



NINTH ANNUAL LEADERSHIP EVENT

# CYBER SECURITY

*Security solutions through collaboration.*<sup>™</sup> **SUMMIT**

October 28–30, 2019 | Minneapolis Convention Center

[cybersecuritysummit.org](http://cybersecuritysummit.org) | [#cybersummitmn](https://twitter.com/cybersummitmn)

# Small Business

# Big Threat

## Why Hackers Love Businesses Like Yours



# You Are A Target

- Lack of Awareness

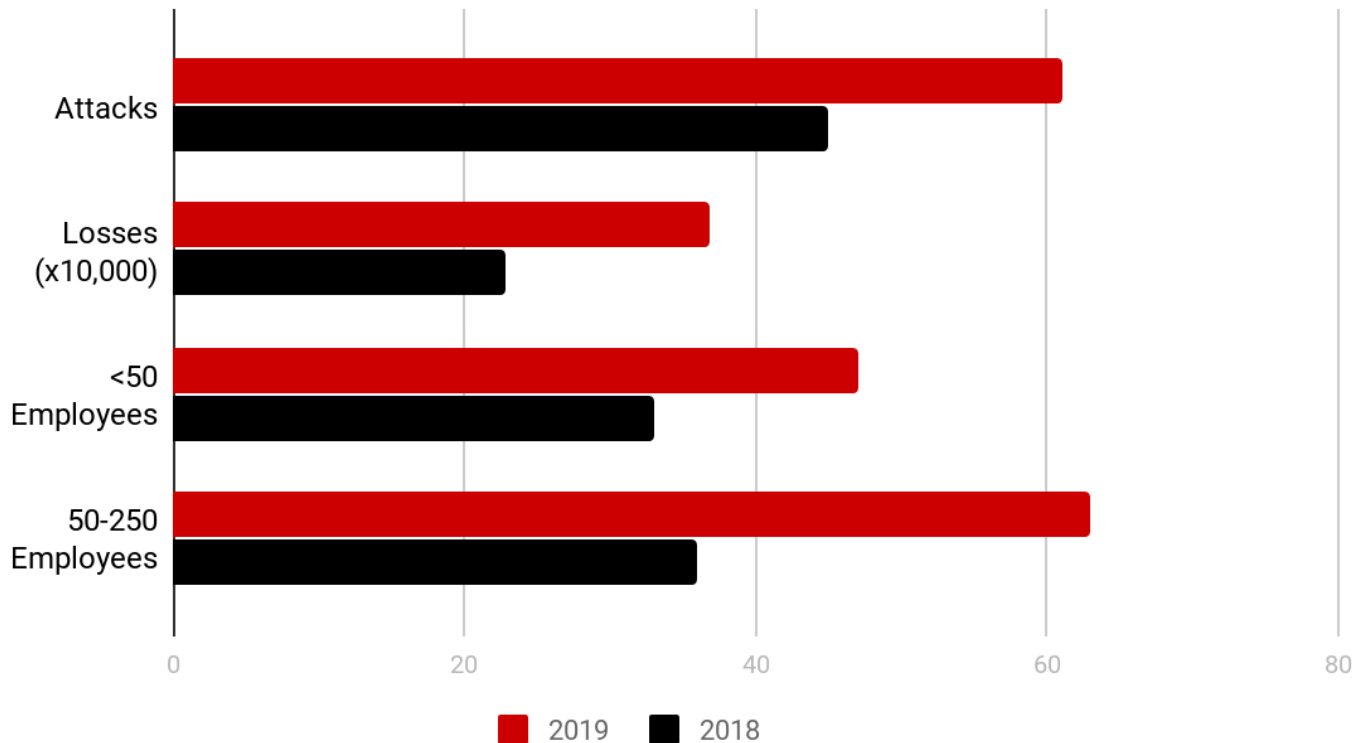


- Lack of Resources

- Lack of Support

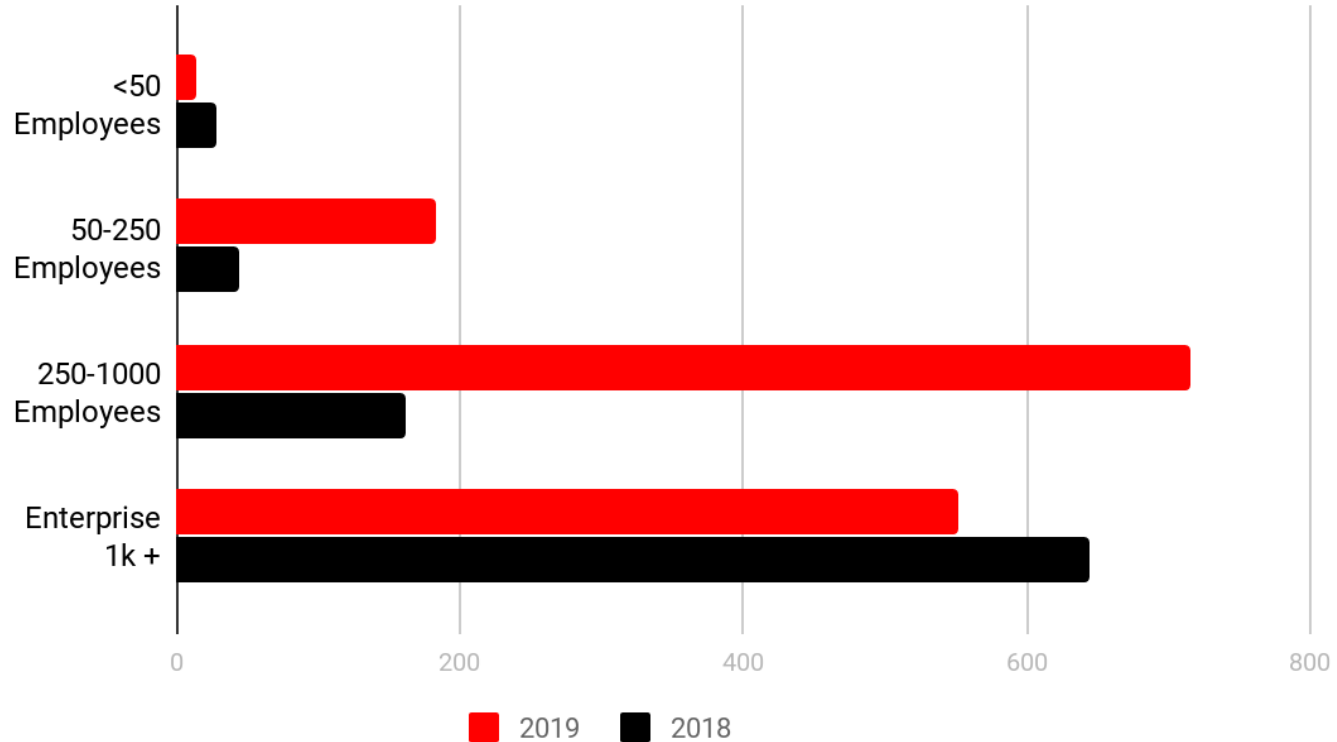


# Small Business Cybersecurity Trends



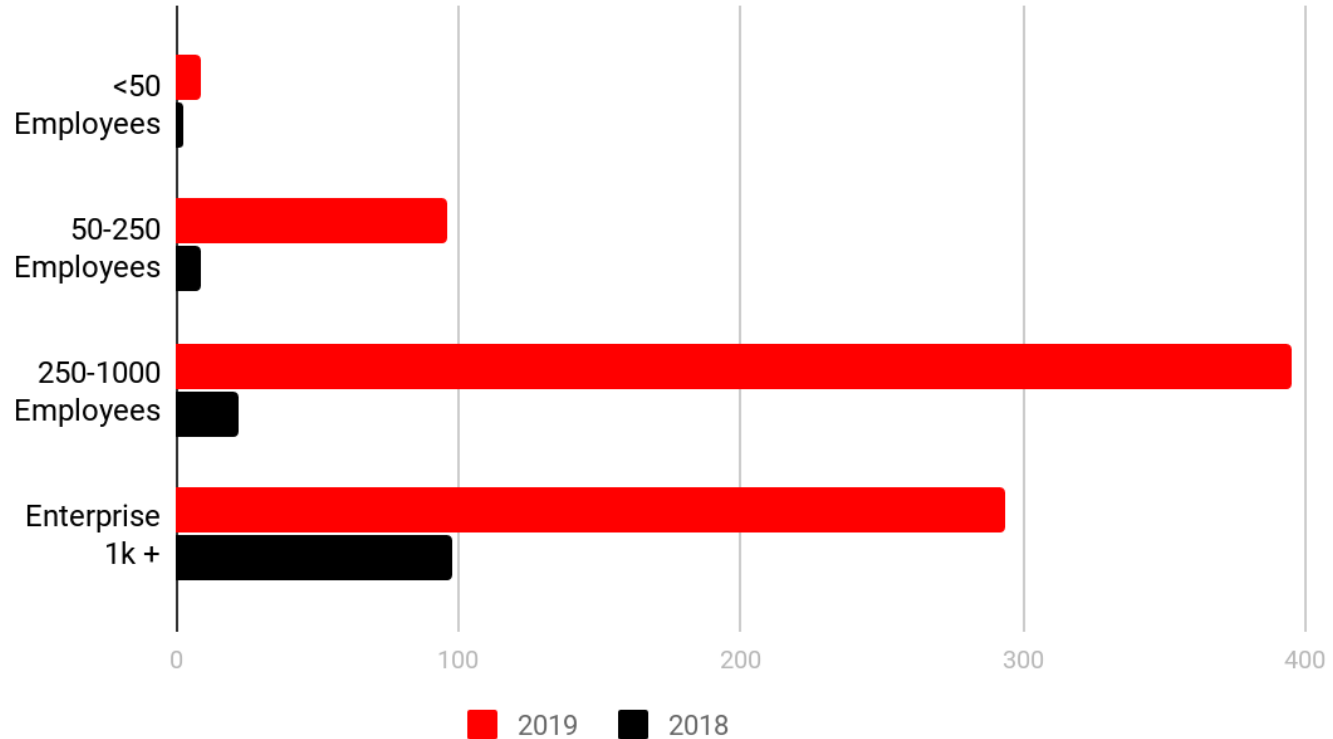
# Cost - All Incidents (x \$1,000)

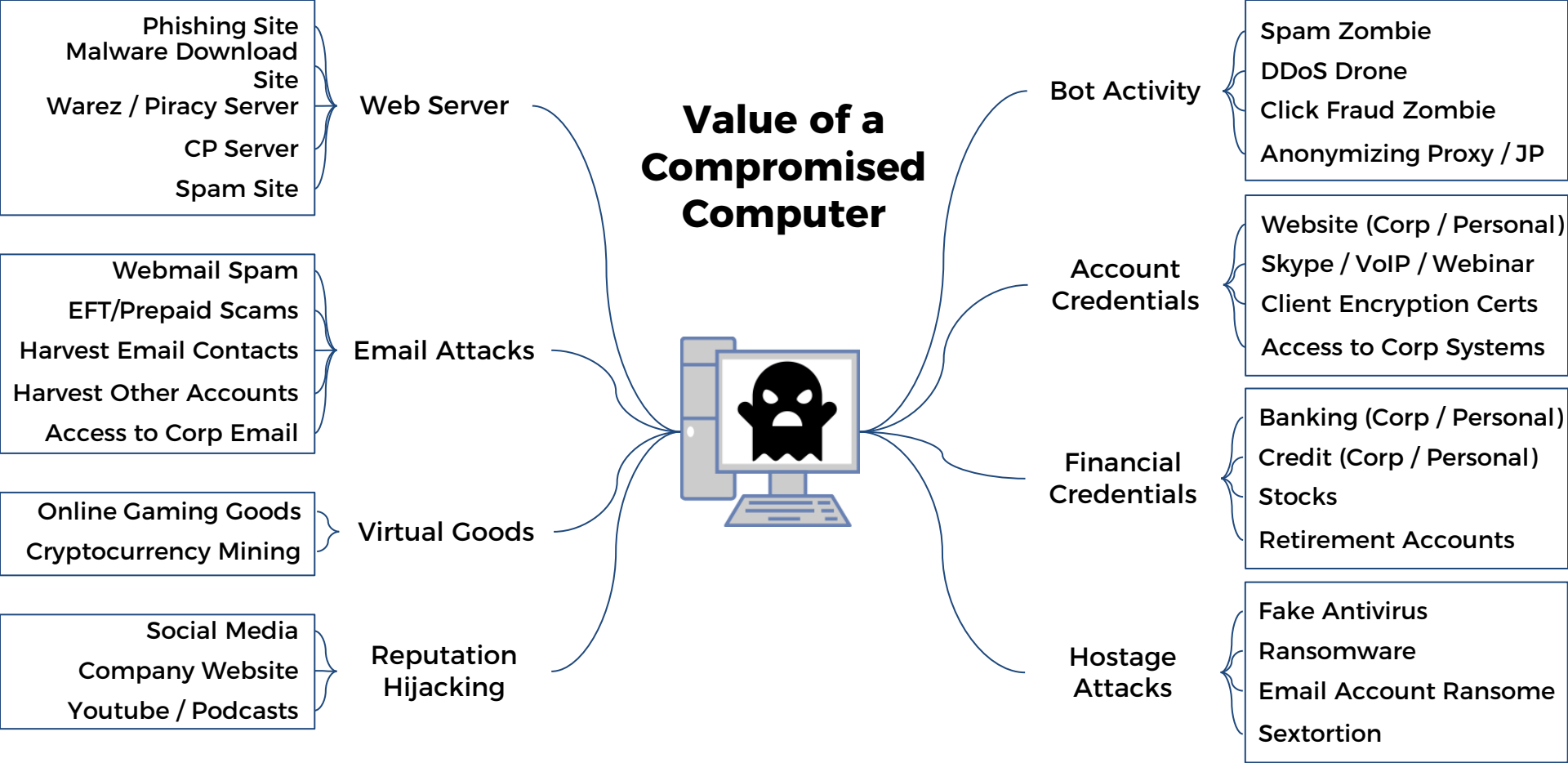
Mean cost  
of all  
incidents:  
\$119k



# Cost - Largest Single Incident (x \$1,000)

Mean cost  
of largest  
single  
incident:  
\$73K





# Value of a Compromised Company



## Intellectual Property

Trade Secrets  
R&D Data / Roadmap  
Customer Lists  
Strategic Plans  
Pre-Patent

## Physical

Desktop / Laptops  
Servers / Equipment  
Backups  
Telecom / VoIP / VTC  
Tools / Inventory

## Partners

Supply Chain  
Clients  
Trust (Email / Networks)  
Partner Banking Info

## HR Data

Employee PII / Tax / Pay  
Insurance  
Disability Information  
HIPAA

## Financials

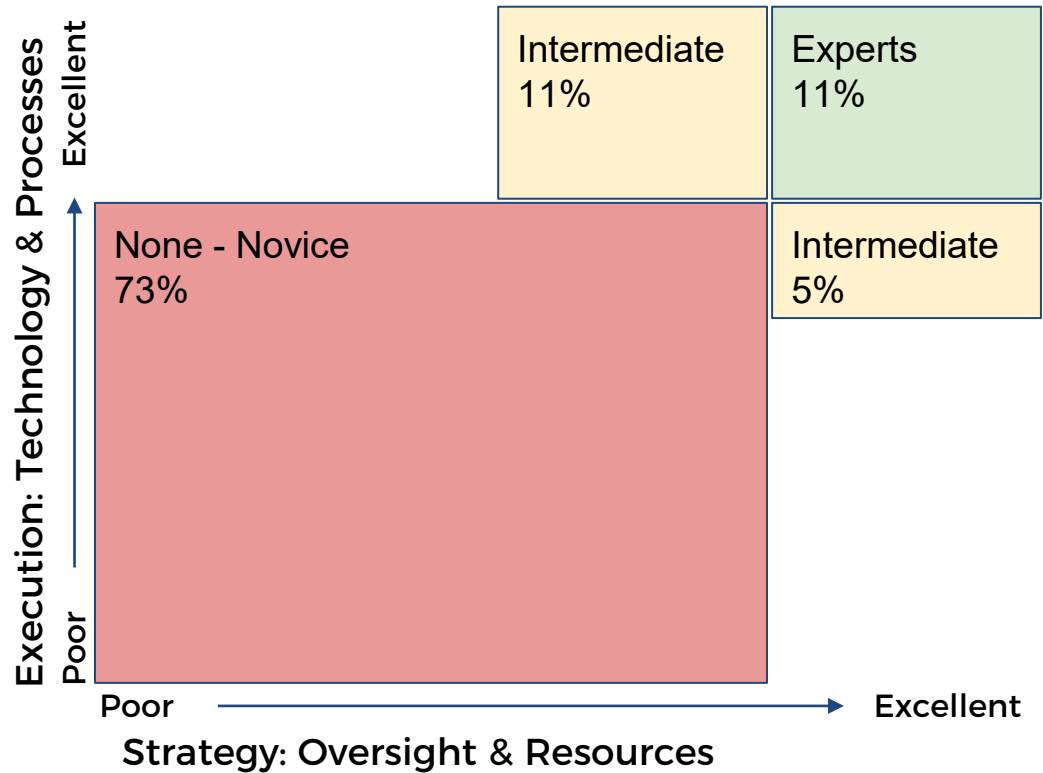
Corp Banking Info  
Earnings / Projections  
Credit / Investments  
Employee Banking Info

## Virtual

Cloud Services  
3rd Party Content  
Software Licenses  
Websites



# Cyber Readiness & Maturity Model of Small Business



# What Constitutes Good?

- Executive Buy In
- Clear Strategy / Stakeholders
- Dedicated Cybersecurity Leader
- Adequate Cybersecurity Budget
- Regular Evaluation of Supply Chain
- Process Driven Cybersecurity
- Cyber Awareness Training
- Proactive Testing / Attack Simulation
- Phishing Simulation / Experiments
- Learn, Respond, Improve
- Cyber Insurance Policy



# What Constitutes Bad?

- **Managed Ad-Hoc / Not At All**
- **No Clear Line Of Responsibility**
- **No Formal Strategy**
- **No Dedicated Budget**
- **Over-Reliant on Tech / Light on People**
- **Slow / No Response To Incidents**
- **Occasional / Patchy Training**
- **No Visibility Into Supply Chain Risk**
- **No Simulations / Experiments**



# Where Do You Start

- Find a Partner, not a Vendor
- Biggest risks to staying operating first
- Work with Partner - keeps cost down
- Expect a journey, not a destination

