

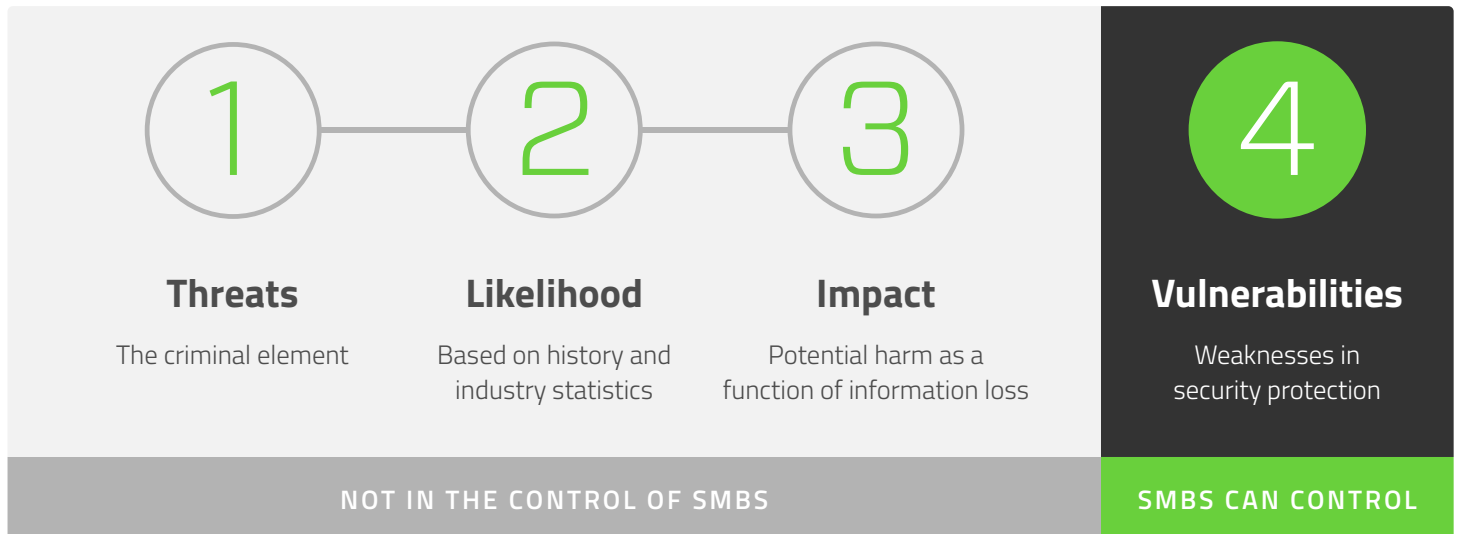
Why do cybercriminals focus on small business?

Small businesses typically don't have the resources to invest in information security the way larger businesses can, so many cybercriminals view them as soft targets¹



How do cybersecurity experts evaluate risk?

Risk is a function of four components:



What are the risk vectors?

The risk vectors can be overt or hidden, and generally include these elements:

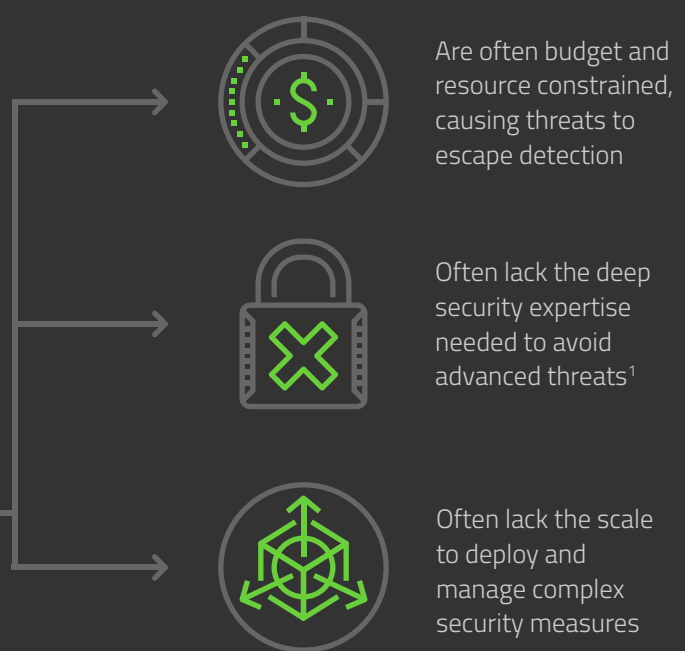


How does Cylance help SMBs control vulnerabilities?

Small and medium sized businesses need enterprise-quality protection that doesn't require enterprise staff to deploy and maintain.

SMBs face the same nefarious cybersecurity threats as enterprises, but:

¹ "Study claims most businesses lack cyber expertise to prevent attacks", Robert Abel, SC Media, February 6, 2018 (<https://www.usmagazine.com/cyber-insurance-company-hiscox-surveyed-4000-organizations-and-rated-them-on-a-cyber-readiness-model-based-on-their-security-posture/article/742434/>)



Cylance offers small business solutions that are:



Simple to deploy

No deep security expertise required to protect endpoints



Easy to manage

Get time back with an intuitive, cloud-based console that requires no signatures or Internet connectivity



Cost-effective

AI based, pre-execution protection saves money operationally



Low in user impact

No daily scans, bogged down performance, or negative end-user impact

Cylance® lets you focus on running your business with the peace of mind that your most important asset – your information – is safe.

Visit cylance.com/roi-analysis to speak with your Cylance sales representative today and see a customized five-minute ROI analysis to understand how your current signature-based antivirus solution compares to CylancePROTECT.®

