

SMBs Pay Attention: Cybersecurity Matters

You Are a Target

2/3 of all businesses reporting cyber attack are small business

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

146 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

\$84,000 to \$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
(Intellectual Property, Contracts)



Social Security Numbers



Financial Transactions

Feel Safe? Enough is not Enough

I have a firewall

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

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
- 81%** 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

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

I have a backup

- 1 Many backup solutions can take several days to a week to fully recover and resume normal operations
- 2 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)

2018 Growing Threats

46%

increase in new ransomware variants

54%

increase in mobile malware variants

200%

increase in supply chain attacks

cloudnexus

Contact us about our Network Analysis Service
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