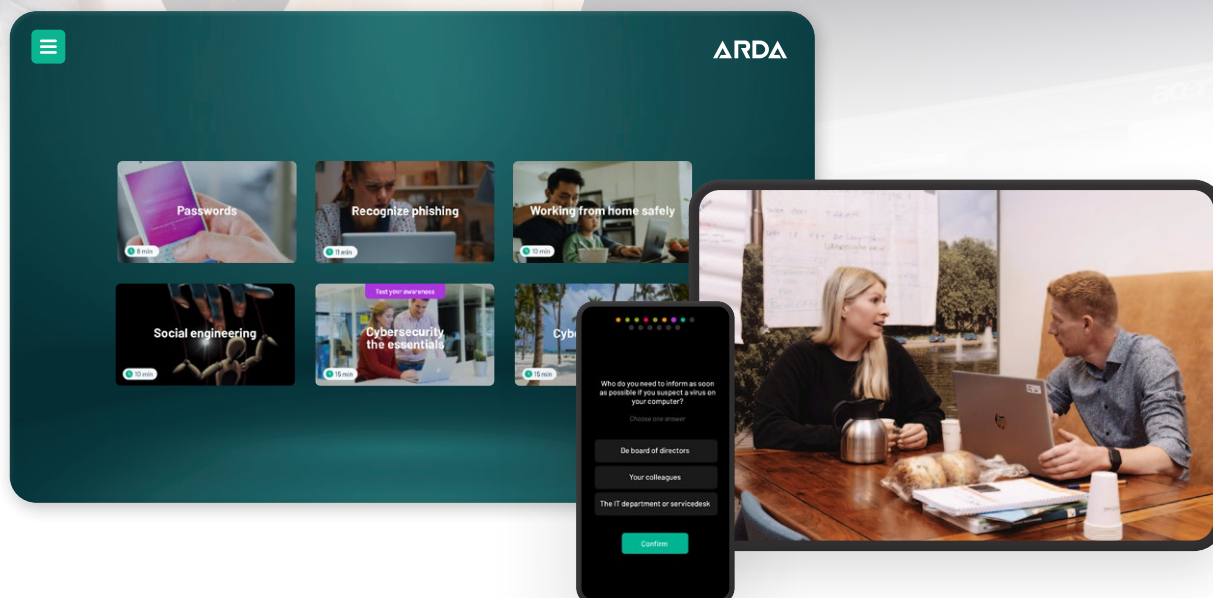




ARDA

For education

**Help colleagues defend
themselves against cybercrime**

Serious games • Real-life situations • Measurable results

Education is the favorite target of cybercriminals

Helping students succeed with the best education—that's what your institution stands for. But what if that is no longer possible? When your IT system is shut down and personal data, research results, and passwords are exposed?

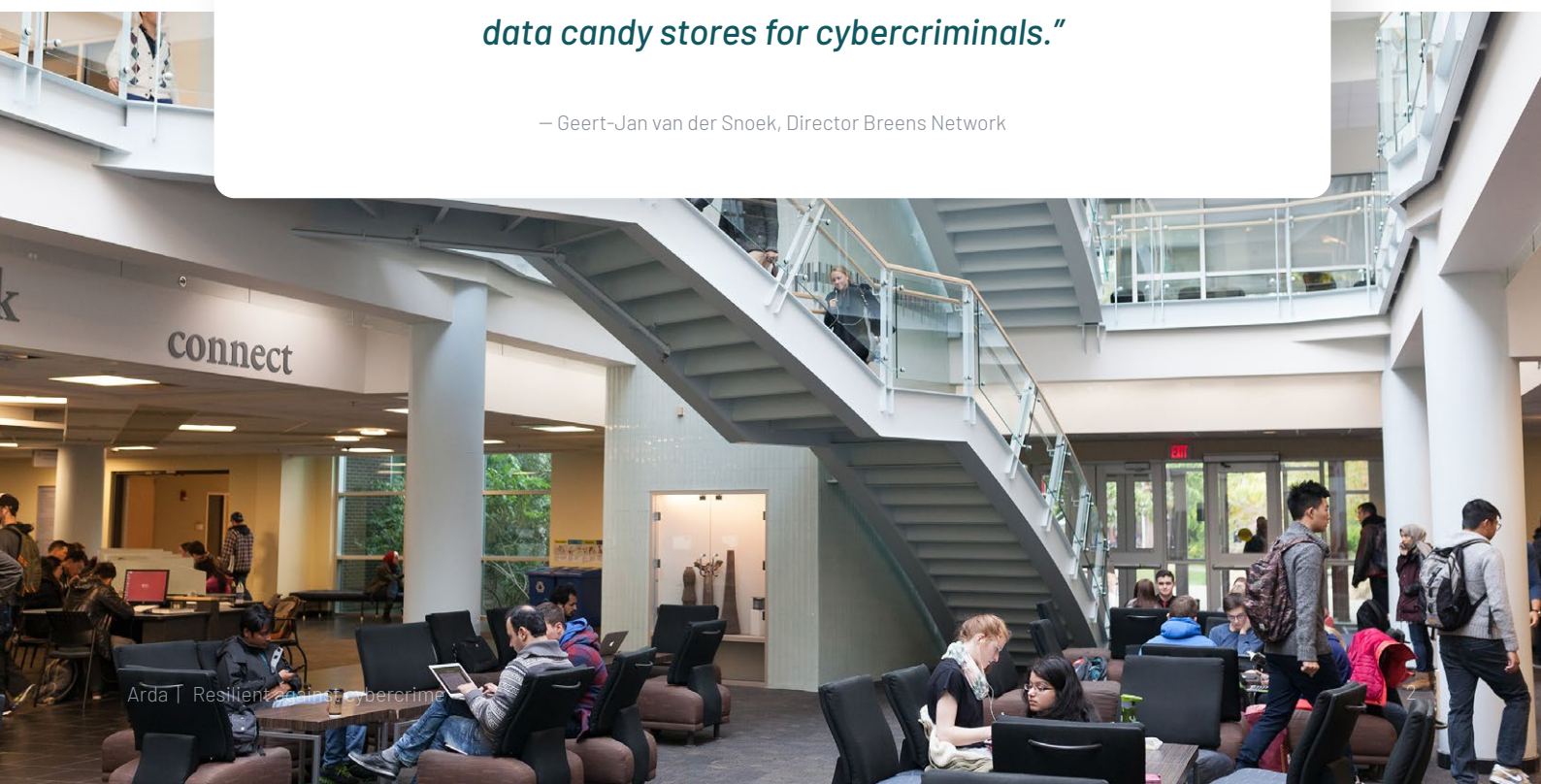
Microsoft reports that educational institutions are the victim of over 60% of all cyberattacks worldwide. DDoS attacks (62%), ransomware (50%), and malware (50%) are the top risks in the Dutch education sector.*

Luckily, such incidents can often be prevented—or at least the costs, reputational harm, and study delays can be limited.

* Breens Network, *Naar een veiligere, hybride onderwijsomgeving, 2021*

"The presence of large amounts of personal data, payment data, research results, and sometimes even medical records makes educational institutions data candy stores for cybercriminals."

— Geert-Jan van der Snoek, Director Breens Network

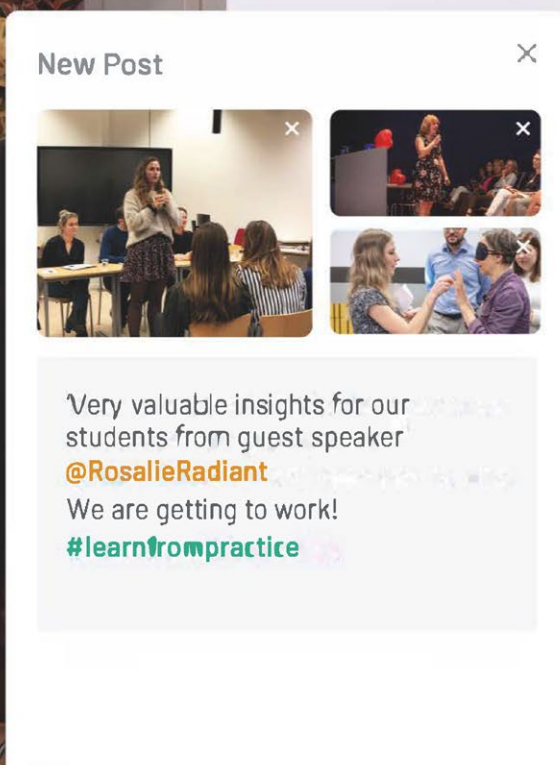


Your institution is less hacker-proof than you might think

No matter how strong your security is, whether your systems and data stay safe depends on your colleagues. After all, 90 percent of cyberattacks start with someone clicking on a fake link in a phishing email.

As long as your colleagues don't act safely online and at school, malicious actors will always find a way in. That's why it's so important to teach them what they can do to protect both themselves, the students and your educational institution from cybercriminals.

But you have other things to do than constantly training colleagues about passwords, phishing, and shadow IT. So how can cybersecurity become just as normal for everyone as locking the door when you leave?



You don't want to be on this list

	Where?	What?	Damage?
2025	TU Eindhoven	With leaked login details, an attacker almost managed to install ransomware on TU/e's systems.	Data of 21,000 people leaked.
2022	Nova College	The school stopped a ransomware attack by shutting down systems as a precaution.	Unknown
2021	Hogeschool Inholland	Hackers got hold of data from students and staff.	Unknown
2021	Staring college	Hackers gained access to the IT system and encrypted the data.	Ransom paid, amount unknown.
2021	Amsterdam University of Applied Sciences	Hackers obtained passwords of staff and students.	Unknown
2019	University of Maastricht	Through phishing, hackers gained 2 months of access to the university network before placing ransomware.	30 bitcoin (then 1.2 million) paid in ransom

RTLnieuws



At least 21,000 victims

Data of thousands of TU Eindhoven students leaked in hack



This is how you protect your institution against cybercrime

Your colleagues don't need to become cyber experts. But they do need to know what they can do to protect their own data, that of students, and that of the institution. With Arda's online training, your colleagues discover the dangers of cybercrime through play and learn how to defend themselves against threats. Both online and at work.

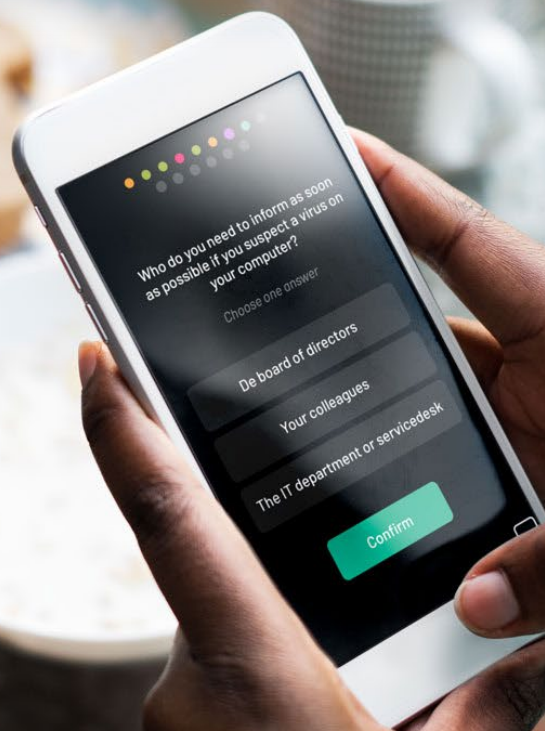
Learning new behavior takes time, which is why Arda is a continuous multi-year program. Boring? Not at all. We keep it engaging with serious gaming, varied content, relatable examples, and rewards.

The program includes:

- E-learning modules.
- Videos with interactive questions.
- Quizzes.
- Interviews with experts.
- Phishing campaigns (optional).
- Modules designed specifically for education.

Your colleagues receive:

- An email whenever a new module is available.
- Repeat challenges to practice their knowledge.
- Points for every completed part.
- A certificate when they reach a milestone.

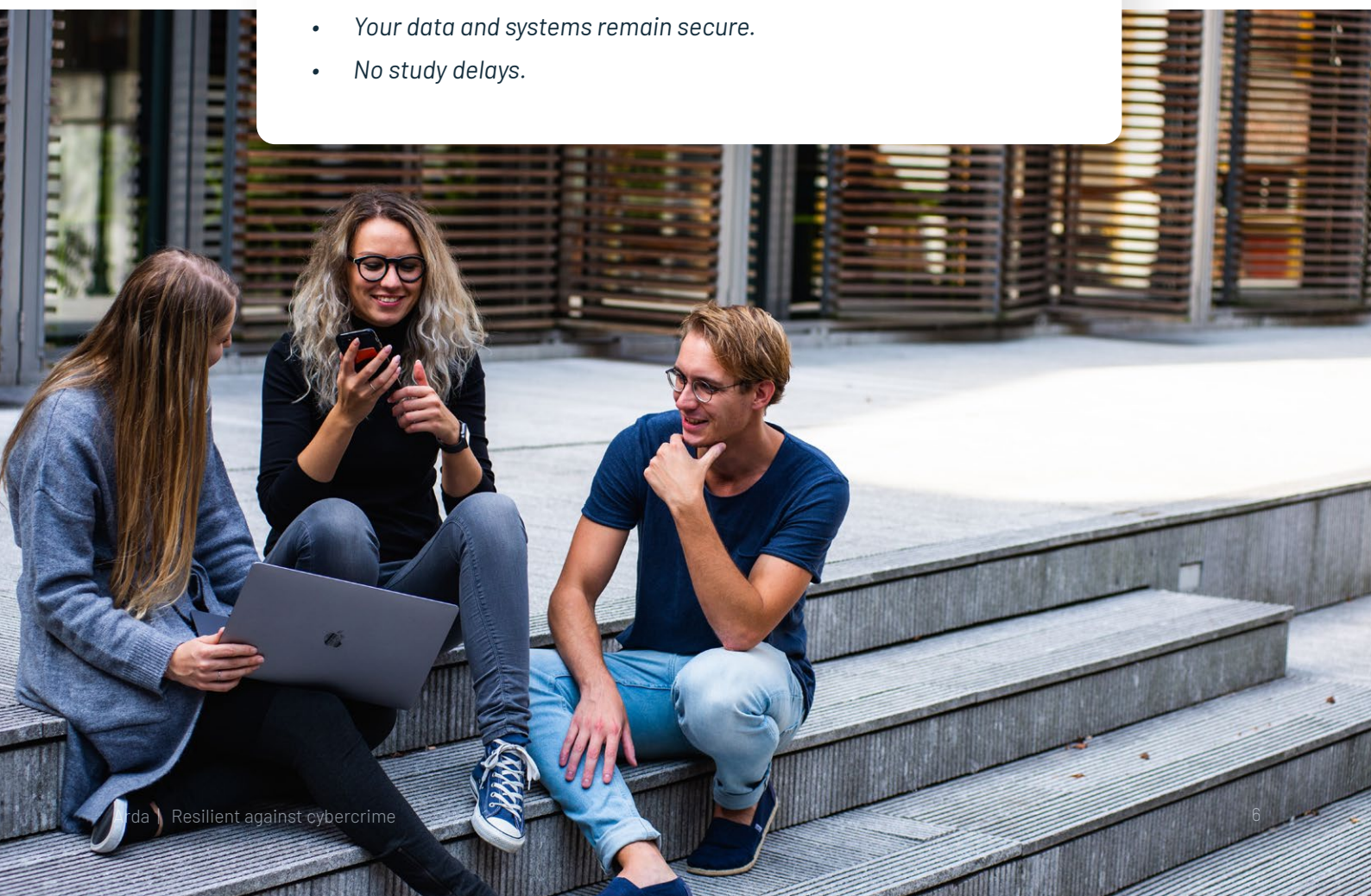


What Arda delivers

Arda creates aware colleagues who can keep cybercriminals out themselves. Does that mean there will be no more incidents at your educational institution? Well no, we can't promise that. But we do guarantee that your colleagues will have a much better understanding of how to respond and protect the school or university—against cybercrime. This makes the chance of a successful cyberattack much smaller, allowing your education to continue without interruption.

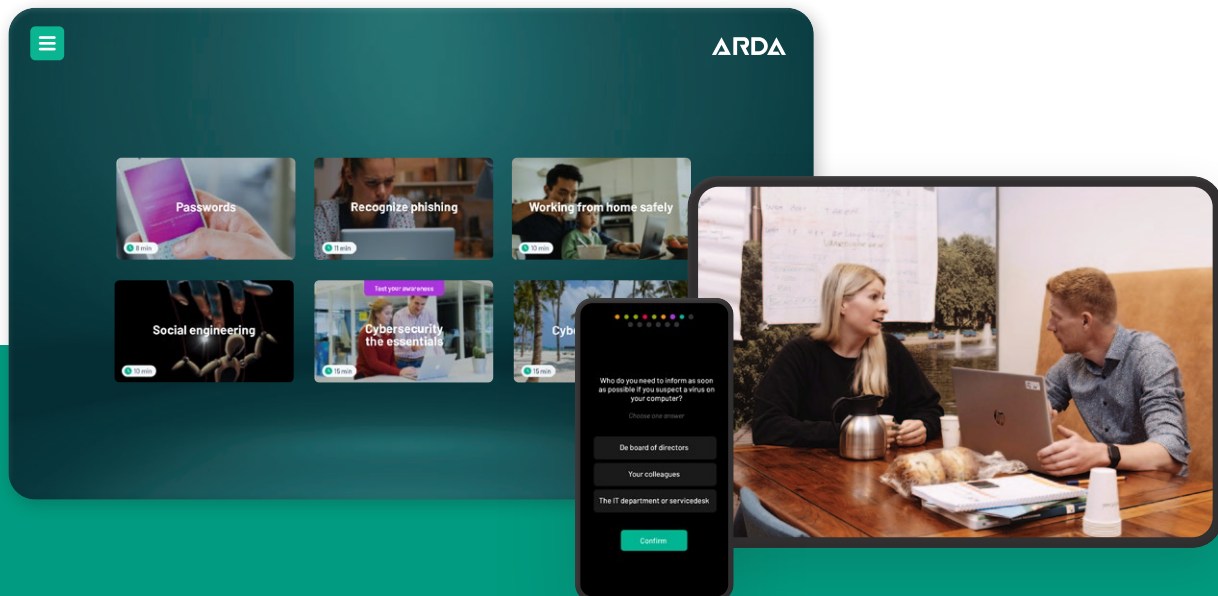
Your benefits:

- *50% more reports of suspicious emails.*
- *80% adoption in the first year, thanks to our campaign support.*
- *Less stress about reputational damage and recovery costs.*
- *Your data and systems remain secure.*
- *No study delays.*



About the Arda Program

Making cybersecurity second nature



Variety

Sometimes your colleagues watch a video depicting a recognizable situation; other times, they receive in-depth explanations or complete a refresher quiz. They learn to recognize phishing emails, understand the importance of two-factor authentication, and discover how to use a password manager.

Short learning moments:

Learning regularly is more effective than one-time trainings. Participants receive short modules throughout the year that only take about 15 minutes to complete.

Earn points & badges

To encourage learning, your colleagues earn points & badges for every module they complete. They can track their progress on the leaderboard and see who's in the lead. At the end of the year, every participant receives a certificate.

Phishing campaigns (optional)

To test their alertness, you can let us send a simulated phishing email to your colleagues. How many people click the link and enter their credentials? How many report the email to IT? After the campaign, you can view the results in your online dashboard.

Safety at home

Colleagues who handle online accounts securely at home are likely to do the same at school. That's why the modules also cover private situations and the security of, for example, smart speakers or security cameras.

Cinematic video series

Our video series Steinitz shows, among other things, how a printed confidential document accidentally ends up with a student. During the episodes, viewers are asked questions about what happens.

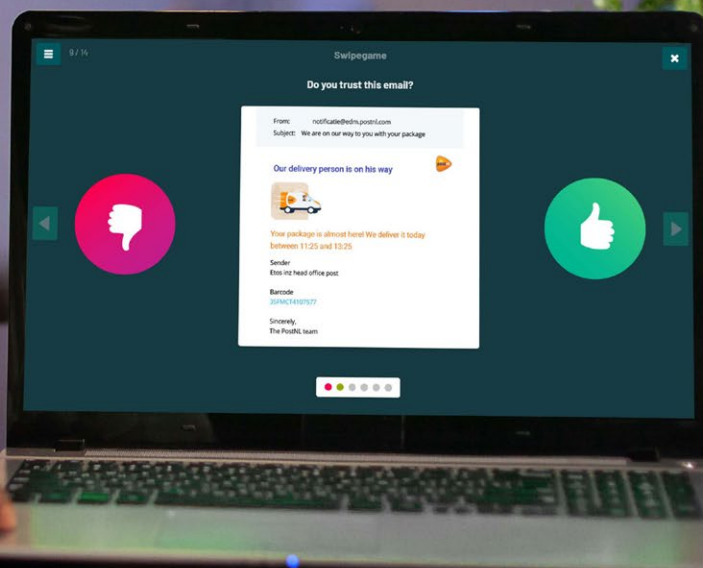


Cybercoffee on location

In addition to following Arda online, it can be valuable to discuss a specific topic together with your colleagues. A Cybercoffee helps with this: short sessions where one theme is highlighted to make cybersecurity 'alive' again within the organization. These Cybercoffees are included in our program. You decide how often to host them.

Help shape the program

As an Arda user, you are invited twice a year to attend a user day where you can share your cybersecurity experiences with other educational institutions. You can also give your input on the program and suggest which topics should be added. Just call or email us to join.





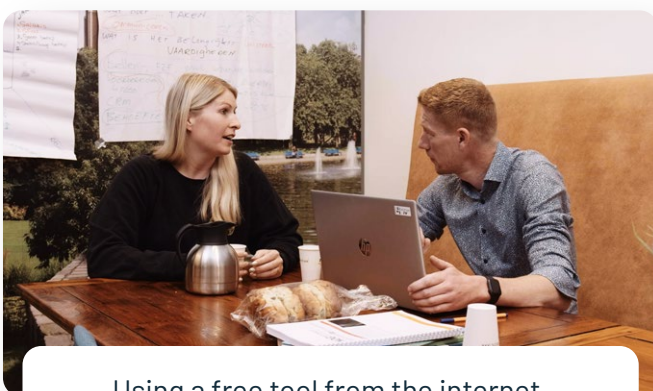
An example from our video series

To make cybersecurity more tangible for people who know little about it, we developed the interactive video series Steinitz.

In one episode, a teacher wants to print her students' study advice. She walks to the printer, but it doesn't work. Annoying, because she needs the document today, but she first has to go to a meeting.

"I'll try again later."

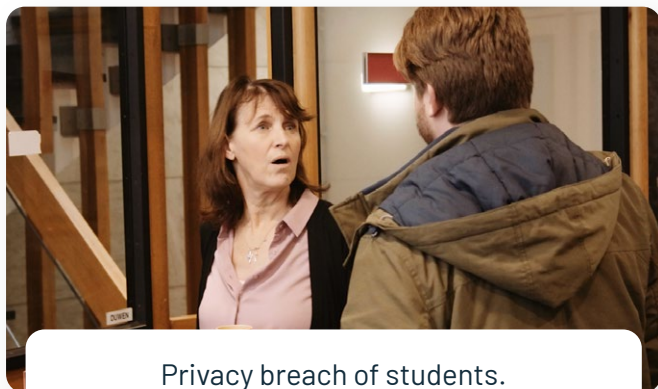
The teacher walks away, but a little later her papers still come out of the printer. A student finds the study advice and sends it to all his classmates. This shows step by step how a confidential document can accidentally end up in the wrong hands.



Using a free tool from the internet.



A confidential document becomes public.



Privacy breach of students.



Recordings publicly on YouTube.

Questions in between

During each Steinitz episode viewers are asked multiple questions about the scenes or about other topics they should be aware of. That way they learn more from the example in the video.

Summary afterwards

After a Steinitz episode there is always a short summary of what someone has just seen. In this recap video the crucial mistakes and lessons are explained once more.

Watch the trailer ►



The hack at ROC Mondriaan.

Program structure

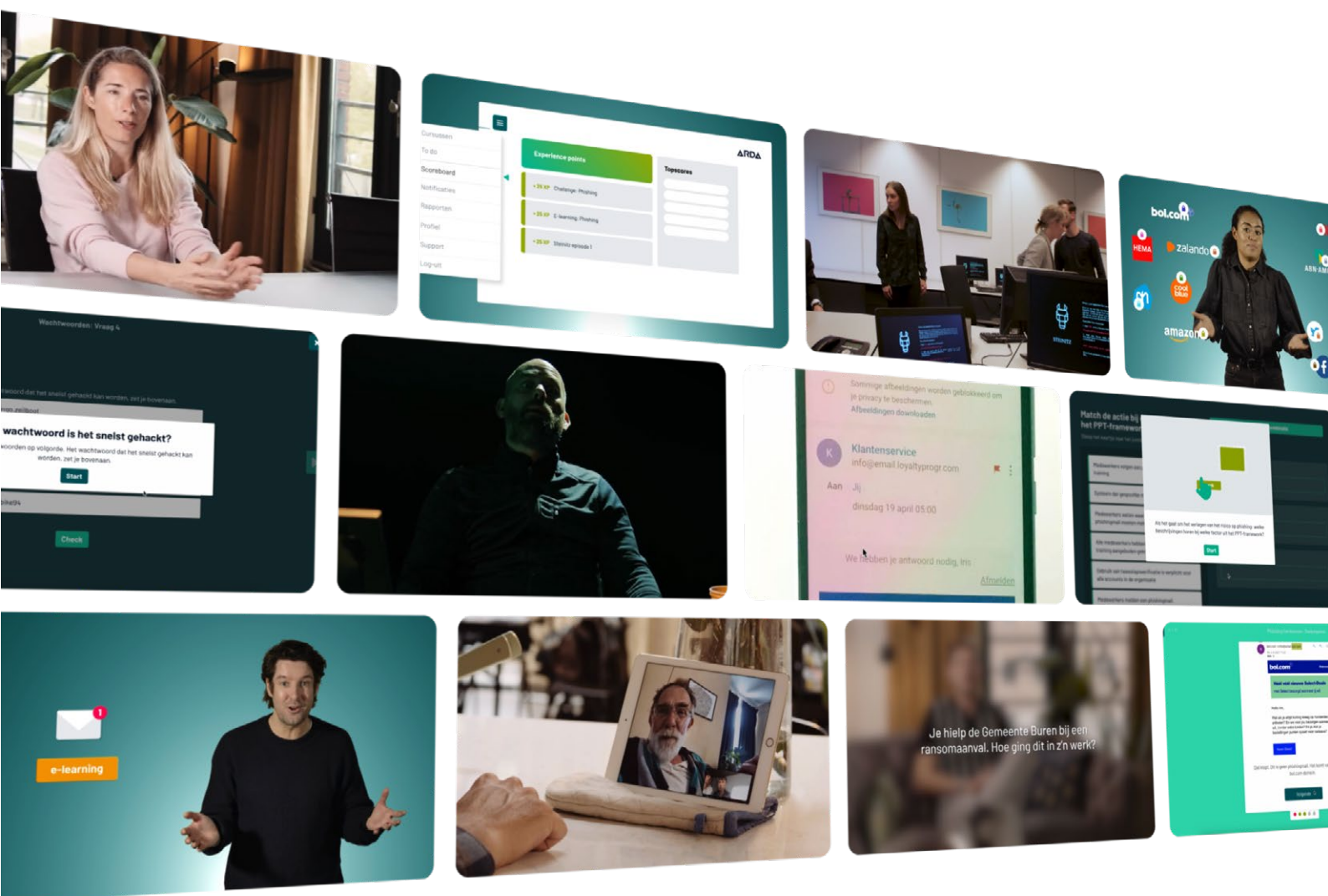
A lot is happening in the world of cybersecurity, so we keep our modules constantly up to date and add new topics every month. Below is an example of how the program is structured. You can adjust the structure and frequency yourself.

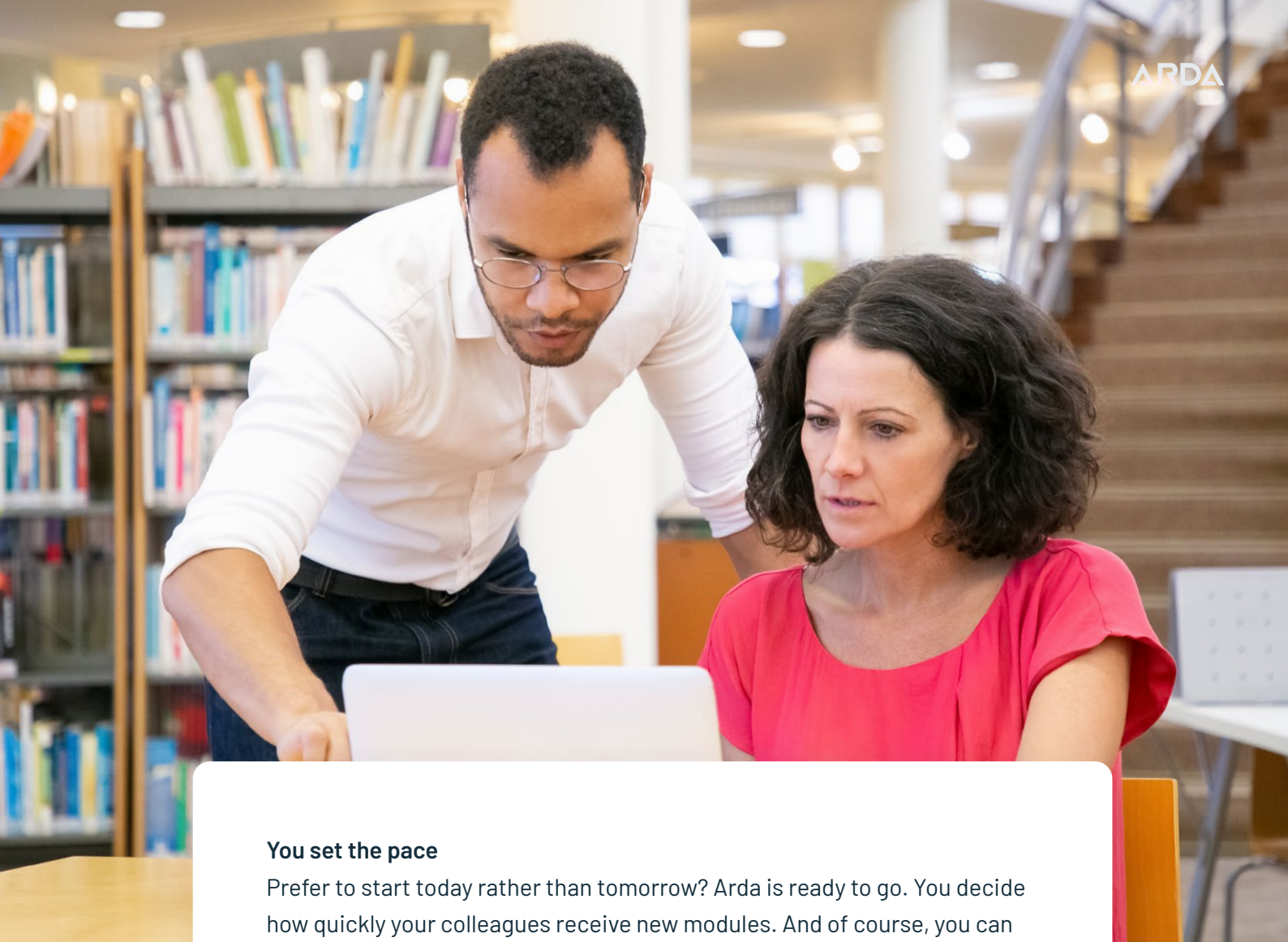


Customization is possible

You can make our program even more engaging by including familiar faces from your institution. For example, create an introduction video with the director or a film starring your own building and colleagues. Recordings by our team can be made in our studio or on location.

We are happy to help create a tailored program that further boosts security awareness at your institution.



**You set the pace**

Prefer to start today rather than tomorrow? Arda is ready to go. You decide how quickly your colleagues receive new modules. And of course, you can pause Arda during busy periods or school holidays.

Every department its own content

Arda consists of 80% lessons relevant to every employee. Do you want extra focus on the security awareness of a specific role or department within your institution? For that, we offer special learning tracks. You choose which departments follow which content.

Insight into the results

To ensure that security awareness improves, you can set a minimum score requirement for your colleagues. As an administrator, you always have insight into how many participants are following or have completed which modules. Exporting reports is just as easy.



All e-learning modules are in native English.

Technical details

Licenses

To use Arda, you purchase a license for each employee. Each license is valid for one year starting from the date you choose. After every year, you can adjust the number of licenses or stop using Arda. Licenses of employees who leave can be transferred to new colleagues, so they can immediately start working on their online behavior.

Integration with Surf and Active Directory

Need to add or remove users? No technical knowledge required. Account management is handled through the Active Directory integration, and logging in is fast and secure with Single Sign-on via Surf.

Something not working? Our support team is ready to help at support@arda.nl or call 085 401 84 87.

support@rabobank.nl ✓

support@rabobank-service.nl ✗



Not quite convinced yet?

Check out the averages



90%
of CISOs

notice that cybersecurity awareness
is positively growing within the
organization.



50%
more reports
of suspicious emails.



80% adoption
in the first year!
thanks to our campaign support

Participants rate the
modules an average of

8+
★★★★★



75%
of our customers
are willing to act as
a reference.



95%
continue with Arda
after the first year.

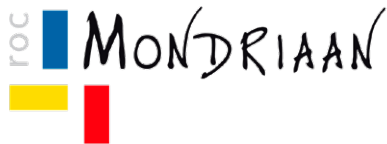


Get a free demo

Curious about our program? Great! Visit arda.nl and book a free 30-minute demo.

After that, you'll have all the information you need for the next step: a better-protected educational institution.

These institutions have already joined:



 info@arda.nl

 085 401 84 87

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