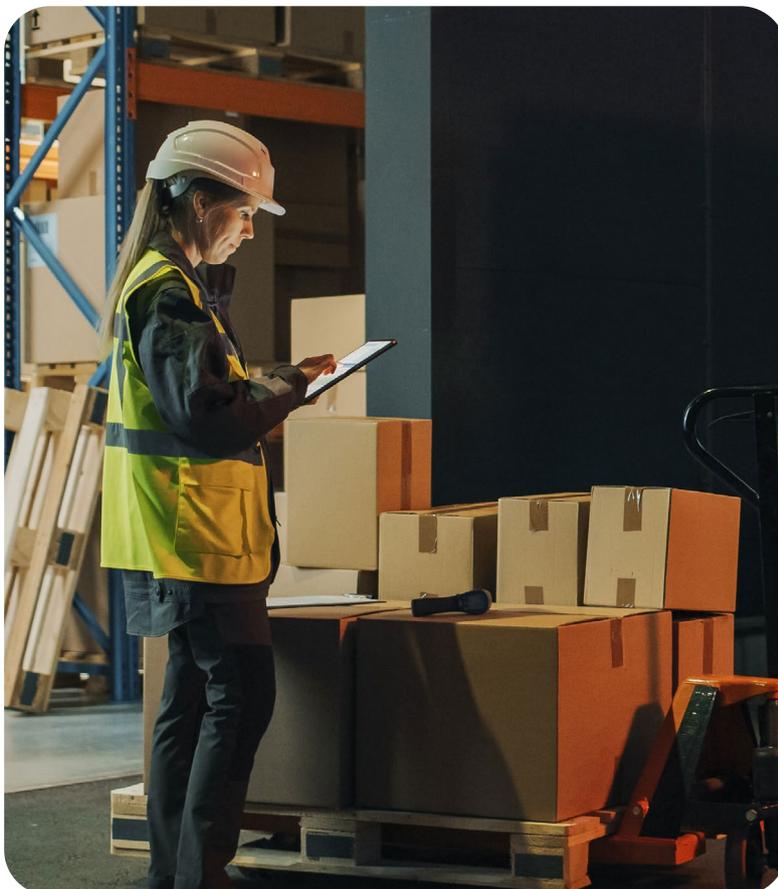
What can employee Security Awareness Training do?

Businesses sometimes neglect the importance of cybersecurity training. However, employees can be your first – and best – line of defence.

When it comes to cybersecurity, employee carelessness costs. Whether it's using weak passwords, neglecting to use multi-factor authentication, or clicking on phishing links, there are ways employee actions can contribute to cybersecurity vulnerabilities.

To mitigate cyber risks, businesses need to train their employees. For example, every employee should be able to recognise phishing emails, and understand the risks of using outdated software and personal devices.

More than this, though, employees need to be continually assessed. After all, the cyber threat landscape is constantly evolving; it's only through continual assessment that businesses can ensure staff understand and apply the training they've gone through.



Poorly timed training sessions can discourage employee attendance, so ensure your approach will fit into busy work schedules.

Sharp Security Awareness Training.

Why training fails and how Sharp fixes it.

At Sharp, we understand that your digital defence is only as strong as your people, and that – even with traditional business security systems in place – human error can make cyber protection ineffective.

That's why we offer a flexible, evolving cloud-based training platform designed to bolster cybersecurity awareness and minimise the risk of successful attacks. With it, employees will find it easier to identify phishing emails, adhere to everchanging regulations, and avoid clicking on potentially hazardous social engineering links. And businesses will gain insight through reports on user understanding and adoption rates too.

The Interactive and adaptable, Security Awareness Training is available in various European languages and simulates cyberattacks, evolving according to user responses and new technologies. The training can be tailored to different job roles to ensure employees are geared up for the specific risks they are likely to face.

This instils a proactive mindset, empowering staff to play an integral role in the organisation's cybersecurity defence. With a resilient workforce capable of identifying and mitigating emerging threats, your business will be safer and stronger.

Our Security Awareness Training is competitively priced, can be used in conjunction with Sharp's other IT security services, and comes with European language support. As attacks grow more sophisticated, it's vital to stay ahead. With Sharp Security Awareness Training, your business will be able to:

- Continuously monitor your team's progress
- Gauge your users' security awareness level
- Join our initial micro-training session
- Benefit from simulated attacks, twice every 30 days
- Participate in continuous training and repetition
- Take zero-day-classes on current attacks



Stronger security starts with your staff

Learn more about Sharp Security Awareness Training

Welcome to Sharp

Sharp Europe helps organisations thrive in a rapidly changing working world. Through connecting people and technology, we deliver trusted, tailored solutions for the workplace and public spaces that increase efficiency and enhance performance, while freeing up our customers to focus on what they do best.

Sharp Europe has a portfolio ranging from printers and advanced display technologies, through to IT Services and collaboration platforms like our Synappx Services.

Sharp Europe is investing and leading the industry in new areas of technology. As our customers' needs shift, we are the perfect partner to connect them to the technology that will drive their business forward.



Want to strengthen
your cyber-defences?

Speak to a Sharp security expert

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