

CASE STUDY

CCB Technology reduces time spent on SAT by over 94% with Phin

JUL 2025



Full feedback session



I've onboarded close to 15-20 customers by now, and I was able to sit down for an hour and onboard all of them at once.

CCB Technology, an MSP serving small to mid-sized businesses, needed a more efficient and user-friendly security awareness training (SAT) solution.

Their previous platform didn't have a pricing model that worked well for MSPs, it presented technical challenges, and took too much time to set up and manage.

Seeking a tool that would save time, reduce friction, and drive better client engagement, after a two-year evaluation of multiple providers, CCB Technology chose Phin Security.



Partner Since March 2025

Size 24 Clients

Enrolled Users 2,044

Team Leader Kathy Bennett

Evaluated Providers

Wizer

Mimecast

KnowBe4 (Previous Provider)



The Challenges

- Spent 4 hours onboarding each new client on top of hours spent managing the platform.
- Had to manually identify and remove expired training sessions.
- Manually assessed end-user progress.
- Battled significant technical difficulties.
- Long-term contracts and an unfit pricing model.

“

I love how you use the term Phinatic.
I am definitely a Phinatic!

”

Phin's Solution

Phin provided easy deployment and management, letting administrators **onboard new clients in 15 minutes or less**, and add users with the click of a button via **Azure sync**. Automating large portions of the SAT process, from training campaign scheduling to performance tracking, was critical. It not only saved the team time, it increased the impact of the training itself.

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The time that you will gain back is immense.
I'm so looking forward to growing with Phin.

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That same **automated simplicity** also ensures CCB Technology's end-users receive the right training, with content being continuously updated by Phin's 6 content partners. Training sessions, training reminders, and phishing simulations are delivered automatically, so there's **no manual adjustments needed**.

Monthly billing was a welcome upgrade, and CCB Technology is **only charged for users enrolled** in training. Any technical challenges they encounter are resolved within 24 hours.

Results

6 hrs → 20 min

CCB Technology reduced time spent onboarding and managing tenants from 6 hours per client to 20 minutes or less.

3.3% CTR

Overall phishing simulation click-through rate, with one tenant already reducing CTR by 70.3% within 3 months of using Phin.

7.1 Days

Median time between training assignment and completion, thanks to automated reminders.