

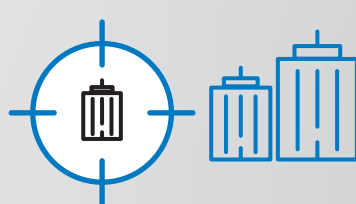


# THINGS BUSINESSES NEED TO KNOW ABOUT Cybersecurity

Cybersecurity is a never-ending battle against bad actors who intend to steal valuable data, disrupt operations and hold your systems hostage for a profit. Here's what you need to do to minimize your security risk.

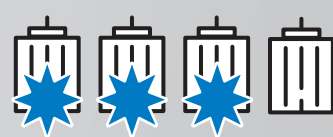


## Cybersecurity Is Essential for Businesses of All Sizes



### NEARLY HALF

43 percent of all cyber-attacks are **against smaller organizations**, according to Symantec.



### 3 IN 4

In 2019, three in four SMBs in the U.S. had **reported a digital attack** in the preceding year, according to Ponemon Institute.



## Cybersecurity Is Not Just Technology

Successful cybersecurity protection is a three-pronged approach that leverages people, processes and technology.



### People

Train employees on ways to stay safe on your network to reduce risk of breaches.



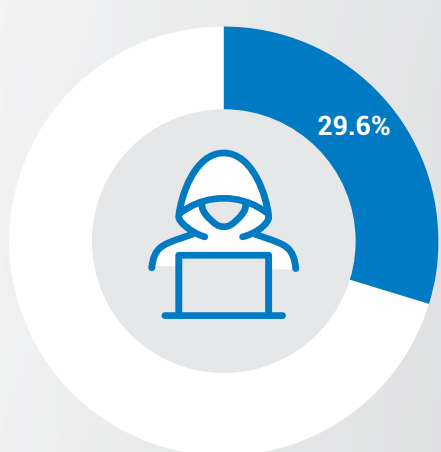
### Processes

Document and rehearse your incident response to minimize damage and downtime.



### Technology

Keep up with the latest cybersecurity tools to stay protected from new threats.



## Think of Cybersecurity as an Investment, Not a Cost

Effective cybersecurity is an investment in your business that supports continuous operations and boosts customer trust.

**The probability that your business will be breached is nearly 1 in 3**, according to Ponemon Institute. It's not a matter of "if", but "when". While there's no silver bullet, being prepared can significantly minimize your risks and losses.



## Why Consider Managed Cybersecurity?

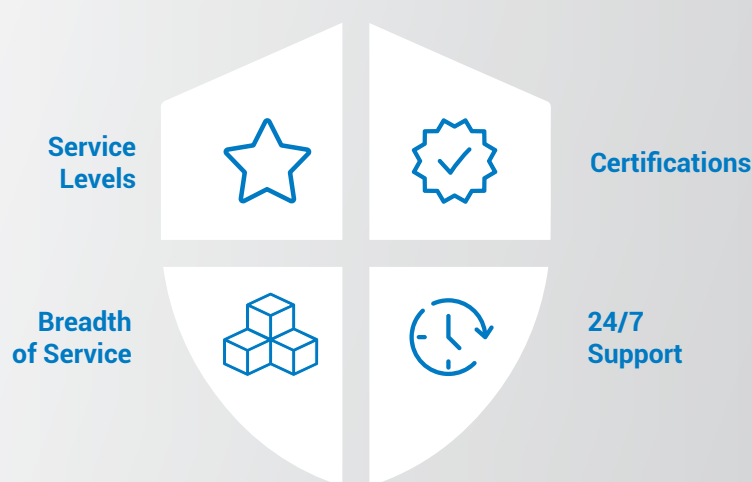
Managed security (a.k.a. security-as-a-service) enables companies to source cybersecurity from Managed Services Providers that have specialized experts available 24/7 at an affordable monthly subscription. It's often cheaper than managing security in-house and removes a lot of the hassle.

### In-House Obstacles

- ✓ Lack of talent + budget to hire experts
- ✓ Lack of bandwidth
- ✓ Lack of awareness

### Outsourcing Benefits

- ✓ Instant access to expertise
- ✓ Reduced overhead
- ✓ Affordable, predictable and scalable plans
- ✓ Focus on your own business



## Cybersecurity Services Aren't Created Equally

Ideal managed service providers have these key qualities. Choose wisely.



## Why Consider TPx for Managed Security Services?

TPx is big enough to get the job done, yet small enough to be agile. Plus, TPx offers a full suite of managed cybersecurity solutions.

- ✓ Managed Detection & Response (MDR)
- ✓ Next-generation Managed Firewall
- ✓ Managed Inbox Detection & Response (IDR)
- ✓ Endpoint Management & Security
- ✓ DNS Protection
- ✓ Security Awareness Training
- ✓ Security Advisory Services
- ✓ Backup and Disaster Recovery (BDR)

The bottom line is companies of all sizes and industries are at risk from cyberattacks. Partner with a managed services provider to stay secure with the latest cybersecurity technology backed by an expert team.



Get TPx's Comprehensive Cybersecurity Guide for Businesses

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