

# Zivver Insights

# Notes on launch conversation

- For existing customers, use the admin newsletter, backed up by a kind of whitepaper explaining in more detail
- For prospects, we need to have this packaged into sales demonstrations, etc.
- Brand-wise: we should

# Questions we answer...

## User Adoption

Are all users that I'd expect to sending messages securely?

Can I assess the adoption across my organization?

Is there an improvement of adoption over time?

Is Zivver being used effectively across my organization?

Are users sending large files?

## Security Awareness

Are my employees security aware?

How many potential data leaks were prevented?

What % of recommendations are my users following?

## Impact on Receivers

Which are the top companies that we are sending secure messages to?

Is sending email via Zivver affecting our email open rate?

## Recommendations

What types of data are users being recommended to send securely?

What % of recommendations are individual users following?


## Reporting

Can I analyze a specific time interval?

Can I create bespoke reports to answer a specific question?

# User Adoption

Can I assess the adoption across my organization?

 **163**

## Accounts sending Zivver messages

Number of accounts that sent at least one Zivver message in the selected period.

# User Adoption

“Which users are not using Zivver?”

Are all users that I'd expect to sending messages securely?

## Statistics by sender

Key performance indicators per user. This table can be downloaded via the 'download' button above.


| Sender                     | Zivver messages | % of recommendations followed | % with recommended ZFA | Revoked messages |
|----------------------------|-----------------|-------------------------------|------------------------|------------------|
| john.doe1@organization.com | 500             | 20%                           | 98%                    | 33               |
| jane.doe2@organization.com | 491             | 35%                           | 91%                    | 20               |
| sender-ab@organization.com | 370             | 7%                            | 95%                    | 13               |
| sender-dc@organization.com | 332             | 21%                           | 71%                    | 35               |
| sender-a1@organization.com | 295             | 16%                           | 80%                    | 2                |
| sender-12@organization.com | 150             | 1%                            | 93%                    | 19               |
| sender-5a@organization.com | 80              | 0%                            | 93%                    | 0                |
| sender-39@organization.com | 77              | 60%                           | 20%                    | 1                |

# User Adoption



# Security <Awareness>

How many potential data leaks were prevented?

 **1,651**

**Potential data leaks prevented before sending**

Number of messages sent securely after a business rule was triggered.

 **28**

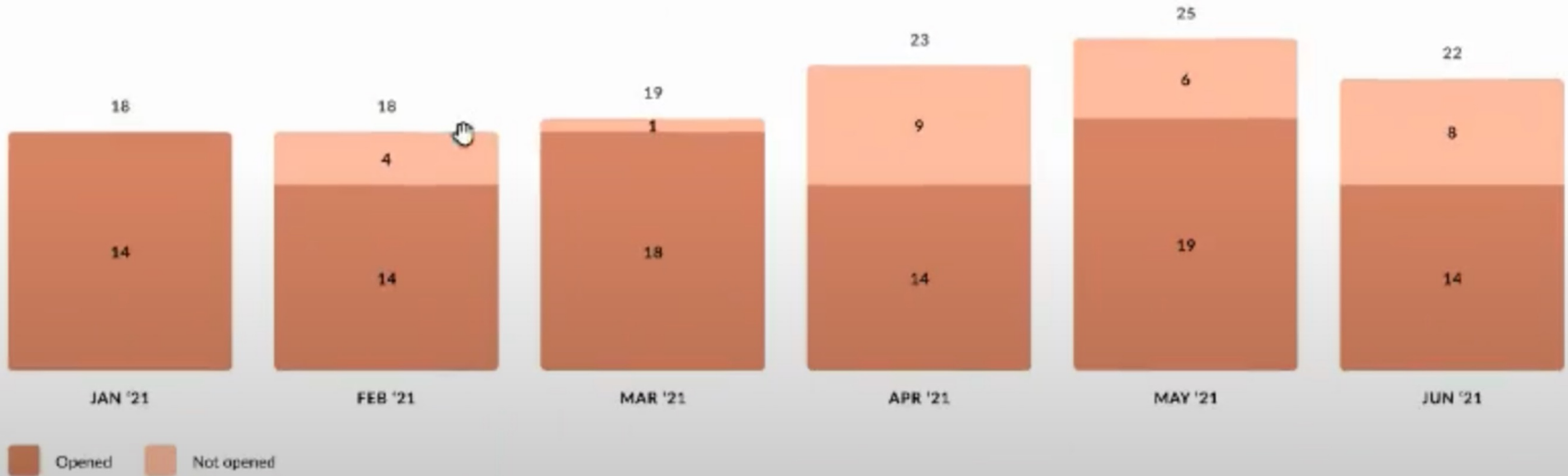
**Potential data leaks prevented after sending**

Number of Zivver messages manually revoked before they were read by a recipient.

How many potential data leaks were prevented?

### Revoked messages over time

Number of manually revoked Zivver messages by whether they were opened or not. Indicator of potential data leaks





What % of recommendations are individual users following?

Are my employees security aware?

⊗ 16%

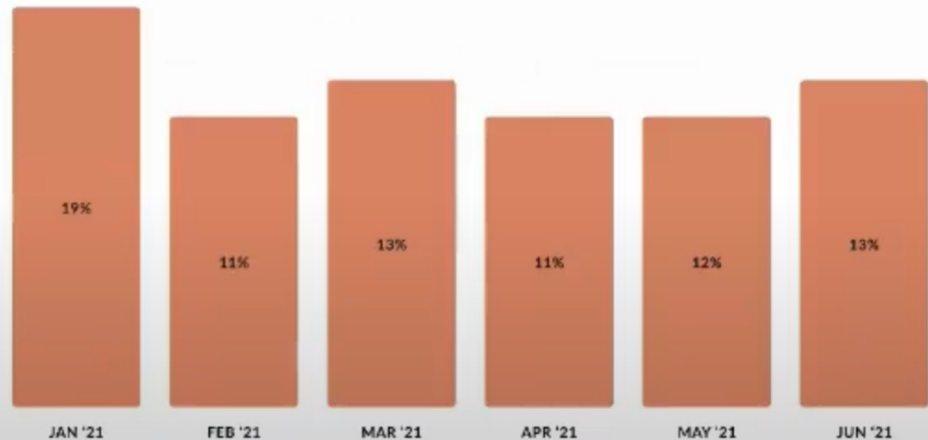
### Recommendations followed

% of messages sent with Zivver after a business rule was triggered

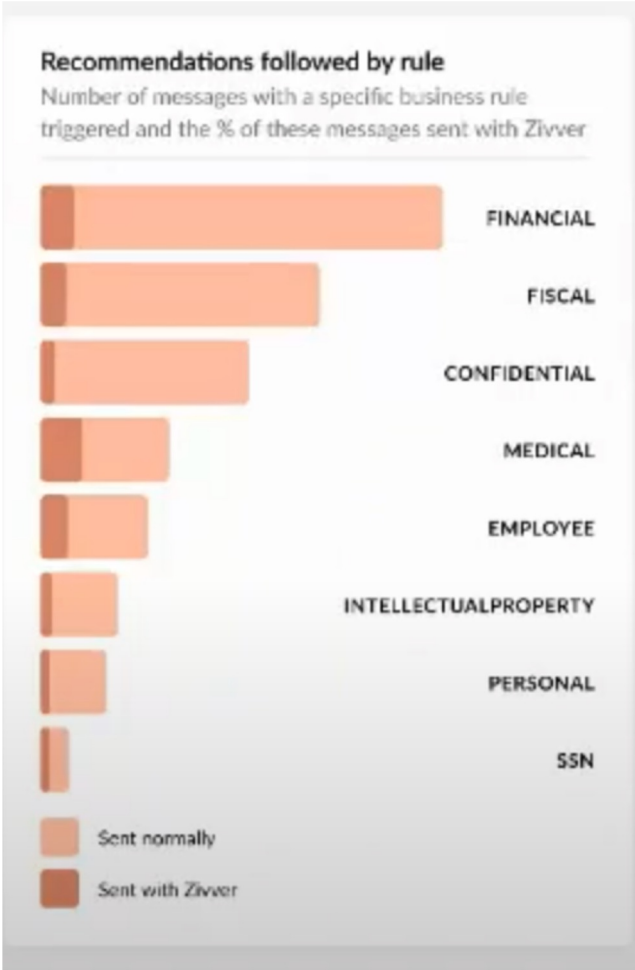
## Business rules ↗

### Recommendations followed over time

% of messages sent with Zivver after a business rule was triggered by month



What types of data are users being recommended to send securely?



# Questions we answer

What about challenge/solution/best practices for these???



# Questions we answer

## Can I look at KPIs for set time periods?

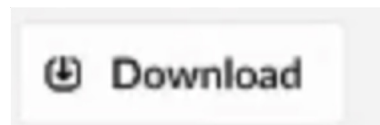
Yes -

IN the future, we will consider filtering internal communication, mail submission and other things that could potentially distort the dashboard metrics.



## Can I generate my own reports?

Zip with CSVs of all the underlying data



# Questions we answer

## Can I look at KPIs for set time periods?

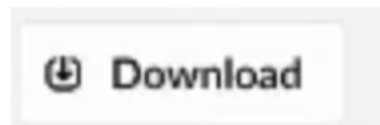
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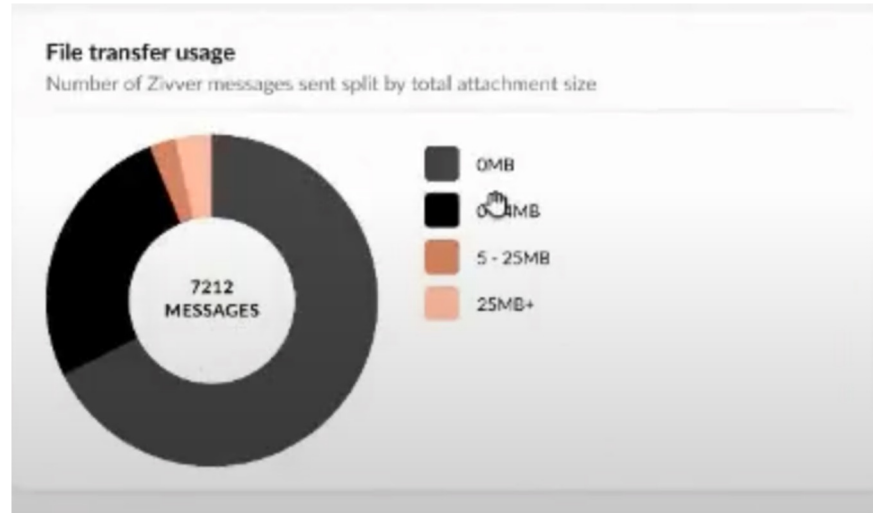
## Can I generate my own reports?

Zip with CSVs of all the underlying data



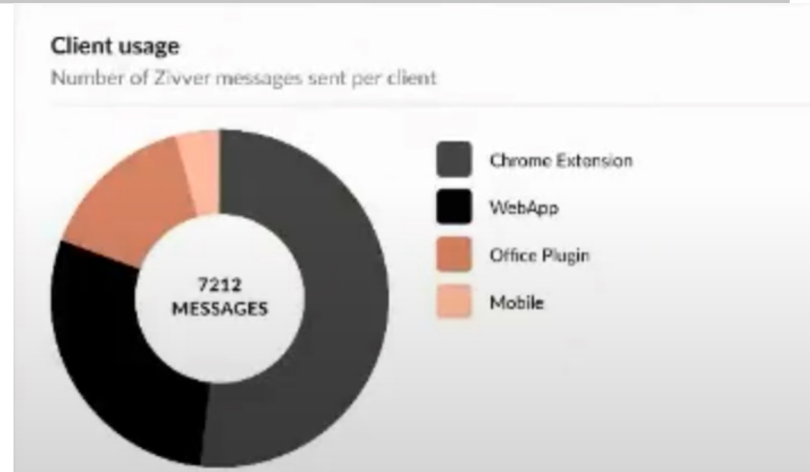
## File transfer usage

<need to think about a story around the value of this  
- apart from seeing how Zivver is being used>



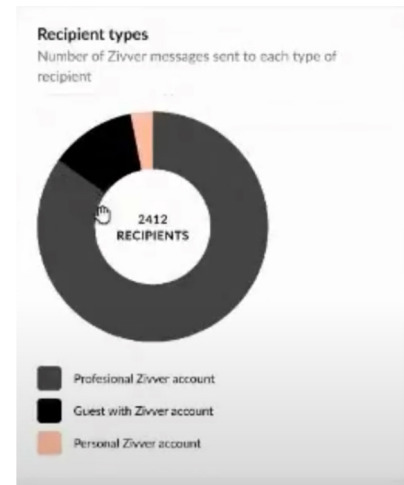
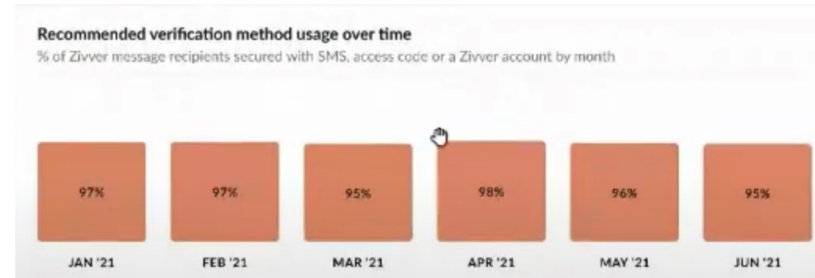
## Client usage

<not sure of the story for this one>



## Recipient security

Usage over time for the different verification methods



Configuration -

- none - PM will switch on for early adopter.
- GA - just be available to customers

Definitions sheet - inc raw export



# X

## Top domains by number of Zivver messages received. % opened and % secured vis SMS access code or Zivver account.

Which domains are we communicating with?

What % are they opening?

What % are secure?

Why? Can see if there is significant traffic going to a single domain that we wouldn't expect.

If use of verification method is low, or if read rate is low, can use this to find out where it is low.

Why are a particular domain not opening our messages? Are we introducing some kind of friction that we need to address. Overall - this dashboard helps you take action.

### Top recipient domains

The top domains by number of Zivver messages received, % opened and % secured with SMS, access code or a Zivver account.

| Domain             | Messages | % opened | % with recommended 2FA |
|--------------------|----------|----------|------------------------|
| zivver.com         | 7.7k     | 100%     | 100%                   |
| gmail.com          | 625      | 52%      | 79%                    |
| hummingbirdair.nl  | 138      | 99%      | 100%                   |
| insights.nl        | 104      | 100%     | 100%                   |
| denso.com          | 86       | 20%      | 91%                    |
| zivvertest.nl      | 86       | 90%      | 69%                    |
| best-page-ever.com | 81       | 79%      | 86%                    |
| great-success.nl   | 72       | 83%      | 100%                   |
| leakstree@mail.com | 70       | 96%      | 97%                    |

Work Compose Ziver tools Site Reference Reading Personal Training Monitoring

z. ziver

Organization Settings Organization Overview

Verification Methods

Insights

Audit Log

Statistics

Apps & Integrations

Plugin Settings

API keys

Conversation starters

Support

Contact support

Add-ons

Mail submission

Specials

Ziver (ORG)  
ID: fbc325f-4e08-489c-b408-69c80c5df89e

Statistics

97 Admins  
947 Users  
29581 Sent messages

Alerts

There are 62 inactive accounts

General

Organization account settings  
Domain settings  
Notification settings  
DNS settings

User administration

Account settings  
Single Sign-On  
Trusted networks  
Export user data

Security

Business rules  
Verification suggestions  
Messages expiration  
Verification methods

Support

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Back

Insights

11/1/2021 - 4/30/2022 Download

KPIs

2 Accounts sending Ziver messages  
Number of accounts that sent at least one Ziver message in the selected period.

287 Potential data leaks prevented before sending  
Number of messages that were sent securely after a business rule was triggered.

0 Potential data leaks prevented after sending  
Number of Ziver messages that were manually revoked by the user before they were read by any recipient.

89% Sent with Ziver after rule triggered  
% of messages sent with Ziver after a business rule was triggered.

89% Potential data leaks prevented before sending

30% Of Ziver messages opened by recipient  
% of Ziver message recipients that have opened their message at least once.

Support

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Search in conversations

Gilbert Bou Ghanem  
www.address@ziver.com

01-01-2021 - 30-07-2021 Filters Download

Insights

KPI's

163 Accounts sending Ziver messages  
Number of accounts that sent at least one Ziver message in the selected period.

1,651 Potential data leaks prevented before sending  
Number of messages sent securely after a business rule was triggered.

28 Potential data leaks prevented after sending  
Number of Ziver messages manually revoked before they were read by a recipient.

16% Recommendations followed  
% of messages sent with Ziver after a business rule was triggered.

96% Recommended verification method usage  
% of Ziver message recipients secured with SMS, access code or a Ziver account.

94% Message open rate  
% of Ziver message recipients that have opened their message at least once.

Adoption

Messages sent over time

Accounts sending messages over time

# Questions we answer

It's one thing to put <external email protection> in place, but how can you be sure you are getting the most from it. How do you know that users who are sending sensitive information by email are actually following the recommendations?

Are there awareness and training requirements necessary to increase the use of security measures to protect sensitive data being send by email or in large file attachments?

Insights provides security professionals and email administrators with the information they need to make informed decisions to address these and other questions...

# Questions we answer

## How can I assess the adoption of Zivver across my organization?


Compare this metric to the number of employees you expect to be sending sensitive messages. Remember that some employees might not regularly send messages - but they still need to have Zivver for when they do. Remember - Zivver needs to be there to catch sensitive messages before they are sent out - even if the user doesn't normally send sensitive data as part of their job.

## How do I know how many data leaks were prevented?

Before sending - how often did Zivver recommend sending a message securely and how often did people take this advice? (so 1,661 emails were sent securely in this case). Clearly, not all of these will have necessarily been a data leak but it was flagged as sensitive information so better to be safe than sorry.

After sending - number of emails that were manually revoked by the sender before they were read by the recipient (and therefore data leak prevented).. More likely to be data leaks that have been avoided.

What about challenge/solution/best practices (/consequences - e.g. "more adoption = more protection for sensitive data)/action (what they should do) for these???

 **163**

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