Avast Business

End-user & customer education

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About the author

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Rob has been in the network engineering and security space for over 30 years. His background includes extensive work with telecommunications, network design and management, and most importantly, network security. Specializing in security vulnerabilities, Rob has extensive experience in cryptography, ethical hacking, and reverse engineering of malware. Rob served in the U.S. Navy and also worked as a Data Security Analyst and Director of Engineering for multiple international service providers and vendors. Rob has designed, implemented, and maintained some of the most complex and secure networks imaginable.

End-user & customer education

Among the many security methods available, another important and helpful aspect of cybersecurity is end-user and customer education. With greater awareness and knowledge of how security methods in place operate and why they are important, users are more likely to benefit from better preparation and protection against cyberthreats.

Why is it important?

The benefits of end-user and customer education include:

- Adding an additional security layer

- Closing gaps on technical limitations

- Successful system implementation

  - Once people can understand and identify with system implementation measures, it is much easier to successfully implement new technology, and it gives you the advantage of providing better services to customers.

- Preventing security incidents through increased awareness

  - If the user is aware of potential threats, they are much less likely to click on malicious links/other malware and are more protected as a result.

- Understanding the technological purpose of cybersecurity

  - For example, why must I use two-factor authentication to make my life safer?

- Making personal and digital life safer

  - The best thing you can do for your customers is to give them greater awareness of threats.

About Avast Business

Avast delivers all-in-one cybersecurity solutions for today's modern workplace, providing total peace of mind. Avast provides integrated, 100% cloud-based endpoint and network security solutions for businesses and IT service providers. Backed by the largest, most globally dispersed threat detection network, the Avast Business security portfolio makes it easy and affordable to secure, manage, and monitor complex networks. Our easy-to-deploy cloud security solutions are built to offer maximum protection businesses can count on. For more information about our cloud-based cybersecurity solutions, visit **www.avast.com/business**.