

Cytrraction develops Cybersecurity "Gold Standard" for insurance products

- Cyber attacks have already increased before the pandemic, employees in home offices pose further challenges as well as economic risks for companies and institutions
- The German-Estonian cybersecurity start-up Cytrraction is developing a simple comparative index for companies, countries and the insurance industry

Cologne/ Tallinn, 22.03.2021 – The number of cyber attacks had already increased sharply before the Corona pandemic. Cybersecurity Ventures predicts that cybercrime damages will cost the world \$6 trillion annually by 2021¹. Employees hastily sent to the home office pose an additional problem for the IT infrastructure of companies and institutions.

Technical solutions reach their limits when it comes to capturing and controlling social factors in the use of laptops and smartphones at the improvised home office. Lack of knowledge management or boring cybersecurity training that does not generate understanding or behavioural change leaves social vulnerabilities uncovered. Combined with unfilled expert positions to follow up on claims, this creates an additional economic risk for the global insurance industry.

The German-Estonian Cybersecurity Awareness as a Service start-up Cytrraction is taking on this challenge. The team develops innovative online trainings based on years of B2B and consulting experience that focus on the individual user as well as the respective learning experience and desired behavioural change. This takes place on a global platform that can flexibly adapt to local regulatory standards and constantly optimises the learning experience of each individual user via machine learning with pseudonymised data.

"Our requirement for ourselves is to offer IT security training that is so attractive that users would voluntarily complete it in their free time and pay for it with their own money. Especially with an eye on future generations who have grown up with social media and gamification and whose attention span is continually decreasing," says Cytrraction founder Carolin Desirée Töpfer.

Marieluise Maiwald, Head of Learning Development at Cytrraction and experienced leadership trainer continues: "The days of hated compliance training are over. Nowadays, digital training can be just as exciting and entertaining as your favourite series on a streaming platform. And that's what users expect - no matter how old and at what career level."

During the work on the first publicly available Cytrraction online course, there were many discussions with representatives of the international insurance industry. They showed great interest in the growing cybersecurity market. However, due to a lack of orientation points and completely different hybrid complex IT infrastructures in companies, institutions and private households, the elaboration of appropriate insurance products as well as the follow-up in case of damage is difficult.

The Cytrraction team then developed a method to determine and quantify the impact of technical and social factors of IT security within organisations. This enables those responsible from non-technical areas as well as external providers to assess the respective status. In addition, progress can be measured transparently.

"With the help of the Cytrraction Cyber Index, many companies will be able to compare their efforts in the area of IT security for the first time. In addition, we also offer other providers new opportunities. Insurers can, for example, offer policies that only apply above our 'Gold Standard'. We provide the necessary knowledge for users through our platform."

The Cytrraction Cyber Index and the first online course will be available from autumn/winter 2021.

¹ Cybersecurity Ventures – Cybersecurity Almanac
<https://cybersecurityventures.com/cybersecurity-almanac-2019>

Cytrraction OÜ is a German-Estonian Cybersecurity Awareness as a Service startup that offers innovative recurring IT security trainings and is working on a "Gold Standard" that brings both technical and social cybersecurity initiatives on an equal footing and makes progress measurable.

The Estonian Cytrraction OÜ is a venture of the German cdt digital GmbH and currently looking for investors.

More info: <https://cytrraction.com>

cdt digital GmbH is a former technology consultancy and has been building B2B start-ups in future areas since 2020. The network also supports various hardware tech founders through its own Mahina Diverse Tech Accelerator.

More info: <https://cdtdigitalgroup.com>

Carolin Desirée Töpfer is the founder and managing director of cdt digital GmbH and CEO/ CTO of Cytrraction OÜ. She has been involved with technology and programming since her teenage years. With a past as a bridge builder to the challenges of digital transformation, as a graduate political scientist, certified data protection officer and IT security expert, she has a keen eye for IT infrastructures, future technology and the social behaviour of people in the digital age.

Marieluise Maiwald is an experienced leadership trainer and has been involved in the design and delivery of challenging learning programmes for more than 15 years. She knows best which buttons to push to make information content fun and memorable. In addition to her role at Cytrraction, Marieluise Maiwald is also a faculty member at Headspring by Financial Times and Duke Corporate Education.

Our experts are available for interviews.

Pictures + links: <https://linktr.ee/cytrraction>

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