

## “That will never happen to me. It’s a risk I’m willing to take.”

Small- and medium-sized businesses (SMBs) are the prime target for attackers because they tend to be easier targets. They’re often less secure and unprepared for attack. Think about burglars that go after houses where they know no one is home. With more cybercrime automation and the rise of hacking kits, the cost and time it takes to launch a successful attack have decreased, increasing the amount of cyber attacks executed.

### You, like many SMBs, may not invest in or recognize the need for cybersecurity.

82 percent of SMBs say they’re not targets for attacks as they don’t have anything worth stealing ([Towergate Insurance](#)).

In a Webroot survey, less than a quarter of respondents indicated having a dedicated in-house cybersecurity team or individual ([Webroot 2015 SMB Threat Report](#)).

### You may underestimate the impact of a breach.

84 percent of IT decision makers responded confidently when asked how confident they would be that someone on their staff could deal with a cyberattack ([Webroot 2015 SMB Threat Report](#)).

### This makes you an attractive target for hackers, who look for easy wins.

In 2014, 60 percent of all targeted cyber attacks hit small- and medium-sized businesses ([Symantec 2015 Internet Security Threat Report, Volume 20](#)).

### The consequences are significant, often business-crippling.

An IBM and Poneman Institute study found that the average cost of a data breach has increased to a staggering \$3.79 million ([2015 Cost of Data Breach Study: Global Analysis](#)).

### Work with an MSP to receive the data protection you need.

How much access are you giving cyber burglars? Are you locking your front door, but leaving your back window unlocked? Invest in an outsourced cybersecurity solution to protect against the expanding cyber threat landscape, and mitigate damages inflicted upon your business. Gain the expertise, technology and support you may be lacking, and grow your IT budget without growing your payroll.

**Work with us today! Call 0203 195 0555 and ask for Francis West**