SMBs Pay Attention: Cybersecurity Matters

You Are a Target

of all businesses reporting cyber attack are small business

Hackers have breached half of the 28 million small businesses in the US

46 days

It takes a small business an average of 146 days to detect an attack

60%

of small businesses close 6 months after cyber attack

\$1 million

Cost of cyber attack for small biz \$84,000 to \$1 million

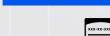
Data at Risk



Authentication Data



Personal Health Information (PHI)



Credit Card



Proprietary Data



Social Security Numbers



Financial Transactions

Feel Safe? **Enough is not Enough**



I have a firewall

- Firewalls do not inspect encrypted traffic without significant configuration by an
- Firewalls address one attack vector, brute force from the outside. It does nothing to protect against the 5 other major attack vectors
- Baseline services need to be constantly updated and reconfigured to address new
- Firewalls installed as few as 18 months ago lack capabilities to block attacks of some of the latest threats



 \Box My employees help protect my business

28%

of threats in 2017 occurred via insiders/ employees

78%

of employees click an unknown link despite knowing the risks

of hacking related data breaches were due to weak passwords

30%

of email addresses in the Ashley Madison hack had .gov (work) email addresses

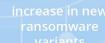


I have anti-virus

- Four new malware strains are discovered every second
- Antivirus detection signatures catch only 0.34 percent of active threats

Growing Threats







I have a backup

- Most backup solutions cannot differentiate between good data and infected/ransomware encrypted data and backups could be compromised until detected (average 146 days before detection) 2



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