3 Ways to Protect Your Business from Cybersecurity Threats

presented by

What you'll discover

- **Protect your customers' data**
- **Prevent data breach lawsuits**
- **Safeguard your business**

This is for you if you are...

- **Sick and tired of worrying whether you're protected or not**

- **Required to meet compliance standards**

- **Overwhelmed by IT projects and scrambling to fix issues**

Imagine if you could wave a magic wand

- **Protect your business from a Ransomware**

- **Keep your staff trained against phishing attacks**

- **IT Team spends less time putting out fires and more time working on projects**

Who is **Tito Huynh??**

Who is **Tito Huynh??**

- **Both my parents were IT professionals**

- **Dad started Business Data Services and is an Amazon best-selling author**

- **Mom is IT director at a 300 person company**

Who is **Tito Huynh??**

- **Had my first encounter with viruses at a young age**

- **Lived in Korea where I was further exposed to cyber crime.**

- **Moved back to Kansas City**

- **Vice President of Business Data Services**

BUSINESS
DATA SERVICES

Why I am so passionate

- **Devastating impact hackers have on someone's business**

- **Maximize efficiency**

- **Help businesses grow**

"John Patrick"

BDS is able to provide our company with a multitude of benefits. From eliminating the need to hire people in-house to suggesting software and hardware that fits our specific needs. The single most important thing is we can call BDS with many different opportunities or problems and have them help us.

- John Patrick

President – Clay & Bailey Manufacturing Co.

"Brenda Hoover"

Huey bailed us out of a 4-day server outage and helped switch our systems to one with better security features. This system also had a proven backup which changed us from being reactive to proactive. It's imperative we have a system that protects our clients' data. It's also important we have support that keeps us running, especially during tax season. BDS brings both of those and more which is what we've always needed!

- Brenda Hoover

President – Hoover & Hibdon, PC

How you can protect your organization from cyber threats

What You're Going To Discover

- **The danger lurking in your organization**

- **The dirty little secret about traditional antivirus**

- **How to secure your network from preventable security holes**
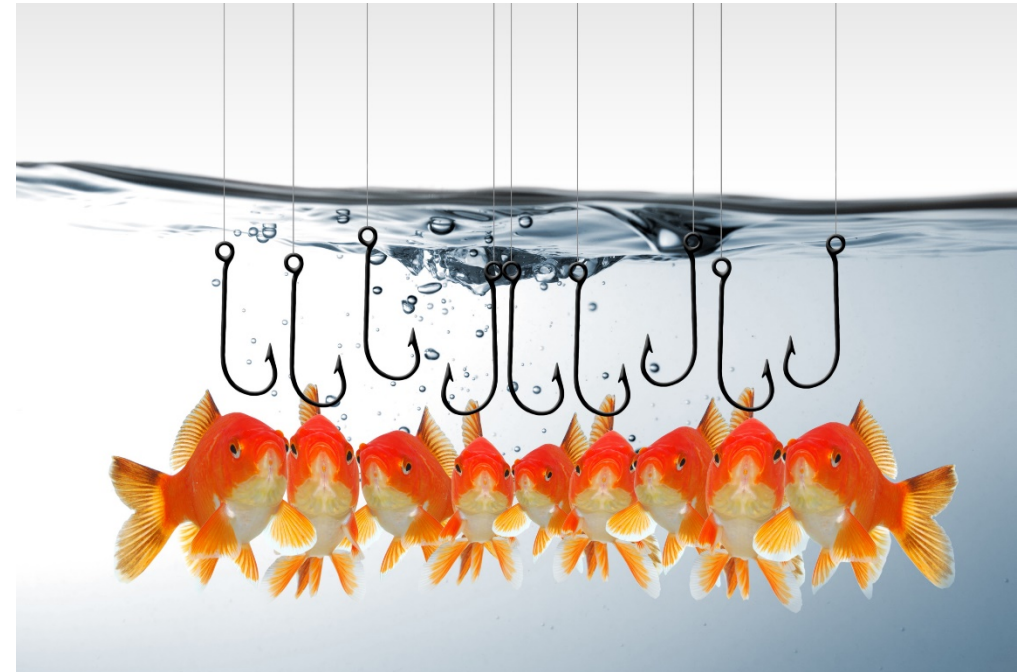
The danger lurking in your organization

- **80% of all attacks start internally**

- **You can control technology but not the staff member**

- **The staff are not as tech savvy as IT people**

Barbara Corcoran loses nearly $400,000 in phishing scam

- **Hackers used phishing and social engineering**

- **Tricked Barbara's bookkeeper into wiring $388,700**

- **Bank was able to freeze the transfer**

- ****FDIC does not insure bank fraud****

What you need to do...

- **Ongoing cybersecurity training for all staff**

- **Set layers of authentication/authorization in place**

The dirty little secret about traditional antivirus

- **Only looks at definitions**

- **Detection only**

- **Vulnerable to zero-day/custom code**

Police evidence lost in ransomware attack, six suspected drug dealers walk free

- **A Florida police department was hit by ransomware in April 2019**

- **Was traced back to 1 employee clicking a link**

- **The RYUK ransomware was dormant for 2 months**

- **The department lost about 1.5 years of digital evidence**

- **Charges against 6 suspected drug dealers dropped**

What you need to do…

- **Invest in next gen anti-virus**

- **Have a 24/7 team to respond to cyber threats**

How to secure your network from preventable security holes

- **Unpatched systems leave vulnerabilities hackers can exploit**

- **Hackers use these security holes to gain a foothold or move inside the network**

- **Machines unpatched are sitting ducks for hackers**

Equifax Hack

- September of 2017, announced a data breach

- An internet-facing server that was unpatched for four months

- Security experts warned of the flaw

- 147 million people's information exposed

What you need to do...

- **Keep all of your systems up-to-date**

  - *Servers, software, network devices, computers, etc.*

So far you've discovered

- **Continuous cybersecurity training for you employees are your first line of defense**

- **Next-gen anti-virus and detection & response will protect you against ransomware**

- **Cybersecurity insurance is another layer of protection**

- **Keeping your network patched prevents costly data breaches and potential lawsuits**

I hope you get this one thing

You can protect your business from hackers and not lose the years of work you put into it

How do I make that happen?

Bottom Line:

You Need To Get Serious About Protecting Your Company Against Cybercrime!

But What Does That Look Like?

Cybersecurity Risk Assessment

How Businesses Avoid Cyber Attacks, Data Breach Lawsuits, Bank Fraud and Compliance Penalties

BDS

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3 Step Process to Protecting Your Organization

- **Step 1: Consultation + Diagnostics**
  - Investigate what's lacking in your security right now
  - Investigate how employees are using your company-owned devices
  - Reveal if your systems are truly backed up

- **Step 2: Roadmap Session**
  - Where your organization stands today
  - What cybersecurity measures you need

- **Step 3: Ongoing Maintenance**
  - Regularly reviewing your cybersecurity measures
  - Improve as threats change

At the end of our time together

- **Reveal holes in your cybersecurity practice**

- **Know if you are truly protected from cyber threats**

TOTAL VALUE

$~~~97~~~

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REMEMBER:

- **Reveal holes in your cybersecurity practice**

- **Know if you are truly protected from cyber threats**

- **Discover if a liability policy is right for your business**

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Cybersecurity Risk Assessment

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