

■ SERVICE BRIEF

KnowBe4 Managed Services
*Security Awareness Training
& Phishing Simulations*



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This document outlines the scope, deliverables, responsibilities, and terms governing Redesign's Managed Services for the KnowBe4 Security Awareness Training and Phishing Simulation platform. These services are designed to provide ongoing configuration, campaign management, user monitoring, and reporting to maintain an effective and evolving security awareness program.

This service engagement is governed by this Service Brief and associated with SKU: SEC-KB4-MANAGED.

The quantity defined in the quote determines the number of users under active management within the KnowBe4 platform.

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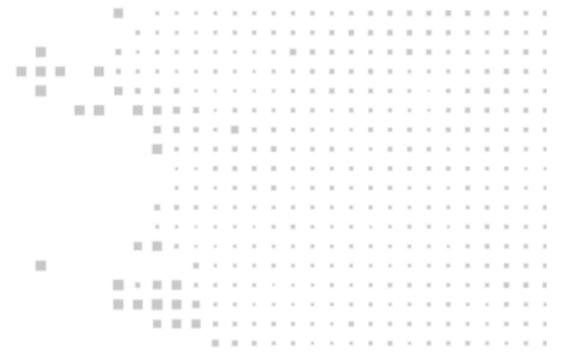
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01. Services Overview

Redesign's KnowBe4 Managed Services provide recurring administration and oversight of your organization's security awareness training and simulated phishing program.

These services ensure that end-user education campaigns are regularly updated, executed, and aligned with current cyber threats, while also reducing internal effort and maximizing user engagement.

This service includes user lifecycle management, campaign creation, phishing template rotation, reporting, and strategic improvement recommendations.



02. Offer Structure

PRIMARY SERVICES

- Ongoing quarterly administration of KnowBe4 campaigns and platform activity for the defined number of users.

Includes:

- Automated training campaigns
- Phishing simulations
- User compliance monitoring
- Reporting

OPTIONAL ADD-ONS

Separate SOW

Available options include:

- Executive briefings
- Training content customization
- Multilingual deployments
- SCORM uploads
- LMS integrations
- Incident simulation coordination

03. Project Scope

This engagement includes full operational oversight and administration of the KnowBe4 platform for the quantity of users defined in the quote.

In-Scope Activities

- Management of user enrollment and group assignments
- Creation and scheduling of phishing simulations
- Assignment of curated security awareness training modules
- Monitoring of user completions, click rates, and training effectiveness
- Rotation of phishing templates to reflect evolving threats
- Platform tuning, policy updates, and role-based notifications
- Reporting and recommendations

Environment Requirements

- Active KnowBe4 license for all in-scope users
- Admin access provisioned to Redesign for configuration and reporting
- Email environment allowlisted for campaign delivery
- Identity Provider (Entra/Okta/etc.) integration with platform automated user provisioning

04. Quantity & Effort Model

- **Service SKU: SEC-KB4-MANAGED**
- **Quantity: Number of users**
- **This service includes up to the number of hours specified in the associated quote for operational support per quarter, limited to the activities defined in this Service Brief.** Unused hours do not carry over to subsequent months. Additional support hours may require a revised quote or a separate Statement of Work (SOW).
- **Work per Unit Includes:**
 - Role-based Campaign setup and execution for in-scope users
 - Phishing simulation reporting and analysis
 - Training module completion tracking
 - Compliance and risk performance metrics

EXAMPLE

A quantity of 1,000 under SKU SEC-KB4-MANAGED includes full management and reporting for 1,000 users, including quarterly campaigns.

05. Services & Key Activities

Stage	Key Activities
{✓} Onboarding & Baseline Configuration	<ul style="list-style-type: none">▪ Review training policy, audience, and internal compliance goals▪ Set up automated user provisioning▪ Set up groups, content calendars, and email notification templates▪ Conduct platform readiness check and assign campaign cadence
🔧 Quarterly Campaign Execution & Monitoring	<ul style="list-style-type: none">▪ Launch phishing simulations based on attack trend data▪ Assign training modules to users by group or behavior▪ Monitor completion rates and phishing susceptibility▪ Adjust campaign content based on performance data
📄 Quarterly Reporting & Continuous Improvement	<ul style="list-style-type: none">▪ Deliver performance report and user analytics▪ Highlight risk-prone user groups or behaviors▪ Recommend content updates, cadence changes, and compliance alignment▪ Conduct quarterly strategic review session (if scoped)

06. Deliverables

Redesign will deliver all scoped services within the monthly support hour limit defined in the quote. Fixed deliverables (e.g., scheduled reports or platform reviews) will be prioritized.

Support beyond the allocated hours is not guaranteed and may require a revised quote or separate SOW



**Quarterly
Phishing
& Training Report**



**Click-through
& Risk Score
Trend Analysis**



**User
Completion
& Compliance
Dashboard Export**

07. Services Scope Changes

Changes to user quantity, campaign frequency, phishing complexity, or LMS/HRIS integration must be mutually agreed upon in writing. Significant changes may require a revised SOW.

08. Services Scope Exclusions

Unless explicitly included in the SOW, the following are excluded from this engagement:

- **SCORM content creation or upload**
 - **Real-time help desk support for training access**
 - **24/7 user response services or incident simulation**
 - **Custom API integration**
 - **Direct user communication beyond system notifications**
 - **Legal policy enforcement related to non-compliance**
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09. Customer Responsibilities

- **Platform Access:** Maintain active KnowBe4 licenses for all scoped users
- **User Management:** Provide updated user list or enable directory sync
- **Email Readiness:** Allowlist training and phishing content for delivery success
- **Internal Compliance:** Take action on identified non-compliant users
- **Stakeholder Participation:** Attend quarterly reviews

Failure to meet these requirements will prevent Redesign from delivering the services outlined in this Service Brief.

10. Services Schedule

- **Start Date:** Confirmed after quote acceptance and access provisioning
- **Completion:** Quarterly

11. Terms and Conditions

This engagement will be governed by the Seller's terms and conditions located at:

ⓘ SERVICES WILL NOT BEGIN UNTIL THE FOLLOWING PREREQUISITES ARE MET

- Signed quote referencing SKU: SEC-KB4-MANAGED and quantity
- Platform access and license validation completed
- User list or sync configuration completed
- Internal campaign objectives reviewed with Redesign

Failure to meet these requirements will prevent Redesign from delivering the services outlined in this Service Brief.

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