immersive

Empowering Teams and Building Cyber Resilience with Immersive

May 2025

www.immersivelabs.com

immersive

Empowering Teams and Building Cyber Resilience with Immersive

Background

One of Europe’s largest conservation charities, operating within the United Kingdom’s non-profit sector, recognized a critical need to upskill its growing security team.

With increasing digital threats and the organization’s expanding reliance on technology, strengthening cybersecurity capabilities became a top priority. As the team expanded, leadership understood that effective, modern training would be key to keeping pace with the evolving threat landscape and safeguarding the organization’s mission.

Industry

Non-profit sector

Region

United Kingdom

Product

Immersive Labs

Challenges

Upskilling a small but growing security team with diverse needs, while ensuring training remained hands-on, practical, and aligned with real-world threats, all within the constraints of time and budget.

Outcomes

The team saw immediate improvements in skills and confidence, reduced training costs by moving away from expensive certifications, and increased engagement through strong internal advocacy and targeted learning paths. A key value-add has been the ability to identify and assign content relevant to specific job roles (e.g., SOC Analyst, Threat Hunter) and easily monitor progress through reporting in turn helping evidence proficiency and highlight areas for further development.

immersive

The Challenge

Dan Clark, SOC Manager and an emerging cybersecurity leader, had experienced first-hand the limitations of traditional, presentation-based training methods.

Upon stepping into his leadership role, he quickly identified a pressing challenge: how to efficiently upskill a small but growing security team with diverse experience levels. He needed a solution that could deliver practical, hands-on learning tailored to real-world cyber threats. Standardized, one-size-fits-all approaches wouldn't be enough, Dan sought a way to foster continuous growth, operational readiness, and a culture of proactive defense within his team, ensuring they were fully equipped to tackle the complex demands of today's cybersecurity environment.

The Solution

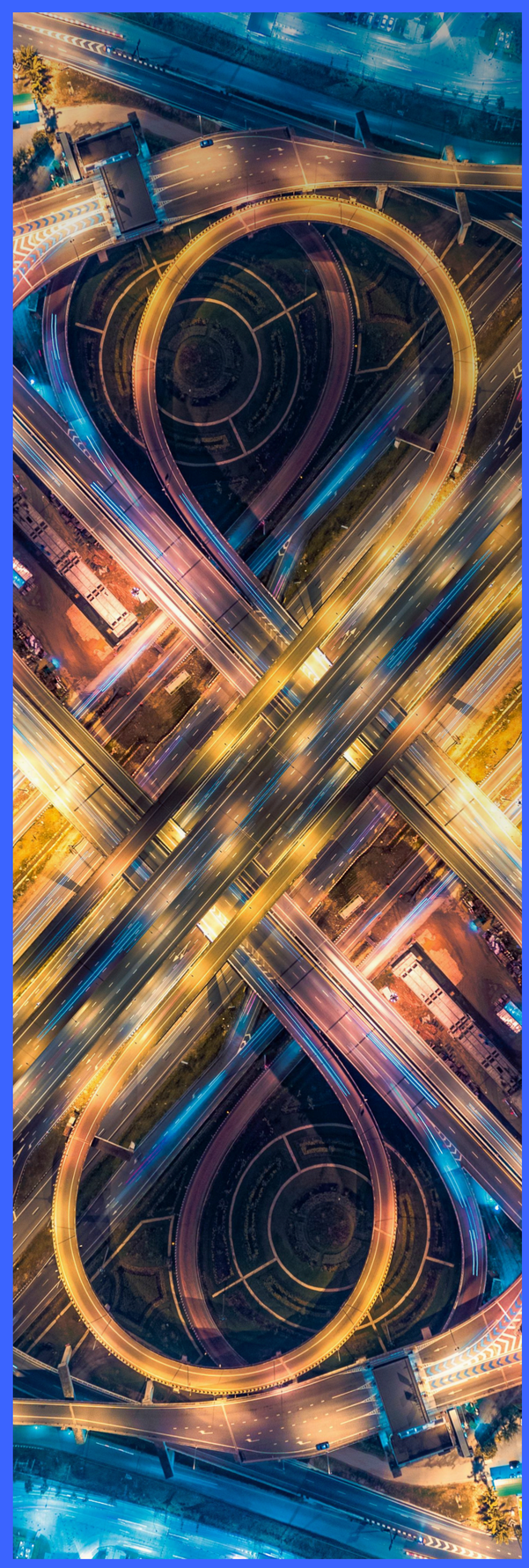
Having previously used Immersive in another role, Dan championed the platform's introduction into his new team.

He presented a compelling case for its implementation, highlighting hands-on labs as a more engaging alternative to passive video-based training tools. He also emphasized the - platform's broad spectrum of content, which spans all disciplines of cybersecurity, and noted the significant cost savings it offers compared to traditional certification training which can reach anywhere from £5,000-6,000 per person.

"I know how much of a fundamental difference Immersive was for me getting into security. Immersive is a big reason as to where I am today. I was very passionate about it, so I knew it worked as it worked for me. I pushed to bring it in because it filled so many gaps in our skill sets and made financial sense."

The platform was first rolled out across the Security Operations team, and then quickly extended to the InfoSec team. Over time, additional teams like Network and Hosting also expressed interest, recognizing the value of specialized labs in areas like cloud and network security development and team-wide capability building.

> "All we were doing was looking at certifications, very little hands-on. I knew from my own experience and talking to the team that hands-on labs would be far more beneficial."



Trusted by the world's largest organizations:

HSBC · Pfizer · citi · T-Mobile · airbnb · nationalgrid · Goldman Sachs

immersive

Results

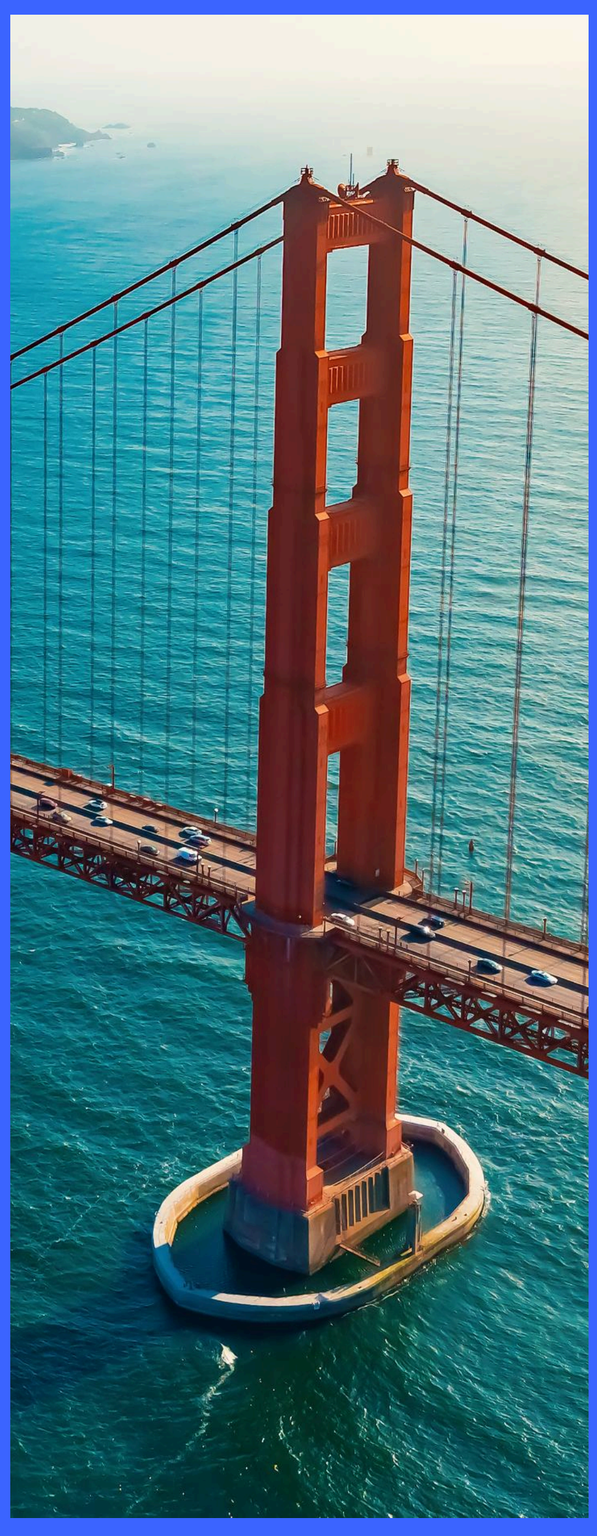
- Skills Development: Hands-on learning gave team members immediate value, improving both confidence and capability in key areas.
- Cost Efficiency: By shifting away from costly, in-person certifications the organization saw significant savings.
- Team Engagement: While not every user engaged to the same level, having an internal champion helped encourage uptake and performance tracking.

“I don’t always say ‘do this lab’ — I let them explore based on interests, but we’re building structures to support our proactive strategy.”

Key Advantages Included:

- Hands-on, gamified learning that suits a variety of learning styles
- Broad and deep content coverage across cyber disciplines
- Cost-effective alternative to traditional certifications
- Role-aligned learning with clear visibility into progress and proficiency
- Scalable across multiple teams, not just core security functions
- Supports proactive cybersecurity strategy, not just reactive defense

“We’ve moved from just being reactive to proactively upskilling around threat intelligence. Immersive gives us tailored career paths to support that transition.”



Certification & Compliance			Trusted by the World’s Largest Organizations			
ISO 27001 Certified	CYBER ESSENTIALS CERTIFIED	GDPR	400+ Customers	>3.5M Total Labs Complete	>100K Unique Users	>2.5K Hands-on Challenges

Be Ready.

immersive

> “The platform was first rolled out across the Security Operations team, and then quickly extended to the InfoSec team. Over time, additional teams like Network and Hosting also expressed interest, recognizing the value of specialized labs in areas like cloud and network security development and team-wide capability building.
>
> **Dan Clark**
> SOC Manager

Certification & Compliance			Trusted by the World’s Largest Organizations			
ISO 27001 Certified	Cyber Essentials Certified	GDPR	**400+** Customers	**>3.5M** Total Labs Complete	**>100K** Unique Users	**>2.5K** Hands-on Challenges

Be Ready.

immersive

Immersive is trusted by the world's largest organizations and governments, including Citi, Pfizer, Humana, HSBC, the UK Ministry of Defence, and the UK National Health Service. We are backed by Goldman Sachs Asset Management, Ten Eleven Ventures, Menlo Ventures, Summit Partners, Insight Partners and Citi Ventures.

Ready?

Be