

PRODUCT OVERVIEW



ABOUT IMMERSIVE LABS

Immersive Labs is the world's first human cyber readiness platform. Our technology delivers challenge-based cybersecurity content developed by experts and powered by the latest threat intelligence. Our unique approach enables businesses to battle-test and evidence preparedness to face emerging cyber threats. Immersive Labs simulates cyber scenarios covering everything from the basics to threat hunting and reverse engineering malware. At the heart of our platform are labs: cloud-based and story-driven exercises accessible on demand. We're developing new labs every day to add to our wide range of practical, gamified content that's mapped against industry frameworks.

PRODUCTS

Immersive CyberPro

Provides hands-on experience to empower and upskill individuals and teams across an organization. Build the most relevant cybersecurity expertise through labs, increasing skills and cyber readiness in the face of new challenges.

TARGET AUDIENCE:

Cybersecurity Teams

FEATURES:

- Over 1,100 labs
- Access to attack content hours after they emerge in the wild
- Mapped to MITRE ATT&CK® and NIST / NICE frameworks

WHY USE IMMERSIVE CYBERPRO:

- Respond to the latest cyber threats faster by learning from labs
- Continuously develop skills and build muscle memory
- Identify where the skills gaps are within teams
- Retain talent by investing in them

Immersive Crisis

Drops incident management teams into a range of scenarios to test response, develop skills across silos, and measure and map outcomes.

TARGET AUDIENCE:

Business Leaders

FEATURES:

- Web-based scenarios
- Dynamic storylines with real-time impact indicators
- Simulations continually updated with the latest attack techniques

WHY USE IMMERSIVE CRISIS:

- Build assurance in leadership team's incident response
- Reduce internal silos
- Use data-based insights to track progression of team

Immersive AppSec

Get a picture of the security skills across the entire SDLC with a range of continually updated DevSecOps challenges, scenarios, and simulations, teaching everything from basic underlying theory to interactive challenges around the latest vulnerabilities.

TARGET AUDIENCE:

Development & Engineering Teams

FEATURES:

- Gamified narratives based on OWASP Top Ten & CWE Top 25
- Anytime, anywhere web-based access
- Labs featuring real code and real vulnerabilities

WHY USE IMMERSIVE APPSEC:

- Reduce vulnerable code and cyber risk
- Drive faster time to market by securely coding from the start of an initiative
- Make better informed decisions about resources

Immersive Talent

Improve the hiring cycle with candidate screening. Measure applicant capabilities in a series of browser-based simulations, all based on the latest threat intelligence.

TARGET AUDIENCE:

Security Hiring Teams

FEATURES:

- Test applicants against role specific labs
- Compare performance metrics across a range of data points
- Automated platform from a single, central location

WHY USE IMMERSIVE TALENT:

- Regain focus on interviewing the right candidates
- Remove cognitive bias and increase diversity
- Understand how an applicant would perform in a role

IMMERSIVE LABS HISTORY

CEO, James Hadley, founded Immersive Labs after delivering training at GCHQ, the UK government's cyber and security agency, where he realized that passive classroom-based training suited neither the people nor pace of cybersecurity. The content dated quickly, and its one-dimensional nature meant the creative minds in the room quickly disengaged. He knew that a practical online solution was needed – one that would allow learners to continuously hone their skills, get to grips with new threats, and become familiar with the latest tools and techniques. In short, they needed a platform that would help them keep up with the attackers.

Since Immersive Labs' inception in 2017, we've grown to over 200 employees across the UK, US and Europe, with HQs in Bristol, UK and Boston, MA. To date, we've secured \$123 million in investments. Our technology is already helping over 200 enterprises around the world, while around 4,000 labs are completed every single day.

FOUNDED IN
2017
IN BRISTOL, UK



EXPANDED INTO
US MARKET IN
2019

GLOBAL PRESENCE WITH PARTNERS IN
AFRICA, ASIA, AUSTRALIA, EUROPE,
NORTH AMERICA, AND SOUTH AMERICA.

AUDIENCES WE HELP

- Target audience: Business Leaders, Cybersecurity teams, Development & Engineering teams, Security Hiring teams
- Target titles: CIO, CISO, CTO, Forensics Analyst, I/R Manager, Penetration Tester, Security Analysts, Security Architects, Security Engineers, SOC Managers

CUSTOMER CHALLENGES

- Upskilling and engaging existing talent
- Constant hiring to avoid skill gap
- Adhering to NIST, NICE and MITRE ATT&CK® frameworks
- Secure coding is a constraint in the development process
- Need alternative to traditional training models
- Lack confidence in leadership team's incident response capabilities
- Hiring talent with proven technical expertise

INDUSTRIES WE HELP



Banking



Education



Financial Services



Government



Healthcare



Infrastructure



Insurance



Manufacturing



Media



Retail



Technology