

# Protect Your CLIENTS with Next-Gen Cybersecurity

Cyber Threats Targeting SMBs Require a Layered,  
Next-Gen Security Strategy

## Challenge

Small-medium businesses (SMBs) are the prime targets for cyberattacks and therefore must employ a layered security approach to protect their employees and their environment. However, understanding and managing the cybersecurity tools that are needed to protect your business can be overwhelming and time consuming. In fact, according to a recent survey IT managers spent 26% of their time on security, with two thirds claiming they don't have the budget they need for people and technology. <sup>1</sup>

## Solution

When it comes to your security, look for solutions that utilize next-gen capabilities and layered approaches to stopping advanced threats such as malware and ransomware. Managed service providers (MSP) are poised with the knowledge and solutions to offer SMBs the effective cyber protection that will safeguard their business assets.

## Cybersecurity Concerns for SMBs

Trends in the small-medium business (SMB) market have shown us that nation state hackers and criminal groups have been aiming their sights at SMBs to exploit a lack of cybersecurity. With reports showing that over half of worldwide SMBs have experienced some sort of cyberattack, business owners are beginning to put cybersecurity at the top of the priority list. There is, however, the issue of a lack of in-house expertise at most SMBs that ultimately has made them much more susceptible to attacks. In fact, recent studies on the state of SMB cybersecurity revealed that over half of SMBs do not currently have cybersecurity experts employed. That is because finding and retaining skilled staff is really difficult. In fact, 81% of organizations said their ability to find and retain skilled IT security professionals is a major challenge to their ability to deliver IT security. <sup>2</sup>

It is important to remember that the actions of protecting a business from cyber threats is a 24/7 job that requires an understanding of defensive techniques, as well as knowledge of various attack vectors. In essence, to beat the hacker you must think like the hacker. Therefore, traditional anti-virus software alone will not withstand the advanced attacks aimed at SMBs. The evolution of the digital landscape has drastically changed and therefore next-gen capable solutions must be used to protect endpoints, networks, and more.

**Quick tip:** An endpoint is any device that communicates on a network. Devices such as laptops, desktops, mobile phones, tablets, and servers can all be considered endpoints. Endpoint security refers to cybersecurity services for such connected devices. Endpoint security plays a crucial role for businesses by ensuring critical systems and data are protected from ransomware, phishing, malware, and other cyberattacks.

Another common avenue in which hackers attack businesses is via the network that you connect your devices to. There are also numerous methods that hackers can use to breach your network and cause damage - sometimes, going unnoticed for weeks or months. That's why it is important for SMB owners to have strong network security policy in place. The network is also commonly referred to as the perimeter of your digital business operations. Securing this perimeter with advanced firewall security ensures that hackers will have a very difficult time accessing your networked devices.

## What is the difference between endpoint security and network security?

Just as endpoint security protects and resides on individual endpoint devices, network security is designed to protect networks and runs at the network layer. While endpoint security protects laptops, mobile phones, and other devices from malware and other cyber threats, network security protects against network-based threats.

**Quick tip:** A firewall is a security device that monitors incoming and outgoing network traffic and allows, or blocks data requests based on a set of security rules that are applied.

## The Solution

Managing your cybersecurity system and keeping it active and updated is a full-time job that most business owners simply do not have time for. Partnering with a managed service provider (MSP) solves this problem for you by offering custom cybersecurity solution services to suit your business needs.

### Security That You Can Count On

Our MSP is partnered with Sophos, an industry leader in cybersecurity, to deliver next-gen solutions to our customers and provide complete protection for your business. Sophos cybersecurity products are unique because they utilize technologies that work together in real-time to protect your business from cyber attack.

Sophos security products utilize Synchronized Security, which is the world's first – and most complete – cybersecurity system. This allows us to cover all your essential areas of security in an effective manner. This means better protection for your business with features like:

- Ability to isolate infected endpoints to block further movement
- Restricting Wi-Fi for designated mobile devices
- Scanning endpoints for detection of compromised email
- Identifying all apps on your network

As mentioned, it is essential for any small-medium business to secure endpoint devices and networks. However, there are also other layers of security that are needed in order to have the most complete protection and control capabilities. Below is an overview of the security solutions we would prescribe to safeguard your business from cyber criminals.

### Key Sophos cybersecurity components that protect your business

**Intercept X:** The world's best endpoint protection. Block ransomware, malware, exploits, and other advanced attacks before they wreak havoc on your business. Intercept X includes anti-ransomware technology to detect and blocks malicious encryption used by ransomware. Any files that were encrypted are automatically rolled back to a safe state, meaning your business can continue working uninterrupted, with minimal impact.

**XG Firewall:** An unsecure network is a primary culprit for cyberattacks; secure the gap in your business perimeter with a next-gen firewall solution. Sophos XG Firewall provides unrivaled visibility into your network that will help identify risky users, unknown and unwanted apps, advanced threats, and more. Combine Sophos endpoint protection with SG Firewall to gain Synchronized Security for the quickest and best network protection.

**Secure Wireless:** Sophos Wireless reduces the risk to your trusted Wi-Fi networks by utilizing the power of our unique Security Heartbeat™ functionality to monitor the status of connected endpoint and mobile devices. Features include controlled internet access for visitors, contractors, and other guests on your network, the ability to identify inappropriate user behavior, and added insight for better bandwidth utilization.

**Phish Threat:** More than 80% of reported cybersecurity incidents involved phishing. A key component to combatting phishing is through regular end user education. Sophos Phish Threat educates and tests your end users through automated attack simulations, quality security awareness training, and actionable reporting metrics that can be customized to your business for maximum effectiveness.

**Email Security:** A recent Verizon Data Security report revealed that 94% of malware is delivered via email. Sophos Email Security gives you the most advanced protection available by using behavioral analysis and artificial intelligence to stop never-before-seen ransomware and business email compromise attacks.

**Mobile Security:** In today's threat landscape mobile devices should be protected just like any other endpoint. Sophos Mobile makes it easy to secure mobile devices and keep sensitive business email and documents protected – even for users working with personal mobile devices.

**Managed Threat Response:** Looking for the best protection available? Consider Managed Threat Response (MTR) service. With Sophos MTR your business is backed by an elite team of threat hunters and response experts who monitor your environment 24/7, and take targeted actions to neutralize even the most sophisticated threats.

**Sophos Central:** Sophos next-gen product area all managed via the Sophos Central platform. This cloud-based console provides intuitive dashboards allowing your service provider to confidently manage your security tools and protect your business. Regular reporting provides you with a personalized view into your security infrastructure to ensure you always know what is happening in your environment.

To learn more or to sign up for a free trial  
visit [www.Sophos.com/MSP](http://www.Sophos.com/MSP)

Sophos delivers industry leading cybersecurity solutions to businesses of all sizes, protecting them in real time from advanced threats such as malware, ransomware, and phishing. With proven next-gen capabilities your business data is secured effectively by products that are powered by artificial intelligence and machine learning.