

# 5 REASONS CYBER ATTACKERS TARGET SMEs

High-profile data breaches of corporate giants make the headlines. But 77% of cyber crime actually targets small and medium-size enterprises (SMEs). Here's why you are a target, and what you can do about it.

**LOW RISK, HIGH RETURNS**

**10%** Only 10% of cyber crimes reported to police by SMEs result in a conviction.

(Source: United Nations Office on Drugs and Crime)

**EASIER TARGETS**

**65%** 65% of SMEs have no data security policy.

(Source: United Nations Office on Drugs and Crime)

**VALUABLE DATA**

**\$217** Data breaches cost an average of \$217 per stolen record, which adds up quickly.

(Source: Ponemon Institute)

**OUTDATED SECURITY**

**96%** Attackers bypassed multiple layers of security in 96% of SME deployments in a real-world study.

(Source: FireEye and Mandiant, a FireEye company)

**LITTLE AWARENESS**

**58%** 58% of SME managers do not see cyber attacks as a significant risk.

(Source: Ponemon Institute)

## FIVE STEPS TO FIGHT BACK

- 1 ASSUME YOU'RE A TARGET**

The odds of your business being breached using traditional security defenses are more than 96%. Prepare your business for the inevitable attack.

(Source: FireEye and Mandiant, a FireEye company)
- 2 PROTECT YOUR MOST VALUABLE ASSETS**

Attackers learn exactly where your valuable data is stored and used. Strengthen security where you need it most.
- 3 ADOPT A REAL-TIME SECURITY APPROACH**

To limit damage, choose a solution that stops advanced threats in real time. Otherwise it could take an average of 320 days to discover an attack.

(Source: Mandiant, a FireEye company)
- 4 COVER ALL ATTACK ROUTES**

More than 90% of attacks come through web traffic and email. For a better defense, protect shared files and endpoint devices, too.

(Source: Verizon 2015 Data Breach Investigations Report)
- 5 KNOW THAT TECHNOLOGY ALONE IS NOT ENOUGH**

Firewalls and anti-virus software stop only known attacks. To be well prepared, select a solution that stops known and unknown attacks, and augment it with the right people and processes.

Learn how to defend against advanced attacks and safeguard your assets. [DOWNLOAD WHITE PAPER](#)

