



# Protect Against Cybercrime

## How to keep your small business secure from attacks

### Hackers don't care how small your business is

When it comes to cyberattacks, hackers don't care how big your company is; they care how weak your security is. They're more likely to target the companies with the weakest security, no matter how big or small they may be. Ransomware attacks can be particularly devastating. The average cost to recover from a ransomware attack has risen to more than \$84,000.<sup>1</sup> And, it's estimated that businesses will fall victim to ransomware every 11 seconds by 2021.<sup>2</sup>

Cybercrime is a big problem and cyberattacks get more sophisticated all the time. In fact, 87% of small business executives agree that security is a high priority and have made data privacy and security a part of their business culture.<sup>3</sup>

But keeping ahead of the bad guys is exhausting, and finding the right solutions to protect your people, your devices, email, and your network can get complicated. Small businesses need complete, layered security solutions because no one technology can eliminate cybercrime like ransomware attacks by itself.

### You need protection on multiple fronts

Security experts often refer to the multiple stages of an attack as a "cyber kill chain." To defend your small business, you need protection at every stage of the chain. The bad news is that no single technology can eliminate ransomware by itself because you need to protect multiple points of entry and spread. The good news is that Cisco® security technology is cloud-based and works together seamlessly, so your employees can work safely from any device, at any time, from any location.



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## People

You need to make sure that the people who access your systems are who they say they are. Cisco Duo helps protect sensitive data by verifying the identity of users, devices, and applications with secure two-factor authentication.



## 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 Advanced 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. You need advanced malware protection for all of your devices and critical servers.



## Email

If you have people, you have email. Every day people click malicious links or open harmful email attachments that download ransomware. Cisco Cloud Email Security with AMP blocks ransomware delivered through spam and phishing emails. It strips malicious email attachments and stops harmful, embedded links. If your email is protected, the device can't spread the ransomware across your network to critical systems. Cloud-based email like Office 365 isn't immune from hacking either. Cisco Cloud Mailbox Defense puts our security inside Microsoft's cloud, so it's as close as possible to the mailbox.



## 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 the first line of defense against threats to protect users everywhere with flexible, fast, and effective cloud-delivered security. And our Meraki MX appliances offer simple cloud management with security features such as firewalling, content filtering, intrusion detection and more.



## Security backed by intelligence

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. Our sophisticated Talos systems provide threat intelligence for Cisco products that detect, analyze, and protect against both known and emerging threats. As a small business, you get enterprise-grade security without the enterprise price. And by delivering security from the cloud, there's no hardware to install and no software to manually update. You save time, reduce your overhead, and keep your small business safe.



## Get started today

Cisco offers a complete range of security products. Our threat intelligence informs our systems about known malware, our user verification and email security blocks entry to your network, and our communication and network security keeps malware from spreading. Let us help you secure your business, so you can focus on what matters most—growing your business.

**[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/>
3. <https://www.cisco.com/c/en/us/products/security/ciso-benchmark-report-2020.html>