

CHOOSING A SECURITY-AWARENESS PARTNER

HOW WE COMPARE

How Cybears X Awareness compares with the five recognized leaders in security-awareness training — so you can choose your partner with confidence.

KnowBe4

Proofpoint

SANS

Hoxhunt

NINJIO



Cybears · Your Cyber Resiliency Partner

xawareness.cybears.net

COMPARISON GUIDE

HOW TO READ THIS GUIDE

CHOOSING THE RIGHT PARTNER

Each page is a concise, fair comparison between Cybears X Awareness and a recognized leader in security-awareness training. We start from what each competitor genuinely does well, then show the areas where X Awareness is structurally different: **cinematic, AI-personalized learning that changes behavior, a dollar-denominated Human Risk Score, and sovereign / MEA-native deployment**. Use it to decide what matters most for your organization.

1

Compare fairly

We credit what every competitor genuinely does well — no strawmen, no spin.

2

Ask the right questions

Each page lists questions worth putting to any vendor you evaluate.

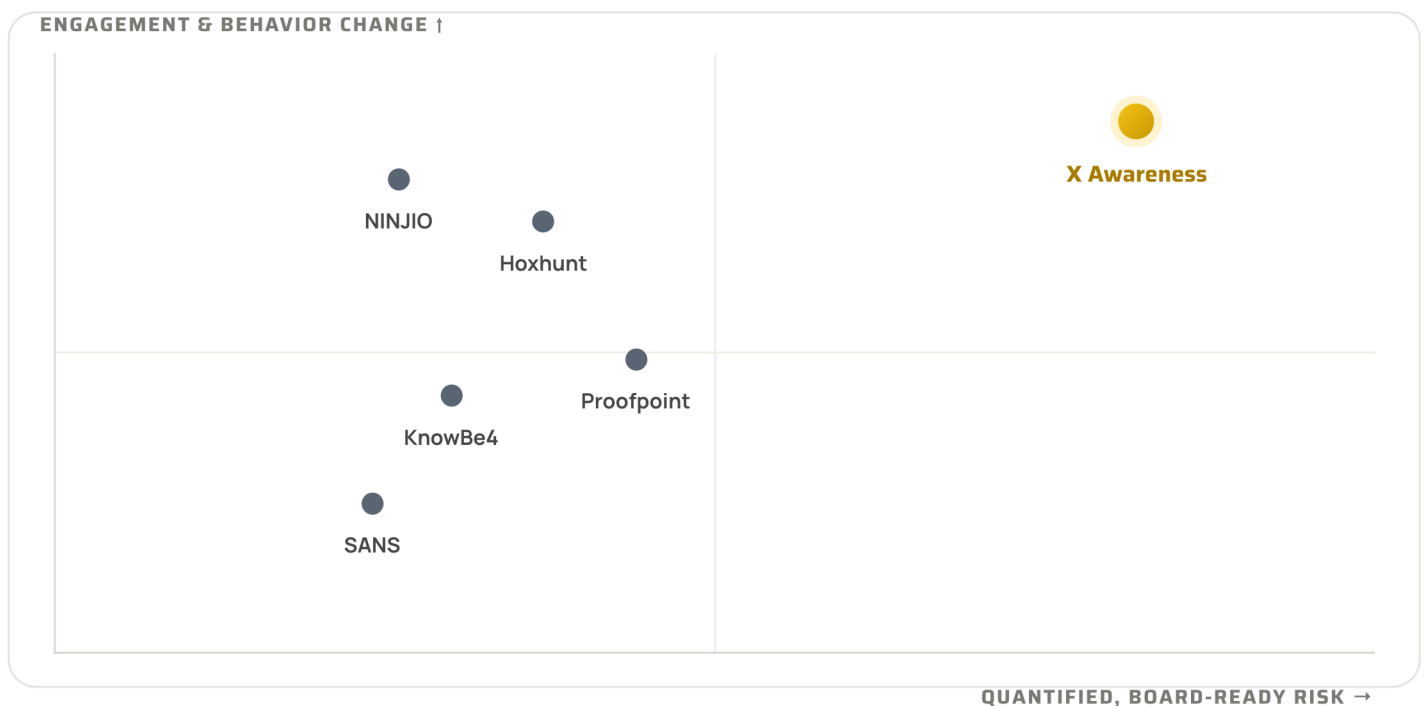
3

Measure the outcome

Look for the board-level metric only X Awareness delivers: risk in dollars.

THE COMPETITIVE LANDSCAPE

Where each player sits



Positioning is illustrative. The upper-right quadrant — high engagement & behavior change *and* quantified, board-ready risk — is where X Awareness plays and where no incumbent fully competes.

THE WHOLE FIELD, ONE VIEW

X AWARENESS VS. THE LEADERS

Capability coverage across the dimensions that decide security-awareness evaluations. The bottom rows — dollar-denominated risk, sovereign deployment, and Arabic / MEA-native depth — are where X Awareness stands alone.

CAPABILITY	X AWARE	KNOWBE4	PROOFPOINT	SANS	HOXHUNT	NINJIO
Cinematic, story-driven episodes	✓	~	~	~	~	✓
AI-personalized learning paths	✓	~	~	×	✓	×
Built-in phishing simulation	✓	✓	✓	~	✓	~
Role-based / department pathways	✓	✓	✓	✓	~	~
Real-time teachable moments	✓	✓	✓	~	✓	~
Dollar-denominated risk score (ALE)	✓	×	×	×	×	×
Peer / sector benchmarking	✓	✓	✓	~	✓	×
Arabic & MEA-native localization	✓	~	~	~	×	~
Sovereign / in-country residency	✓	×	×	×	×	×
On-premise deployment	✓	×	×	~	×	×
Single-admin automation at scale	✓	✓	~	~	✓	~

 Full capability
  Partial / add-on
  Not offered

In short: incumbents ship a content library and report a completion rate. X Awareness delivers cinematic, AI-personalized learning that changes behavior — and hands the board a dollar figure for human risk, hosted in your country.

WHO THEY ARE

The market-share leader in security-awareness training (founded 2010, Clearwater FL; taken private by Vista Equity, 2023). Best known for an enormous content library (ModStore), automated phishing campaigns, and broad compliance modules. The default "safe choice" most buyers have already heard of.

WHAT YOU MAY HAVE HEARD

"Nobody got fired for buying KnowBe4 — they have the biggest library and everyone uses them."

✓ Where they're strong

- Largest training-content & template library on the market.
- Strong brand recognition; low-friction procurement.
- Broad integrations and a mature partner channel.

! Where they're limited

- **Volume over engagement** — long, click-through SCORM modules people skim.
- Reports completion rates, not behavior change or a dollar risk figure.
- Personalization is basic — largely one-size-fits-all content.
- US-cloud SaaS only — no in-country residency or deep Arabic-native localization.

THE X AWARENESS DIFFERENCE

Cinematic, not click-through

Short, live-action episodes people actually watch and remember — not modules they skim.

Risk in dollars

A dollar-denominated Human Risk Score (ALE), not a completion percentage.

Sovereign-ready

In-country residency, on-prem, and Arabic / MEA-native from day one.

QUESTIONS WORTH ASKING ANY VENDOR

- Q "When your people have skimmed the same library for two years, are you changing behavior — or just logging completions?"
- Q "Can your current risk score be handed to the CFO as a dollar figure — or does it need translating every board meeting?"
- Q "Where does your employee learning data physically live, and does that satisfy your regulator?"

IN SHORT

"KnowBe4 gives you the largest library of training modules. X Awareness gives you cinematic, AI-personalized learning that changes behavior — and prices the resulting risk in dollars, hosted in your country."

WHO THEY ARE

An enterprise email-security giant (private since the 2021 Thoma Bravo deal) whose Security Awareness program grew out of the Wombat acquisition. Its pitch is threat-intel integration — tying training to the real attacks hitting your gateway and to "Very Attacked People." Strongest when the buyer already owns Proofpoint email security.

WHAT YOU MAY HAVE HEARD

"It's already bundled with our email security and tied to our real threat intel — one vendor, one throat to choke."

✓ Where they're strong

- Threat-intelligence pedigree; ties training to real attack data.
- Attractive economics if already a Proofpoint email customer.
- Enterprise-grade scale, reporting, and compliance posture.

! Where they're limited

- Awareness is a **secondary module**, not the core product — pace of innovation lags.
- Best value is **lock-in** — weaker story for non-Proofpoint email shops.
- Content engagement is average; learners click through to the quiz.
- Reports activity & exposure, not a single dollar-denominated risk number.

THE X AWARENESS DIFFERENCE

Built for behavior

Human risk is our whole product — cinematic content people watch, not a cross-sell on a mail filter.

Vendor-neutral

Works regardless of your email stack — no lock-in tax to get the value.

One board number

A trended dollar Human Risk Score — not a dashboard of exposure metrics.

QUESTIONS WORTH ASKING ANY VENDOR

- Q "If you ever move off Proofpoint email, does your awareness program still make sense — or does its value walk out the door?"
- Q "How fast does the awareness module actually ship new content versus the email-security flagship it lives inside?"
- Q "Are your people actually watching the training — or clicking straight through to the quiz?"

IN SHORT

"Proofpoint's awareness module is at its best inside its own email ecosystem. X Awareness is built for one job — changing behavior and quantifying human risk — on any stack, with content people actually watch."

WHO THEY ARE

SANS Security Awareness, part of the SANS Institute — the most respected name in security education ("Securing the Human" heritage). Its strength is deep, expert-built, credible curriculum and a strong role-based catalog. The trusted choice for organizations that value pedigree and rigor.

WHAT YOU MAY HAVE HEARD

"It's SANS — the most credible, expert-built security training in the industry."

✓ Where they're strong

- Deep, expert-built content with genuine credibility.
- Strong role-based curriculum and compliance coverage.
- Trusted brand in security education — a safe board story.

! Where they're limited

- **Lecture-style & long-form** — thorough, but engagement and completion suffer.
- Limited AI personalization — largely a static, one-track curriculum.
- Premium price; heavier to administer and roll out.
- Reports training delivery, not a dollar risk metric; US-centric, limited sovereign options.

THE X AWARENESS DIFFERENCE

Watched, not studied

Cinematic, short-form episodes built to be finished and remembered — not lectured.

Adaptive & personalized

AI tailors the path to each person and role — not one curriculum for everyone.

Risk in dollars

Behavior change proven as a dollar Human Risk Score — hosted in-country.

QUESTIONS WORTH ASKING ANY VENDOR

- Q "Expert content is only valuable if people finish it — what are your real completion and recall rates?"
- Q "Does the curriculum adapt to the individual and their risk — or is everyone on the same track?"
- Q "Can you show behavior change in dollars to the board, and host the program in your country?"

IN SHORT

"SANS has the deepest, most credible curriculum in the industry — built to be studied. X Awareness is built to be watched and remembered: cinematic, AI-personalized, and quantified in dollars."

WHO THEY ARE

The slick modern challenger (Finland, 2016). Behavioral-science DNA: adaptive, gamified, personalized micro-training with AI and strong engagement metrics. The closest competitor on adaptivity and the one most likely to out-polish a legacy demo. Popular with progressive enterprises in Europe and North America.

WHAT YOU MAY HAVE HEARD

"It's adaptive, personalized and people actually enjoy it — our engagement numbers are incredible."

✓ Where they're strong

- Genuinely adaptive, personalized training paths.
- High engagement; strong behavior-change story.
- Modern UX that demos beautifully against legacy tools.

! Where they're limited

- Engagement ≠ risk reduction in **dollars** — the board metric is missing.
- Micro-training format — lighter on cinematic, narrative content.
- Premium price point; gamification doesn't fit every culture.
- EU/US-cloud focus — no sovereign / on-prem / Arabic-native answer.

THE X AWARENESS DIFFERENCE

Story, not just points

Adaptive too — but with cinematic storytelling that sticks, not only gamified streaks.

Outcome in dollars

We tie engagement to a dollar risk number the board can act on — not an engagement score.

Sovereign & local

In-country hosting, on-prem, and Arabic-native — where they have no answer.

QUESTIONS WORTH ASKING ANY VENDOR

- Q "Your engagement is high — but when the board asks what that's worth in money, what number do you give them?"
- Q "Does the gamified, points-based approach land the same way with every team and every culture in your org?"
- Q "If your regulator requires data residency in-country, can they host it there — or even on-prem?"

IN SHORT

"Hoxhunt makes training people enjoy. X Awareness makes risk the board can read — cinematic and adaptive like the best of them, but quantified in dollars and hosted in your country."

WHO THEY ARE

The story-first specialist, known for Hollywood-style 3–4 minute animated micro-episodes based on real breaches, released on a regular cadence. Engagement through storytelling is their whole pitch — memorable content people genuinely watch.

WHAT YOU MAY HAVE HEARD

"Their Hollywood-style animated episodes are engaging — people actually watch them."

✓ Where they're strong

- Genuinely engaging, story-driven episodes.
- Fresh, regularly released cinematic content.
- Memorable and well-produced — people remember the story.

! Where they're limited

- **Content-first** — thin on the surrounding platform: simulation, pathways, analytics.
- Animation only — the same episode for everyone, limited AI personalization.
- Engagement, not a quantified, dollar-denominated risk metric.
- US-centric — no sovereign / on-prem, limited Arabic-native localization.

THE X AWARENESS DIFFERENCE

Cinematic + a platform

Live-action episodes *plus* simulation, pathways and analytics — not content alone.

Personalized to each

AI tailors content to each person's risk — not one episode for the whole company.

Risk + sovereign

A dollar Human Risk Score, in-country hosting, and Arabic-native production.

QUESTIONS WORTH ASKING ANY VENDOR

- Q "Great episodes are a start — but where's the simulation, the adaptive pathway, and the risk number around them?"
- Q "Is everyone watching the same episode, or is it personalized to each person's risk and role?"
- Q "Can the board see the impact in dollars, and can you host it in-country, in Arabic?"

IN SHORT

"NINJIO makes a memorable episode. X Awareness makes a complete program — cinematic content, AI-personalized pathways, simulation, and a dollar risk score — built sovereign and Arabic-native."

THREE THINGS THAT SET X AWARENESS APART

WHAT MAKES THE DIFFERENCE

01

Cinematic learning that sticks

Everyone ships a content library. X Awareness produces short, live-action episodes people actually watch, finish, and remember — not click-through SCORM.

02

AI-personalized behavior change

Adaptive pathways tuned to each person and role — reinforced with omnichannel simulation — not one curriculum for everyone.

03

Risk in dollars, sovereign & MEA-native

A trended, dollar-denominated Human Risk Score — with in-country residency, on-prem, and Arabic-native from day one. No US/EU incumbent has all three.

COMMON QUESTIONS

Questions you may have

YOU ASK *"We already have KnowBe4 / Proofpoint — we're covered."*

OUR ANSWER "Then you already have completion rates. What you don't have is cinematic learning people actually watch, behavior change proven in dollars, and hosting in your country. We elevate the program you've built — and quantify it."

YOU ASK *"Our people find security training boring — they just click through it."*

OUR ANSWER "That's exactly the problem we solve. Cinematic, story-driven episodes and AI-personalized paths get watched and remembered — and we prove the behavior change in dollars."

YOU ASK *"You're newer / smaller than the big names."*

OUR ANSWER "The big names built their libraries before cinematic learning, AI personalization, and sovereignty mattered. We built for all three. Run one free pilot with your people — let completion, recall, and the risk number decide it."

START WITH A FREE PILOT

The simplest way to compare is a free pilot episode and baseline. It shows you what your people actually watch and finish — and produces a dollar-denominated risk number — so you can decide with evidence, not marketing.

GET IN TOUCH

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