DCOYA
Making cybersecurity personal

Cyberdis

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HUMAN RISK MANAGEMENT · PHISHING SIMULATION · BEHAVIORAL SCIENCE · AWARENESS TRAINING · HUMAN RISK ANALYTICS

Behavioral security training that measures how each employee actually responds to manipulation - and changes it, one person at a time.

ABOUT DCOYA

Dcoya is a behavioral cybersecurity platform that reduces human-driven security risk through personalized training, phishing simulation and real-time behavioral nudges.

Its product suite covers the full behavior loop: Behave runs machine-learning-personalized attack simulations that test each employee against the manipulation techniques most likely to work on them; Beware turns employees into sensors who report phishing and ransomware attempts; and Bewise delivers contextual, in-the-moment interventions that improve day-to-day security decisions. The platform integrates with Microsoft 365 and Check Point environments, and its customer list has included KPMG Israel, EY and ISCAR.

Security awareness fails when it treats every employee the same. Dcoya's bet is behavioral: measure how each person actually responds to manipulation, then train and intervene one-to-one at machine scale. The human layer is the surface no other control covers - and the one where most breaches still begin.

THE PROBLEM

Most breaches still begin with a person - a click, a credential, a well-crafted phish. Annual training videos measure completion, not behavior.

HOW DCOYA SOLVES IT

Dcoya personalizes simulation and training to each employee with machine learning, so risky behavior measurably changes.

CAPABILITIES

Personalized phishing simulation
Behave tests each employee with ML-personalized attack simulations built around the psychological triggers - urgency, authority, curiosity - that person is most susceptible to.

Report-and-respond culture
Beware makes reporting a suspected phish effortless, turning the whole workforce into a detection sensor that feeds the security team.

In-the-moment behavior nudges
Bewise intervenes at the point of a risky action with contextual guidance - changing daily decisions rather than annual quiz scores.

Human attack-surface analytics
Continuous measurement of employee risk gives CISOs visibility into the human layer the way EDR covers endpoints - who is improving, who needs help, and where the next click is likely.

QUICK FACTS

FOUNDED: 2015, Tel Aviv FOUNDERS: Asaf Kotsel, Ivgeni Broitman, Yariv Hazony

OWNERSHIP: Acquired by NINJIO (October 2022) PRODUCT SUITE: Behave · Beware · Bewise

WHO BUYS IT CISOs, security-awareness leads, IT & HR leadership

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