

AI Avatars are reshaping cybersecurity training at KRITERO

Cybersecurity

E-Learning

'Pitch Avatar is a brilliant tool for taking cybersecurity awareness beyond a simple PDF.'



Arturo Belda

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About the client

KRITERO (www.kritero.io) is a business-oriented cybersecurity consultancy based in Madrid, Spain, offering GRC (Governance, Risk, and Compliance) advisory services to executive teams and boards.

The company combines proprietary methodologies, senior-level expertise, and operational independence to help organizations anticipate threats, govern with clarity, and meet regulatory requirements.



Challenge

In cybersecurity, the stakes are too high for content that gets ignored. If someone loses focus or skips through a document, that knowledge gap becomes a real vulnerability for the company.

That is why alongside consultancy services KRITERO provides different cybersecurity trainings and "píldoras" - short-form, targeted micro-learning pieces for their customers.

For a long time, creating learning materials in PDFs for this purpose was the default. It was easy to produce but hard to make them memorable. Static documents lack interactivity and fail to hold attention, as well as struggle to convey complex topics in a way that actually lands. The team wanted something more dynamic and personalized, but without the big budget for video production.

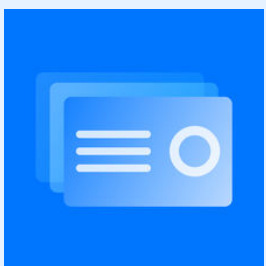
Solution

KRITERO adopted Pitch Avatar to power the delivery of its security trainings. The platform allows the team to present structured cybersecurity content through an avatar-led experience that clients can follow at their own pace. The format feels less like a document and more like having an expert in the room.



Training

Interactive training sessions on cybersecurity topics created based on the company's PDFs



Awareness

Cybersecurity literacy that brings value-added results to the company's clients



Efficiency

Professional-looking content without huge budgets for video production

Results

Pitch Avatar is not a core operational tool for KRITERO, but it has raised the bar for how training content is delivered and received.

Previous approach	With Pitch Avatar
Static PDF documents	Avatar-led interactive presentations
Low engagement from clients	Noticeably higher engagement
Generic feel	Personal delivery
One-way content consumption	Dynamic, presenter-style experience
Difficult to differentiate from standard consulting	Feels like a premium service

What's next?

For KRITERO, this is just the beginning. As avatar technology evolves, the plan is simple: make every piece of security content as engaging and professional as the advisory behind it.

Do you create training content for your employees or clients?

Find out how Pitch Avatar can help you deliver it better.

Book a personalized demo!