

HACKED:

Small Businesses in the Crosshairs

Attacks against SMBs are increasing.



43%

of all attacks targeted businesses with less than 250 employees in 2015.¹



55%

of professionals in small and midsize business say their companies have experienced an attack in the past 12 months.²

90%

of data breaches are caused by phishing attacks.³



And the cost of addressing cyberattacks is high



USD 20,752

Average cost per threat to small businesses.⁴



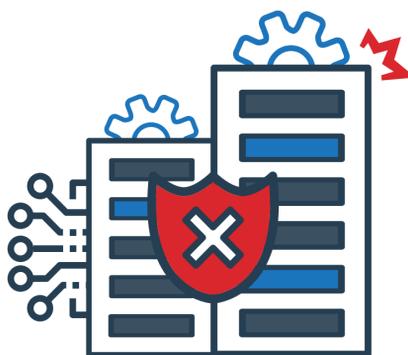
USD 879,582

Average cost to small to midsize businesses* to repair damage or address theft of IT assets.⁵

Unfortunately, many SMBs aren't prepared to fight back

Only 14%

of small and midsize businesses believe their ability to handle threats is highly effective.⁶



51%

of those surveyed said their companies had experienced a ransomware attack.⁷



Don't let your enterprise **become another victim.**

Defend against cyberattacks by taking these steps:

Increase security spending, if possible.



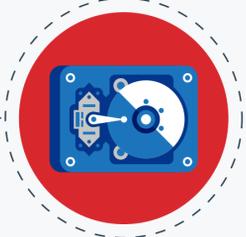
Implement tailored phishing **simulation/ reporting campaigns.**



Use effective and free **anti-phishing** tools, like PhishMe Free and CBFree.⁸



Establish a basic security program focused on the biggest risks and simplest processes.



Back up all data frequently and completely.

Create and follow a plan for detecting, preventing, responding to and riding out attacks.

To learn more about ways to defend your small business against cyberthreats, read the whitepaper:

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Sources

1. Symantec: "2016 Internet Security Threat Report," 2016.
2. Ponemon Institute: "2016 State of Cybersecurity in Small and Medium-Sized Business," June 2016.
3. Cofense: "2016 Enterprise Phishing Susceptibility and Resiliency Report."
4. National Small Business Association, "2014 Year-End Economic Report," January 2015.
5. Ponemon Institute: "2016 State of Cybersecurity in Small and Medium-Sized Business," June 2016.
6. Ibid.
7. Ponemon Institute, "The Rise of Ransomware," sponsored by Carbonite, January 2017.
8. Cofense: "2016 Enterprise Phishing Susceptibility and Resiliency Report."

