



# 8 STEPS TO A MORE SECURE BUSINESS

Use these steps to help your company start taking a multi-layered approach to securing its data.

Schedule a consultation  
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## 1 ASSESS YOUR RISK

Uncover potential threats to your business by identifying risks across device and user endpoints.

**SIMULATED PHISHING TESTS** can help determine the number of vulnerable users at your business.

**20%** of SMBs don't have or don't know if they have endpoint security.<sup>1</sup>

Schedule a third-party **IT SECURITY RISK ASSESSMENT** to highlight risks to your environment.

## 2 TRAIN YOUR USERS

Educate employees on the latest cyberthreats through ongoing training.

**65%**

of SMBs currently don't undergo end user training, even though end users are the number one cause of data breaches.<sup>1</sup>

**15%**

of phishing attack victims fall victim a second time.<sup>2</sup>

**28%**

of MSPs report poor user practices / gullibility as a top vulnerability.<sup>3</sup>

**78%**

of end users don't click on a single phishing email after training.<sup>4</sup>

## 3 ENABLE MULTI-FACTOR AUTHENTICATION

Prevent unauthorized access to your network and stop hackers in their tracks.

**28%**

of people use multi-factor authentication.<sup>5</sup>



+



**80%**

of breaches could be prevented by using multi-factor authentication.<sup>6</sup>

## 4 REQUIRE SECURE PASSWORDS

Protect and confirm employee identities with regular, mandatory password changes.

### PASSWORDS SHOULD:

Be at least eight characters  
Be alphanumeric

Automatically expire every 90 days  
Include a special character

Only be used at work and not on personal sites

**63%**

of breaches involve weak or stolen passwords.<sup>2</sup>

## 5 ENABLE ADVANCED THREAT PROTECTION

Protect company data and prevent employees from unknowingly downloading and executing malicious files.

### ATP INCLUDES:

Safe attachments: checks to see if email attachments are malicious

Safe links: provides time-of-click verification of URLs in emails and documents

**93%** of data breaches originate from email.<sup>7</sup>

**48%** of malicious email attachments are Microsoft Office files.<sup>8</sup>

**66%** report phishing emails as a top ransomware delivery method.<sup>3</sup>

## 6 ADD MOBILE DEVICE MANAGEMENT

Protect data by requiring mobile devices to meet security and compliance rules you've set for your business.



**71%** of SMBs have Bring Your Own Device (BYOD) policies in place.<sup>9</sup>



**45%** of business critical applications are accessed by mobile devices.<sup>10</sup>

**55%**

of SMBs ranked mobile devices as the most vulnerable endpoints into their network.<sup>10</sup>

## 7 USE DATA LOSS PREVENTION

Enforce standard policies around business data to keep it protected and adhere to compliance requirements.

**58%**

of SMBs are not prepared for a data loss event.<sup>11</sup>



**31%** of SMBs say they do not comply with any security guidelines or standards.<sup>10</sup>

**60%**

of SMBs that lose their data will close within six months.<sup>11</sup>

## 8 CREATE A BACKUP & DISASTER RECOVERY PLAN

Prepare for a breach before it happens by backing up valuable data and establishing a disaster recovery plan.

**39%** of SMBs report more than half of their systems were damaged by severe breaches in 2018.<sup>12</sup>

**\$128** is the approximate cost to an organization for each record lost in a data breach caused by end users in 2018.<sup>13</sup>

**100%** of Office 365 clients are recommended to use a third-party backup solution by Microsoft.<sup>14</sup>

### REFERENCES

1. Webroot 2018 SMB Pulse Survey 2. Verizon 2017 Data Breach Investigations Report 3. Datto 2018 State of the Channel Ransomware Report 4. Verizon 2018 Data Breach Investigations Report 5. Fortune Magazine 6. NetworkWorld 7. Webroot 10 Steps to Successfully Educate Your Clients' End Users about Cybersecurity 8. Symantec 2019 Internet Threat Security Report 9. Small Business Bonfire BYOD for Small Business Infographic 10. Ponemon Institute 2018 State of Cybersecurity in Small & Medium Size Businesses 11. Clutch World Backup Day 2017 12. Cisco 2018 Cybersecurity Report: Special Edition SMB 13. Webroot Your 10-Step Cybersecurity Checklist 14. Microsoft Services Agreement