Four Things You Should Know About Securing Your Small Business

1. Small Businesses (SBs) often experience a greater risk from hackers, malware and other security threats.

You've read the headlines : "Data breach" , "Small vendor used in big attack!" Small Businesses are under increasing attacks from cyber criminals. They are used frequently as a stepping stone to a bigger target such as the big enterprises they conduct business with.

In fact, 60% of targeted attacks strike small- to medium-sized organizations*. The risk to the overall livelihood of the SB is much greater than the typically more protected enterprise. With less protection in place and less cushion or IT resources to help your business recover from a breach, for an SB, an attack can mean the difference between success and failure.

2. Security updates for your computer operating system or software often arrive too late

We all have experienced software and system updates that offer critical patches against security threats. What may not be obvious is that these patches only come after malware and other security incidents have occurred. The timing between the identification of malware and the patch can range from weeks to months; leaving otherwise unprotected systems vulnerable until the patch is released. Attackers often wreak havoc during the period leading up to a fix from the vendor to address the problem. The top five zero-day attacks of 2014 were actively exploited by attackers for a combined 295 days before patches were available. Without a protection system that is both proactive and thorough, that means millions of opportunities for your company to fall victim–losing business critical information, productivity, and money.

3. You can have complete protection even when resources are limited

Being resource and budget conscious does not have to mean forgoing necessary protections. With easy-to-implement and easy-to-use, cloud-managed security offerings, SBs can get the protection enjoyed by larger enterprises without the need for large teams of IT staff to manage them–with pricing that is affordable.

And, because adding users can typically be done at any time, cloud-managed services offer the scalability to address the needs of a growing business over time.

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4. Not all security products are created equal

Small Businesses should look for security products that outperform in three key areas:

- **Ease-of-use:** Security products that are easy to install and use allow SBs to focus on running their businesses, not on running software.
- **Speed:** An effective security product should work fast to complete scans without noticable impact to a user's computer or system resources.
- **Effectiveness:** While speed is important, speed at the cost of effectiveness is a problem. A high-performing security solution should proactively protect against all known and unknown threats without impacting daily business functions.

Our software and services protect against more risks at more points, more completely and efficiently, enabling confidence wherever information is used or stored.

Symantec offers flexible, scalable, cost-effective security to help protect growing businesses like yours.

Learn more by visiting: http://www.symantec.com/small-business

*Symantec Internet Security Threat Report, Vol. 20, April 2015

21252460-1 06/15

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