**You Are a Target**

- **2/3** of all businesses reporting cyber attack are small businesses.
- **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.

**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**

1. **I have a firewall**
   - Firewalls do not inspect encrypted traffic without significant configuration by an expert.
   - 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 threats.
   - Firewalls installed as few as 18 months ago lack capabilities to block attacks of some of the latest threats.

2. **I have anti-virus**
   - Four new malware strains are discovered every second.
   - Antivirus detection signatures catch only 0.34 percent of active threats.

3. **I have a backup**
   - Many backup solutions can take several days to a week to fully recover and resume normal operations.
   - 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

**Contact us about our Network Analysis Service**

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Data in this infographic was obtained from Verizon Data Breach Investigation Report 2018, UPS Capital, USA Today, CNBC, Microsoft, smallbistoryends.com, Panda Security, Erlangen-Nuremberg University, Venafi, Cyber Security Report by the Ponemon Institute.