

# Too small to be a target? Don't bank on it...

Think you're 'under the radar' as far as cybercriminals are concerned? That's what they're counting on!



**67%**

of small businesses experienced a cyberattack in 2018<sup>1</sup>

**Could your company become a cyber-victim next year? Probably!**

**Better prepare for the worst...**

**58%**

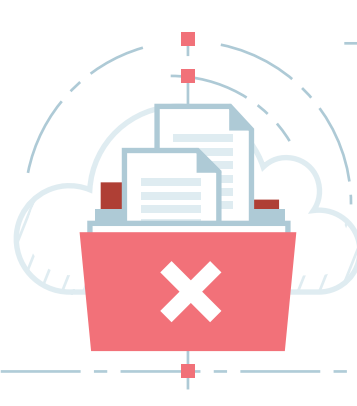
of small businesses experienced a data breach in 2018<sup>1</sup>

**28%**

were able to respond effectively to a cyberattack<sup>1</sup>



**No time for action?**



Cybersecurity is a tougher challenge for smaller businesses

**57%**

of very small businesses (VSB) get by without dedicated IT staff<sup>2</sup>



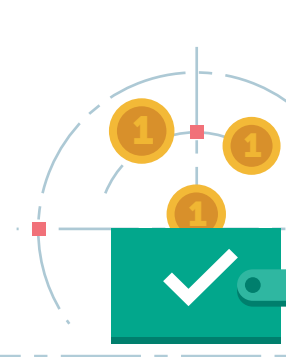
A quarter of very small business owners say:

"security takes up more than half of their day"



**Show me the money!**

If time for managing security is at premium, budgets are really tight!

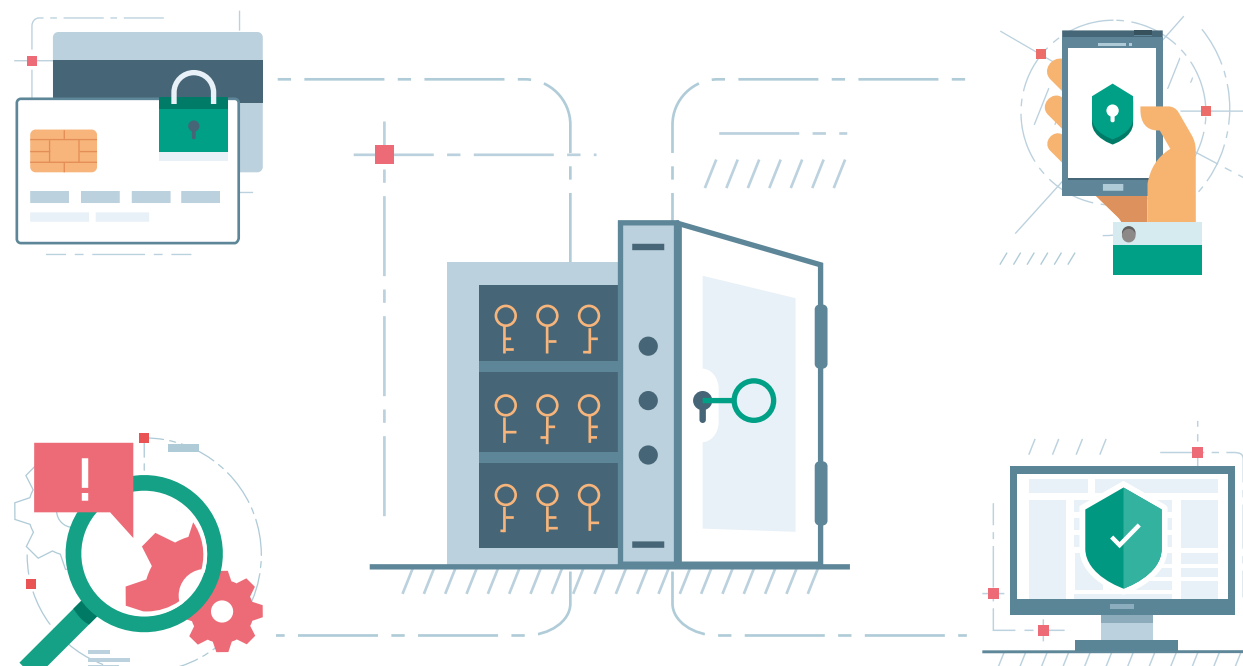


Average VSB annual spend on security?

**\$2,433<sup>2</sup>**

**Most common type of security incident**

First off – you need to understand where your business is most vulnerable



Problem is, there are risks wherever you look. So what are the most prevalent security incidents for smaller businesses?



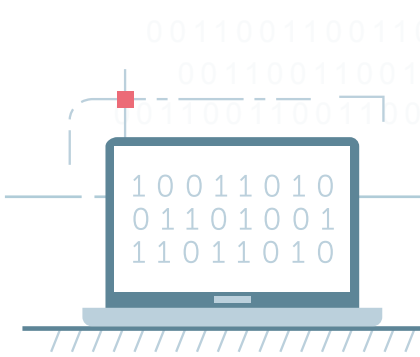
**43%**

malware



**32%**

misuse of IT resources by staff



**26%**

loss of devices or media carrying data<sup>2</sup>

**Who's the daddy?**

- Staff losing stuff
- Malware attacking
- Employees making silly mistakes online

These are all threats to your business. But... be in no doubt...the biggest risk of all is email



**92%**

of malware is delivered direct into your business via email<sup>3</sup>

**Paying the price... Ransomware survey results**

**70%**

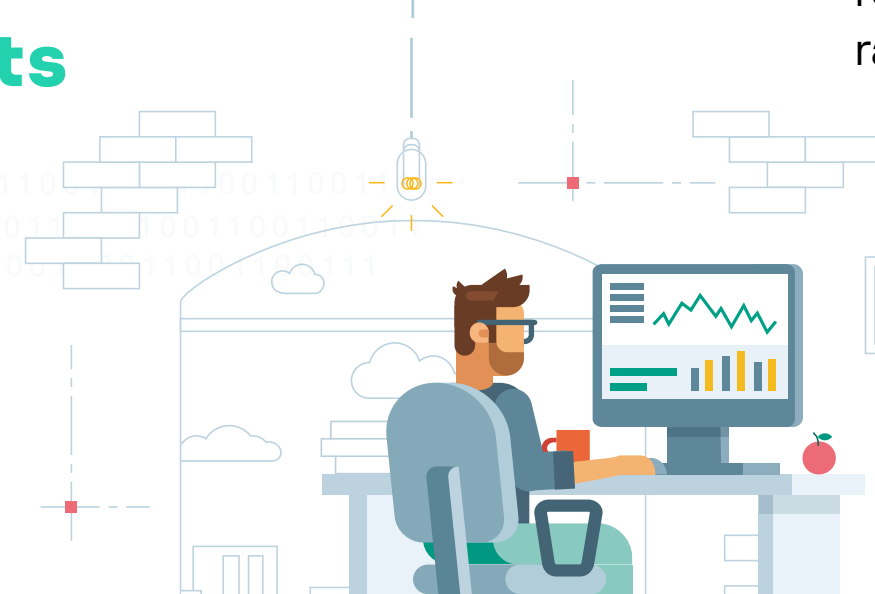
confirmed the ransom was paid

Average payment was

**\$1,466.61<sup>4</sup>**

**71%**

of smaller businesses reported at least one ransomware attack in 2018<sup>4</sup>



**65%**

of smaller businesses become unprofitable within one month without access to essential data<sup>5</sup>

**22%**

(only) of businesses that pay up, get their data back – prevention is the best strategy



**What's being stolen?**

**76%**

of all breaches are purely money-motivated

But one third are password and/or other authentication data theft – the 'keys' needed to steal money, commit fraud or access sensitive information

<sup>1</sup> Ponemon 2018 State of Cybersecurity in Small & Medium Size Businesses

<sup>2</sup> Kaspersky Lab Global IT Security Risks Report 2018

<sup>3</sup> Verizon Data Breach Investigation Report 2018

<sup>4</sup> Ponemon 2018 State of Cybersecurity in Small & Medium Size Businesses

<sup>5</sup> Better Business Bureau 2017 State of Cybersecurity Among Small Businesses in North America