

# Success Story



**Allianz** 

**Allianz Group**

” *TWISK® is a very useful research tool for evaluating and understanding the level of awareness in our organization. Communication with TreeSolution was very flexible and clear. Thank you for the excellent tool, well balanced questions, perfect ergonomic and user-friendly design and interface!*

**Juraj Cucor**  
Allianz Slovakia  
Information Security Officer

## SOLUTIONS AND SERVICES

- Information security culture assessment with TWISK®
- Customizable online survey
- Strategic measurement of user behavior
- Visualized weaknesses and strengths
- Benchmark comparison
- Recommendations on how to close gaps
- Repeated every 2-3 years

## NUMBERS

People	<b>up to 100'000</b>
Languages	<b>18+</b>
Regions	<b>Worldwide</b>
Assessment questions	<b>45</b>
Assessment target groups	<b>all employees – from staff to senior management</b>
Awareness topics for campaign	<b>12</b>

## Information Security Culture Assessment

To know about the weaknesses and strengths on security awareness of the Allianz employees, the company enrolled a survey consisting of 12 dimensions, addressing all employees.

The survey helped the organizational entities (OEs) to plan their awareness activities which are part of the Allianz Human Firewall program.

The Allianz Security Culture check helps to:

- Identify weaknesses and strengths of security awareness in the organizational entities
- Plan subsequent awareness and training activities
- Additional free text user comments allow to get unstructured qualitative feedback
- Follow-up measurements help to track the changes and measure the success of the awareness activities

The Security Culture check is a customized online survey in line with Allianz' corporate design. The survey can be accessed easily via approved link and the progress can be interrupted and saved at anytime.

Thanks to its unique appearance and familiar Allianz design, it is easy for the employees to follow through the questionnaire and it provides a great usability and user experience.

The roll out started 2016 stepwise for each organizational entity (OE) worldwide. So far, 40'000 employees are surveyed, planned are about 100'000 users.

The survey is fully translated in all languages required. So far 18 are enrolled.

Every OE is requested to do the TWISK® measurement and do subsequent follow-up measurements.



# International Insurance Company – Human Firewall & Security Culture Evolution

Allianz is one of the leading insurance companies in the world. Most of the security breaches at Allianz result from human error. Therefore employees are key to the security of the Allianz Group – they constitute the human firewall.

Awareness and behavioral change are essential to an effective Human Firewall. One part of the Human Firewall is to measure the security culture to identify weaknesses and strengths and to plan the security awareness activities accordingly.



## Clear Guidance and Benefits

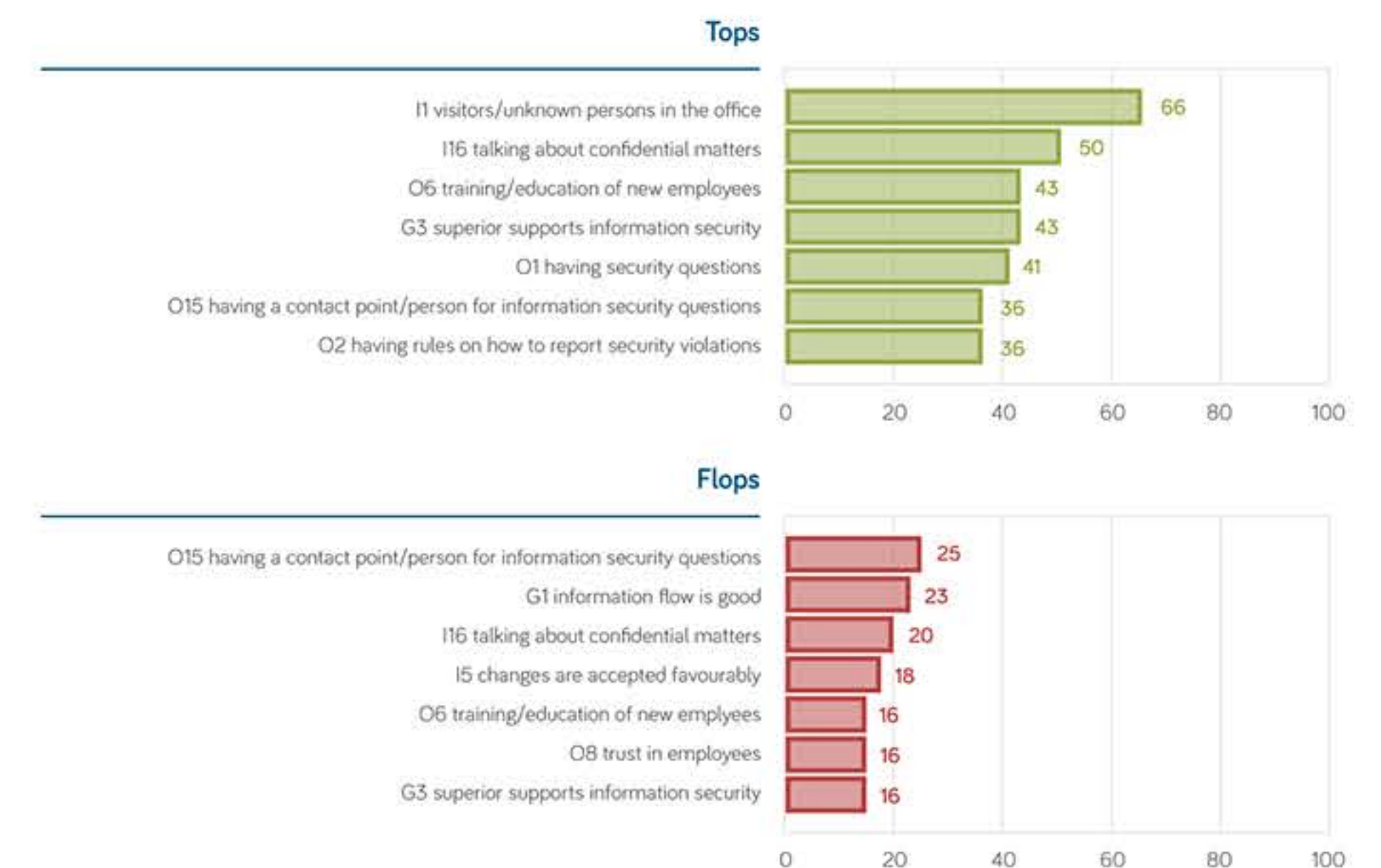
The assessment consists of the baseline which is determined prior to the launch of the awareness and training program and provides a sound picture of the initial situation.

Follow-up surveys will allow the tracking of progress and determine how well users have retained the awareness and training material presented.

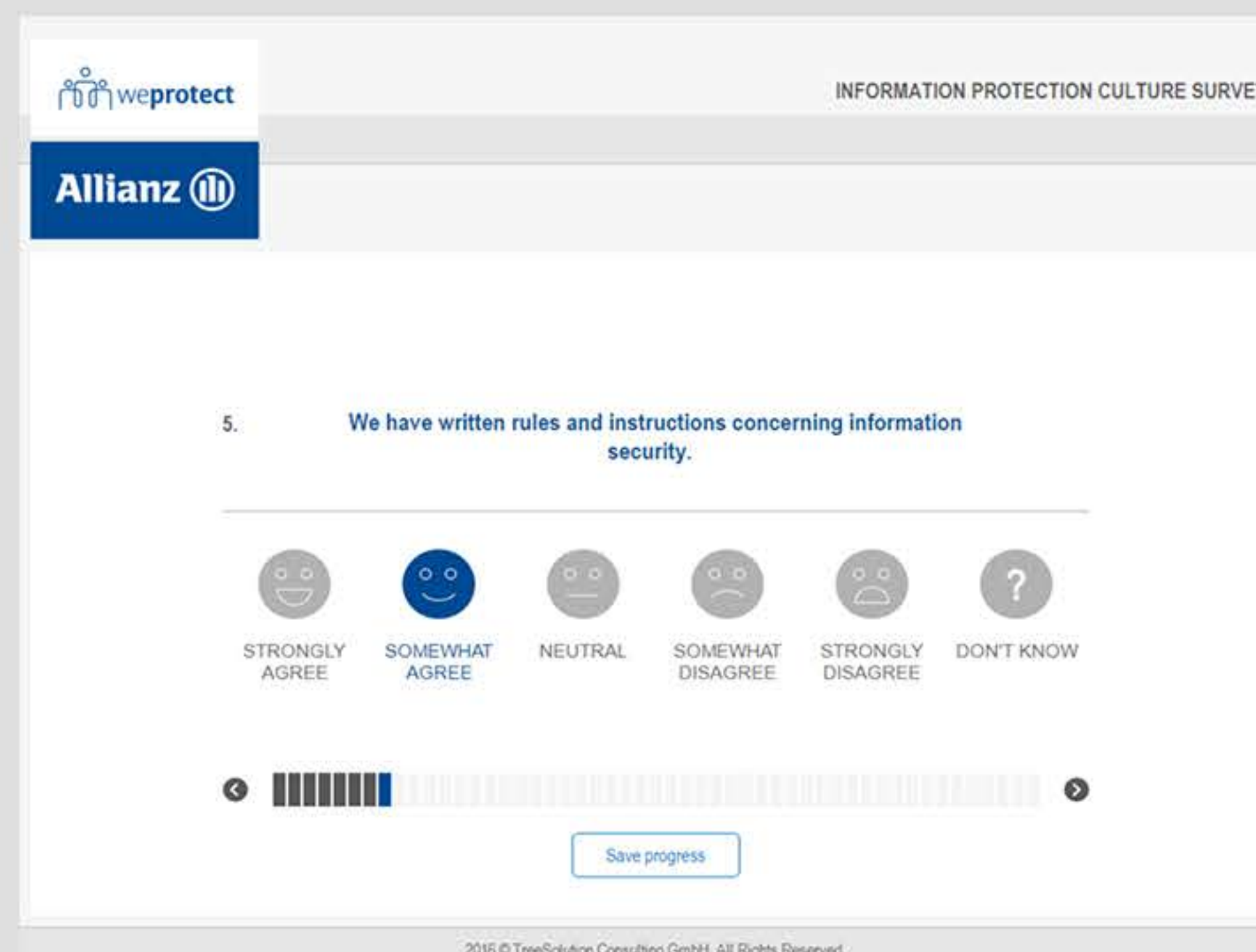
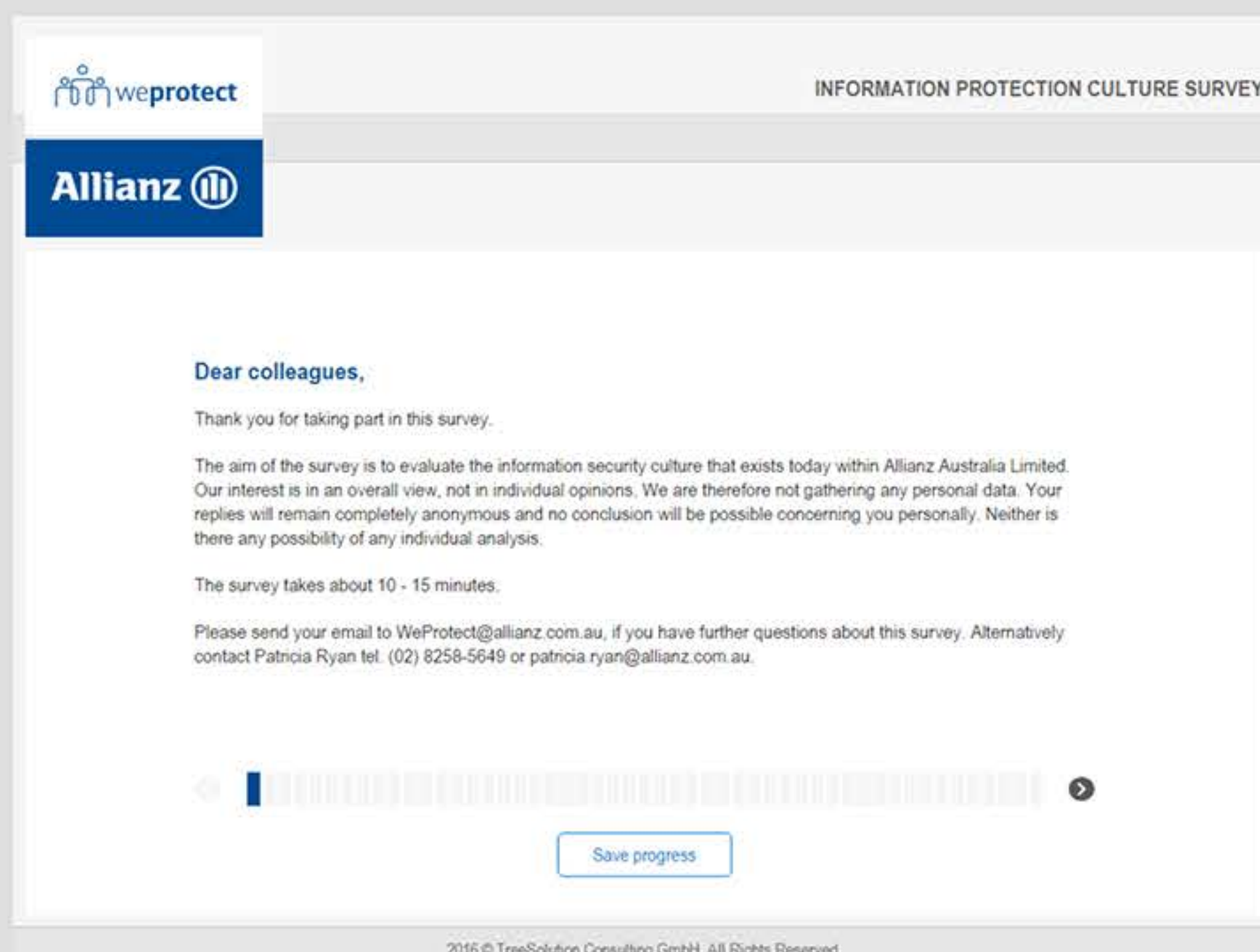
TWISK® supports pre-defined, user-friendly reports which can be used to get management buy-in and feedback from security delegates.

The results are presented in a full report for each OE, including recommendations, analysis of the comments and feedbacks. The “Tops” and “Flops” questions are highlighted to show the highest agreements and disagreements.

The results are also divided by domain results, target agreement levels and employee clusters to show an overall status of security level in the specified groups and domains.



TWISK® Report of Tops and Flops questions (sample data)



Samples of Allianz' TWISK® Survey and TWISK® Management reports (sample data)



## Positive Reception

The Security Culture assessment was very well received in all OEs. The employees see the survey as interesting, helpful, easy to use and to understand. They also appreciate the short duration. The information security officers understand it as an excellent tool with well-balanced questions and

user-friendly assessment and planning reports. It is seen as a very useful research tool to learn more about the awareness level of the different target groups (management positions, departments, regions etc.), about the influencing behavioral drivers and about further improvement actions needed.



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## TreeSolution Consulting GmbH

At TreeSolution, we know that organization-wide implementation of truly effective information security has to be centered on people. So that you can get your information security to where you need it to be, our actions encompass not just technology, but also people, processes and policies - because the best technical procedures in the world will only work if all the people using them have the right information security awareness, behavior and culture.

Our solutions are based on real information, hard facts and years of painstaking research. We've

tested and certified every part of the solutions in our catalogue so that you can have complete confidence in what we do. We have a unique focus on the combination of people and technology in information security that sets us apart.

TreeSolution Consulting GmbH is a spin-off of the international institute of management in technology (iimt) of the University of Fribourg in which Dr. Thomas Schlienger specialized in research in information security culture and awareness.