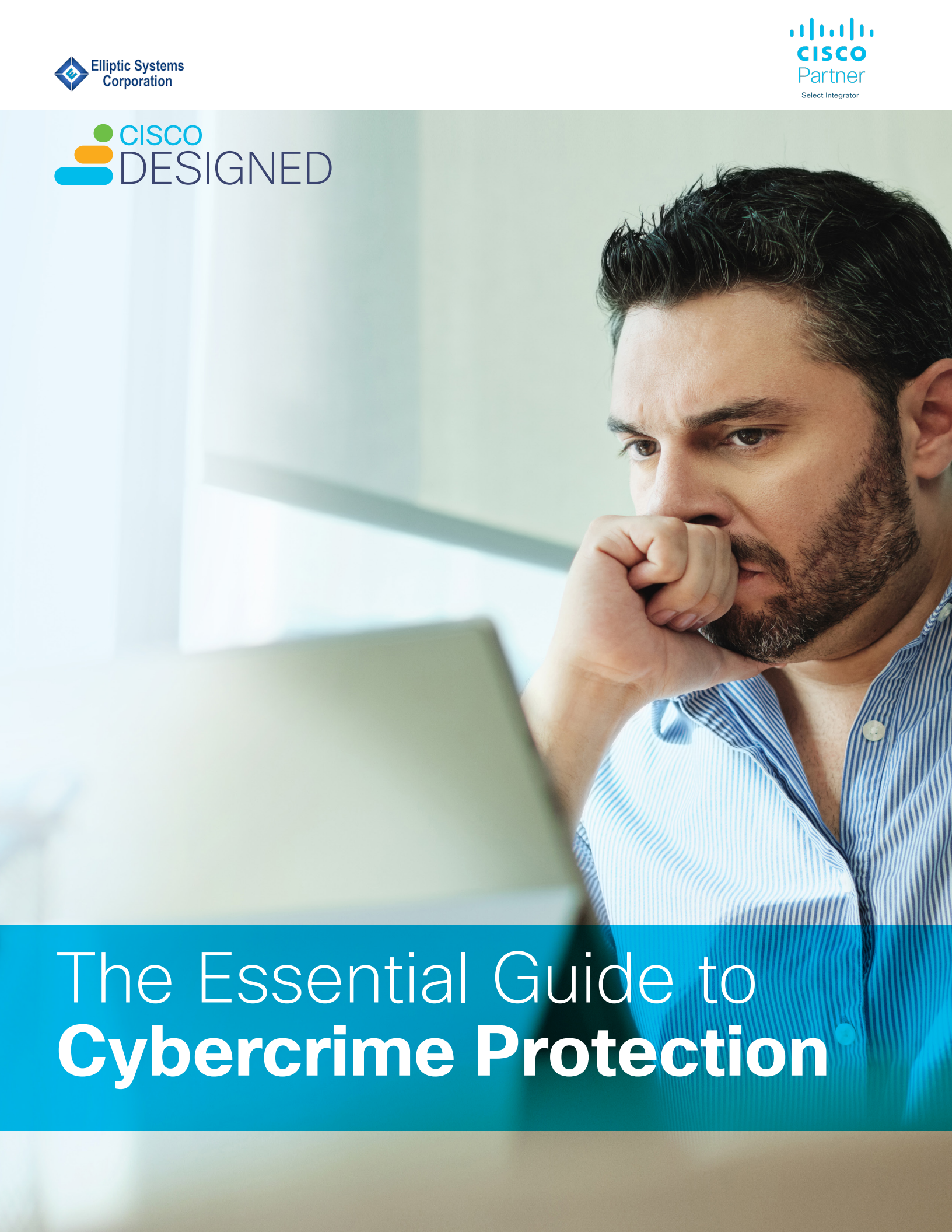


A man with dark hair and a beard, wearing a blue and white striped shirt, is looking intently at a laptop screen. His hand is resting on his chin, suggesting deep thought or concentration. The background is a blurred office setting with large windows.

The Essential Guide to **Cybercrime Protection**

Security is essential

Small business owners understand the importance of security. When it comes to cyberattacks, hackers are more likely to target the companies with the weakest security, no matter how large or small they may be. Cybercrime is increasing and small business owners know it.

76%

of small businesses worldwide have reported a cyberattack.¹

43%

of all cyberattacks target small businesses.²

87%

of small business executives say security is a high priority.³

Cybercrime isn't going away. To protect your company, you need to secure four key areas:



Area #1: People

You need to make sure that the people who access your systems are who they say they are.

Cisco Duo helps ensure that only authorized people are accessing your network. It helps protect your sensitive data by verifying the identity of users, devices, and applications with secure two-factor authentication.



Area #2: Devices

People get on your network in multiple ways. If you have a mobile or remote workforce, they may be connecting from an office, a home laptop, or a mobile device.

Cisco® Advance Malware Protection (AMP) for Endpoints detects and blocks malware and viruses across employee devices. If malware gets on any user's device, it can then spread through your network. So you need advanced malware protection for all of your devices and critical servers.



Area #3: Email

Virtually every business uses email. And every day, people inadvertently click malicious links or open harmful email attachments that download ransomware.

Cisco Cloud Mailbox Defense is a cloud-native email security platform for Office 365 that you can set up in five minutes. It doesn't change email flow or delivery while it's busy spotting spam, phishing, or known malicious attachments.



Area #4: The network

Once malware finds a way in, it spreads across your network, and encrypts your files or takes down critical systems. The Internet and networks don't work without the Domain Name System (DNS) to route data, and neither does most ransomware.

Cisco Umbrella® provides flexible, fast, and effective cloud-delivered security that blocks requests to sites hosting ransomware. Attackers use DNS to control the attack, so if you protect your network DNS, you can stop ransomware in its tracks.

Cisco Meraki® MX appliances offer simple cloud management with security features such as firewalling, content filtering, intrusion detection, and more.

The state of cybersecurity. Where are we now?

Small businesses need complete, layered security solutions because no one technology can prevent or eliminate cyberattacks by itself. To defend against cyberattacks, it's important to look at the various points of entry and spread to make sure your business is protected.



Key questions and considerations for small business decision makers



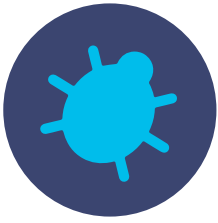
Do I really need all these security products?

Small businesses can't afford to overlook security. Obviously, every business needs good backup systems so you can restore your data if you're attacked. But it's better if you can stop a cyberattack before it damages anything in the first place. You can securely connect remote workers and devices with Cisco Meraki appliances for a fast, safe, and reliable network that you manage with a cloud-based app. The Cisco security products, Duo, AnyConnect®, Umbrella, and AMP for Endpoints are delivered from the cloud and work together seamlessly to authorize users and devices, secure network access, and block bad network requests, malware, and viruses.



I already have some security programs. What makes Cisco security products different?

Many businesses often resort to disjointed tools from multiple vendors, leaving them with a complicated mess that's still riddled with security holes. Cisco has invested heavily in developing our security tools, and small businesses benefit from the same security intelligence technology and machine learning that powers the world's largest, most complex enterprises. Talos provides threat intelligence for Cisco products that detect, analyze, and protect against both known and emerging threats. Updates are delivered from the cloud. And, it all happens in the background without the need for you to do any updates or refreshes to keep your Cisco security products current.



What is ransomware?

Ransomware attacks can be particularly devastating because they can literally take your business hostage, and many companies do not survive. Malware locks up data, taking control of systems and holding them hostage until the owner pays the ransom to free them.



The average cost to recover from a ransomware attack is **\$84,000**⁴



It is estimated that by 2021, there will be a cyberattack every **11 seconds**⁵

If your small business can't withstand extended downtime or afford to pay thousands of dollars in ransom, you aren't alone. Ransomware attacks have caused a number of small businesses to shutter completely.³



Can I add security if I hire more employees?

Cisco security solutions are delivered from the cloud so you can easily scale up your security as you add more locations, employees, or devices. Solutions that scale are particularly important as more employees work remotely and your IT needs increase, decrease, or change. Cloud-based products simplify installation and management without the need for a large IT staff.



A few final thoughts

If you're like a lot of small business owners, you probably don't want to spend all day thinking about security. But you can't ignore it either because the survival of your business may depend on it. Cisco security solutions work together and are delivered using cloud technology, so they're working hard for you all day, every day. We can work with you to help you connect, compute, and collaborate securely, so you can focus on what matters most—growing your business.

1. <https://www.zdnet.com/article/76-percent-of-us-businesses-have-experienced-a-cyberattack-in-the-past-year/>
2. <https://enterprise.verizon.com/resources/reports/dbir/>
3. <https://www.cisco.com/c/en/us/products/security/ciso-benchmark-report-2020.html>
4. <https://www.forbes.com/sites/leemathews/2020/01/26/average-cost-to-recover-from-ransomware-skyrockets-to-over-84000/#6c93c66813a2>
5. <https://cybersecurityventures.com/cybercrime-damages-6-trillion-by-2021/>