

# 4 Keys to Preventing Cybercrime at Your Small Business

## Are you a potential target? (Hint: Yes)

Hackers target organizations of all sizes, including small businesses. When it comes to cyberattacks, hackers don't care how big your company is; they care how weak your security is.



The average cost to recover from a ransomware attack is **\$84,000<sup>1</sup>**



It is estimated that by 2021, there will be a cyberattack every **11 seconds<sup>2</sup>**

Small businesses need complete, layered security solutions because no one technology can prevent or eliminate cyberattacks by itself. To defend against ransomware and other cyberattacks, small businesses need to look at four key points of entry and spread.



### Start with people

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



#### Verify identity

Protect your sensitive data by verifying the identity of users, devices, and applications with secure two-factor authentication.



### Look at connections

People access 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.



#### Prevent access

Detect and block malware and viruses across employee devices with endpoint protection.



### Pay attention to email

If you have people, you have email. Every day, people inadvertently click malicious links or open harmful email attachments that download malware.



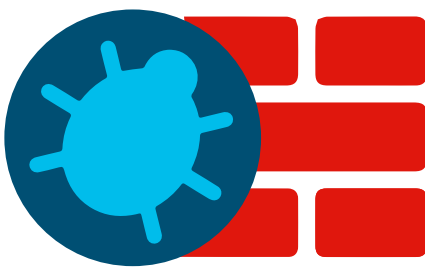
#### Keep email safe

Block malware delivered through spam and phishing emails. (Don't forget about cloud-based email too!)



### Don't let malware spread

If malware gets in, it spreads across your network, and can encrypt your files or take down critical systems. The Internet and networks don't work without the Domain Name System (DNS) to route data, and neither does most ransomware.



#### Defend your network

Block requests to sites that host malware with cloud-delivered security.

## Enterprise-grade security that's designed for small business

Cisco® security solutions work together and are backed by artificial intelligence and machine learning that can identify emerging threats. Now your small businesses can benefit from the same security technology that powers the world's largest, most complex enterprises. Let's get started today.



1. <https://www.forbes.com/sites/leemathews/2020/01/26/average-cost-to-recover-from-ransomware-skyrockets-to-over-84000/#6c93c66813a2>

2. <https://cybersecurityventures.com/cybercrime-damages-6-trillion-by-2021/>