ZNET®
An **RP**tech Company

Keep your business out of cyber danger

IT preparedness reduces your ransomware risk

Perhaps you've seen the headlines: Ransomware is the fastest-growing malware threat today – it's spreading like wildfire, with a dramatic uptick after the onset of the Covid-19 pandemic. No business is immune. Attackers find it easy to exploit a lack of threat-awareness, IT expertise and/or outdated approaches to data protection or cybersecurity, putting all business at high risk.

Why SMBs are especially vulnerable to attacks
Certainly a ransomware attack on a large business can result in a lucrative payday for a cybercriminal. But earning this paycheck is also much more challenging for them. While enterprises are equipped with sophisticated IT teams and technology that help prevent and respond to a ransomware attack, SMBs are typically not as prepared, making them very easy targets.

Perception vs. reality
Despite the real threat landscape, only about 30% of SMBs are concerned about ransomware, and 40% do not have cyber security defense plans, according to Sophos' 2021 report. For many SMBs, there's also a misconception that implementing a comprehensive cybersecurity defense plan is too expensive and/or time consuming.

The good news: getting prepared is easy
Our team has a proven history working with clients to shore up their ransomware protection so that they can fight today's threats, recover from any attack and avoid paying a ransom. Our approach integrates next-generation data protection with cybersecurity – or cyber protection – to ensure our clients have unparalleled protection of all their endpoints, systems and data.

Did you know?
Ransomware is malicious software (malware) used to encrypt the victim's data with an encryption key that is known only by the attacker, thereby rendering the data unusable until a ransom payment is made by the victim.

Ransomware attack trends

300%
Attack rate increase during the pandemic
Acronis Cyberthreats Report 2020

1 in 5
SMBs have fallen victim to a ransomware attack
Strategy Analytics' Research of SMB Market

92%
of victims who pay the ransom never get their data back
Sophos State of Ransomware 2021 report

Common SMB misconceptions
- We're too small to be a target
- Cybersecurity is too expensive
- We have nothing that cybercriminals want

Contact us
Working with us means you gain an expert, vigilant team that keeps your data safe: we can evaluate your risk level, identify gaps in your security protocols and help close any gaps. Reach out to learn more about the cost-effective services we provide.