

Announcing Cowbell's cyber resilience services expansion at BIBA 2025

Cyber insurance specialist and new sponsor to the BIBA Conference is set to spotlight Cowbell Resiliency Services (CRS) unit and range of free value-added resources on hand for UK businesses at this year's event

Press release: 7 April, 2025: – BIBA Conference 2025 Sponsor, Cowbell - a leading provider of cyber insurance for small and medium-sized enterprises (SMEs) and middle-market businesses - is set to showcase its commitment to the UK businesses at this year's event.

Since entering the UK market in 2023, Cowbell has introduced a range of cyber insurance products tailored to the UK's diverse range of businesses. However, in a bid to better support its customers in proactively defending against increasingly sophisticated cyber threats, it has also recently launched a new Cowbell Resiliency Services (CRS) unit. The unit offers all UK policyholders two new subscription-based cyber resiliency services:

- **Cowbell Penetration Testing-as-a-Service (PTaaS)** powered by GMI, delivers comprehensive internal and external network assessments to identify and address vulnerabilities. Using tools such as Nessus, Metasploit, and BurpSuite, the service combines automated and manual techniques to perform reconnaissance, vulnerability exploitation, and penetration testing across network infrastructures, servers, workstations, and websites. Clients receive detailed findings and remediation recommendations through tailored reports and collaborative review sessions.
- **Cowbell Cybersecurity Training-as-a-Service (CTaaS)** powered by Wizer, a specialist in security awareness training, offers access to 100+ microlearning videos, quizzes, and progress reports. The program includes smart phishing simulators and interactive games to educate employees on identifying and mitigating cyber threats. By enhancing employees' cybersecurity awareness and response capabilities, the service aims to reduce human errors that often lead to cyberattacks, such as ransomware. This service is offered at no additional cost for the first 12 months from policy inception, with significant discounts available after.

Alongside these new services, which aim to minimise financial and operational risks, Cowbell has also introduced a range of free value-add services, reinforcing its commitment to helping UK organisations strengthen their cyber resilience. These include:

- **Expanded Cowbell Connectors:** Tapping into inside-out data, Cowbell's recently expanded suite of Cowbell Connectors offers policyholders over 30 integrations with leading security and cloud services, helping to improve businesses' cyber posture and spot potential vulnerabilities.
- **Micro Penetration Testing (MPT):** MPT services, provided to policyholders for free, involves a five-day engagement followed by a full report that surfaces open vulnerabilities and provides actionable solutions for mitigation.
- **Cowbell Rx:** Cowbell's partner referral network, offering policyholders a wide range of vetted cybersecurity products and services at exclusive pre-negotiated discounts

of up to 60%. Designed to strengthen businesses' security posture, solutions include endpoint, cloud, and network protection, as well as compliance support. Rx is supported by Rx Assist, a complimentary 30-minute consultation with Cowbell's cybersecurity experts to help policyholders assess risks and implement the right protections.

- **Cybersecurity Services team support:** Cowbell's dedicated security experts can also help uncover insights about a company's cybersecurity posture and vulnerabilities that need attention and can support the development of incident response plans.
- **Cowbell Factors:** Cowbell's patented and proprietary risk rating factors, which use Cowbell's risk pool of over 50 million businesses within the UK, the US, and Japan, to rate an organisation's cyber risk in eight different categories, compared to an industry's average.
- **Cowbell Insights:** These continuously generated recommendations are available through the Cowbell platform to help businesses remedy cybersecurity weaknesses and identify opportunities to enhance risk ratings.

Simon Hughes, Senior Vice President of Global Distribution at Cowbell, says: "Reflecting on the BIBA Conference 2025 theme - A New Era - it's clear that the past 25 years have brought immense change for UK businesses and the insurance industry. But, one of the most significant shifts has been the rise of cyber threats. Back in 2000, cyber threats were far less sophisticated, with attacks primarily targeting large enterprises through basic exploits. Fast forward to 2025, and we're facing a vastly different situation; AI advancements are empowering cybercriminals to launch more adaptive and scalable attacks, businesses' operational challenges are growing, and geopolitical instability is increasingly playing out in cyberspace. With threats evolving faster than ever, UK businesses must up their game."

"That's why we believe businesses need more than financial protection in the event of a cyber incident; they must also take proactive security measures. Our new CRS unit and free cybersecurity resources are designed to help them do just that. As BIBA has said, 'now is the time to look forward with a fresh perspective', and we're excited to engage with brokers, underwriters, and claims handlers on this new approach to cyber risk at this year's conference."

The company's UK team will be on hand to discuss this 'prevention over cure' mentality, its CRS unit, and its value-add service range in depth on Stand F32 between 14 - 15 May 2025.

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Notes to Editor

About Cowbell (UK)

Cowbell is a pioneer of Adaptive Cyber Insurance, a leader in providing small and medium-sized enterprises (SMEs) coverage adaptable to today's and tomorrow's threats and the advanced warning of cyber risk exposures. In its unique AI-based approach in risk selection and pricing, Cowbell's continuous underwriting platform, powered by Cowbell Factors, compresses the insurance process from submission to issue in less than 5 minutes.

Cowbell is backed by 20 prominent leading global (re)insurance partners and serves SMEs in 50 U.S. states, the District of Columbia and the United Kingdom. Founded in 2019, Cowbell is based in the San Francisco Bay Area with employees across the U.S., Canada, India, and the U.K. For more information, please visit <https://cowbell.insure/>.

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