



## Human Risk Management for Consumer Goods

Consumer packaged goods (CPG) is an industry in the hot seat when it comes to cyberattacks. According to a recent [survey](#), 81% of CPG organizations report cybersecurity is extremely critical to their company. Plus, [74% of CPG leaders](#) believe employee risk is the number one threat to their overall security.

Consumer goods companies are a top target for threat actors, and adversaries have their focus set on one primary attack vector—your employees!

Research finds that 8% of employees cause 80% of security incidents. This small segment routinely demonstrate unsecure behaviors that open the door to worst-case cyber scenarios and vulnerable to attack. Elevate helps you find (and protect) these users before your adversaries do.

### Identify and safeguard your riskiest people!

Elevate is helping consumer goods companies reduce their human risk. A large consumer goods company has experienced the following improvements:

- Report on areas of cybersecurity risk to executive leadership and individuals at the board-committee level
- Drive accountability and course correct errors earlier across the employee base
- Automatically place high-risk and high-access individuals on security watchlists
- Implement risk-based authentication to reduce the risk of account compromise without impacting employee productivity

### What can Elevate Security do for your consumer goods company?

Elevate ingests and analyzes data from across your estate to identify and score individual cyber risk based on behaviors and attack history. Automated risk response enables use of interventions that drive real improvements to your overall security posture—and help turn your people into your greatest defenders!

“A one-size-fits-all approach to securing user access will not guard against threat actors skilled at targeting people susceptible to engagement with deceptive online interactions or prone to poor judgment computing behaviors.”

—Ed Amoroso, Founder and CEO of TAG Cyber



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