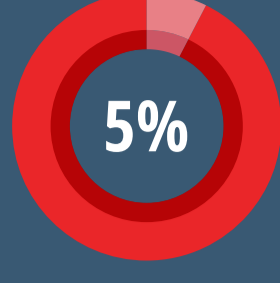


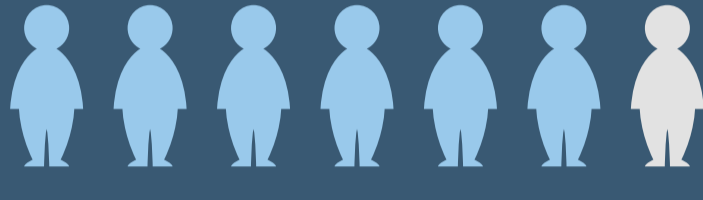
Ransomware Statistics All Business Must Know



Ransomware is a full-blown epidemic. An estimated **5% of global small-to-medium sized businesses** (SMBs) fell victim to ransomware from 2016-2017.

1,700+ IT professionals that works with ransomware attacks everyday were surveyed, here are the results.

97% of IT professionals report that ransomware attacks against businesses occurred more frequently in 2017, a trend that will continue **over the next 2 years.**



6 in 7 report business clients attacked by ransomware.



6 in 10 report attacks in the 1st half of 2017 alone.

An **unlucky 26%** report multiple ransomware attacks in a single day.

The most common strain of ransomware is

CryptoLocker

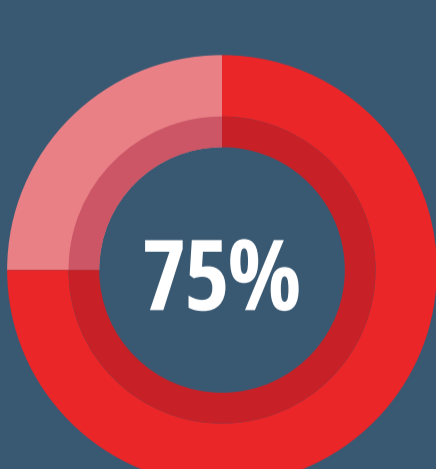
But new and aggressive variants pop up everyday.



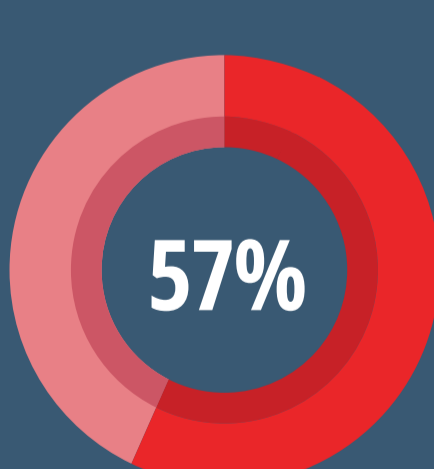
While small business clients are quick to call their IT pros when victimized by ransomware, less than

1 in 3 Incidents are reported to the authorities.

How bad can a ransomware attack be for a small business?



report a ransomware attack has lead to business-threatening downtime.



report a ransomware attack has lead to critical data and/or hardware loss.

Statistical information displayed above is taken from study performed by Datto

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"...Regarding the application, we have been able to cut down our Managers' time to review and approve documentation from our employees from 3-4 days working long hours at the end of the month (the paper way) to an hour or two on a weekly basis using the application... Our employees adapted rather easily to this application as it is extremely easy to use with little to no technological abilities..."

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VoIP Phones
VoIP Equipment

SOFTWARE

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System & Operations
CRM
Security
Accounting
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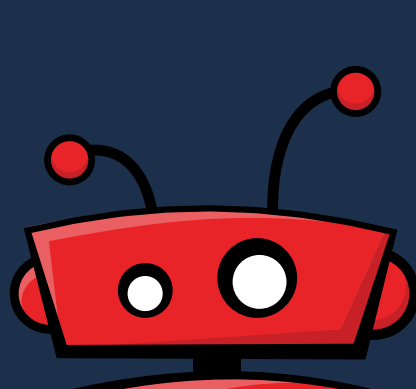
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Top Cyber Threats to Watch Out For in 2018



Ransomware

Strains such as NotPetya and WannaCry were some of the most harmful last year.



Business Email Compromise

Watch out for CEO Fraud, phishing, and spear phishing emails within your organization.



Crime-as-a-Service

More advanced cyber criminals are creating kits for cyber attacking to be purchased and used by those less experienced.



Lack of Employee Awareness & Training

Your employees can be your weakest link if not properly trained in identifying phishing and other sophisticated cyber attacks.



Sophistication of New Threats

"The first half of 2017 saw the emergence of 382 new vulnerabilities impacting top-used platforms from Microsoft, Apple, and Google."



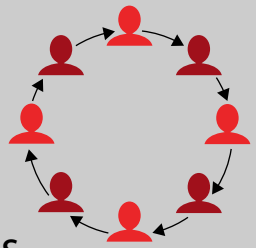
Connected Devices and the IoT

As technology increases and more devices become connected, they're likely to become prime targets for hacking and malicious activity.



Threats to the Supply Chain

Every company within the supply chain will have to be particularly vigilant in order to maintain good relationships with suppliers, partners, and customers.



Mobile Threats

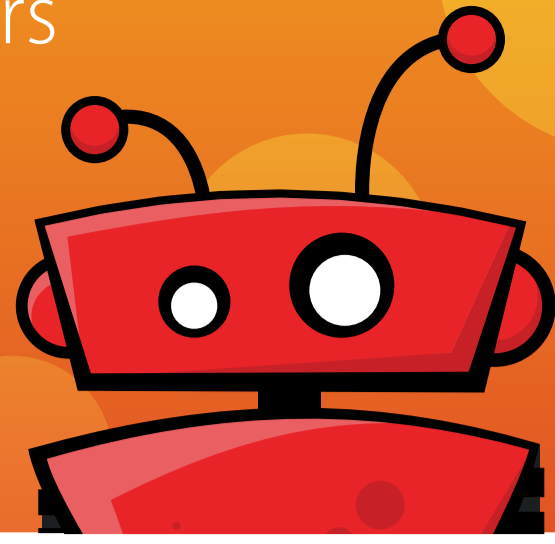
As enterprises continue to enable employees to use mobile devices for work-related tasks, mobile threats will continue to rise.



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Digital Asset Management (DAM)

A Must-Have For Marketers



DID YOU KNOW?

According to Altimeter, 70% of marketers lack a consistent or integrated content strategy.

Without DAM, and the organization of digital and video assets, a marketing strategy is likely to fail.

What is this DAM thing?

Digital Asset Management (DAM) is the management, organization, and distribution of digital assets from a single, centralized location.



Losing or misplacing digital assets costs your business:



Money



Time



Energy

60%

of marketers create at least one piece of content a day.

That's a minimum of 365 pieces of content annually, and without a DAM solution, how would you stay organized?

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Transcoding



Chain of Custody



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