

Are you *Really* Protecting Your House?

Presented by: Jason Ernst

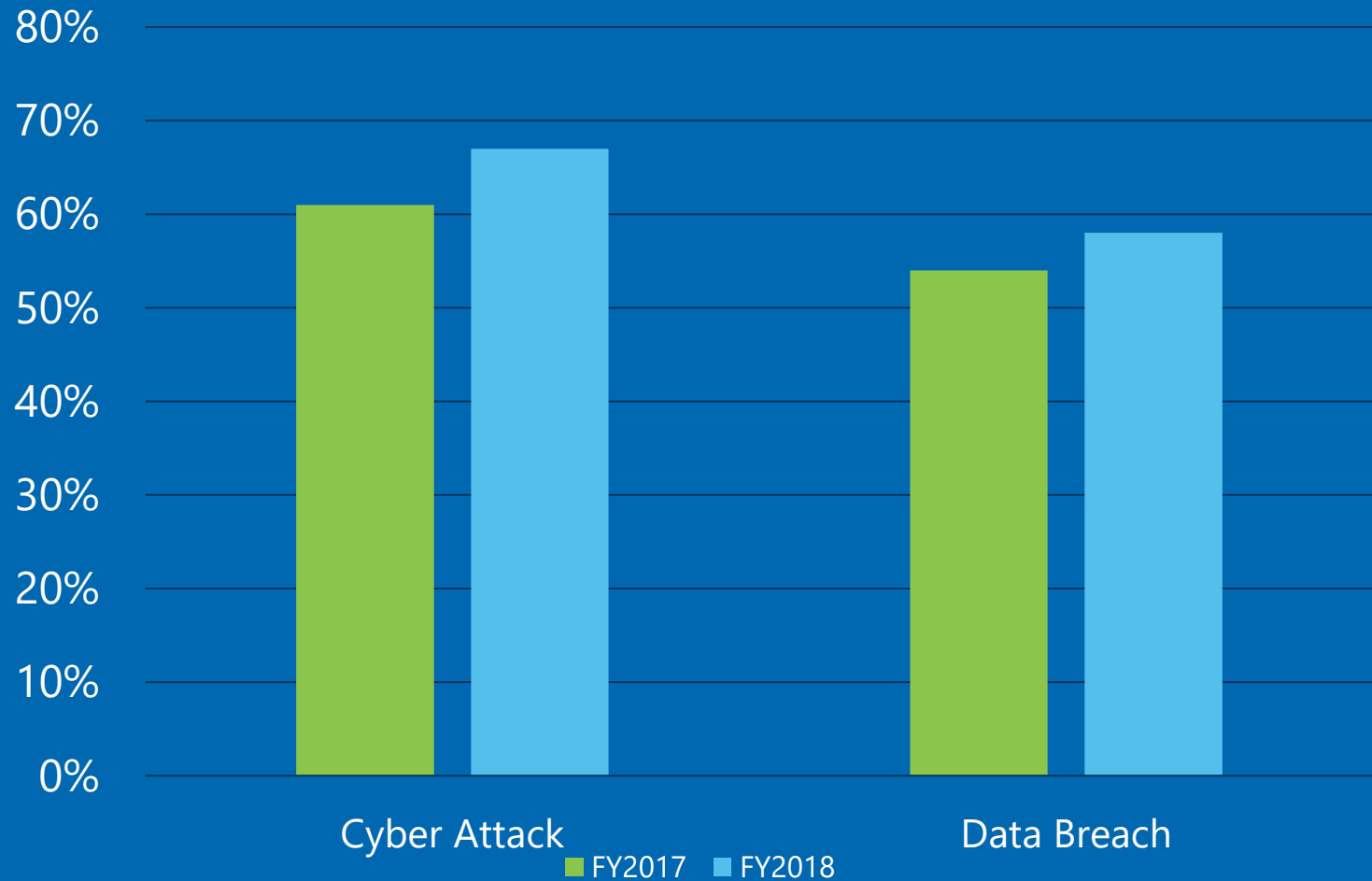
What does it mean to “Protect Your House”?

Why is it important?

Where We Are Today



**SMB Market
represents a target
rich environment
for cyber-attacks
and data breaches**



<https://keepersecurity.com/assets/pdf/Keeper-2018-Ponemon-Report.pdf>

Are you already secure?

Prevention:

Prevents what you *can* stop



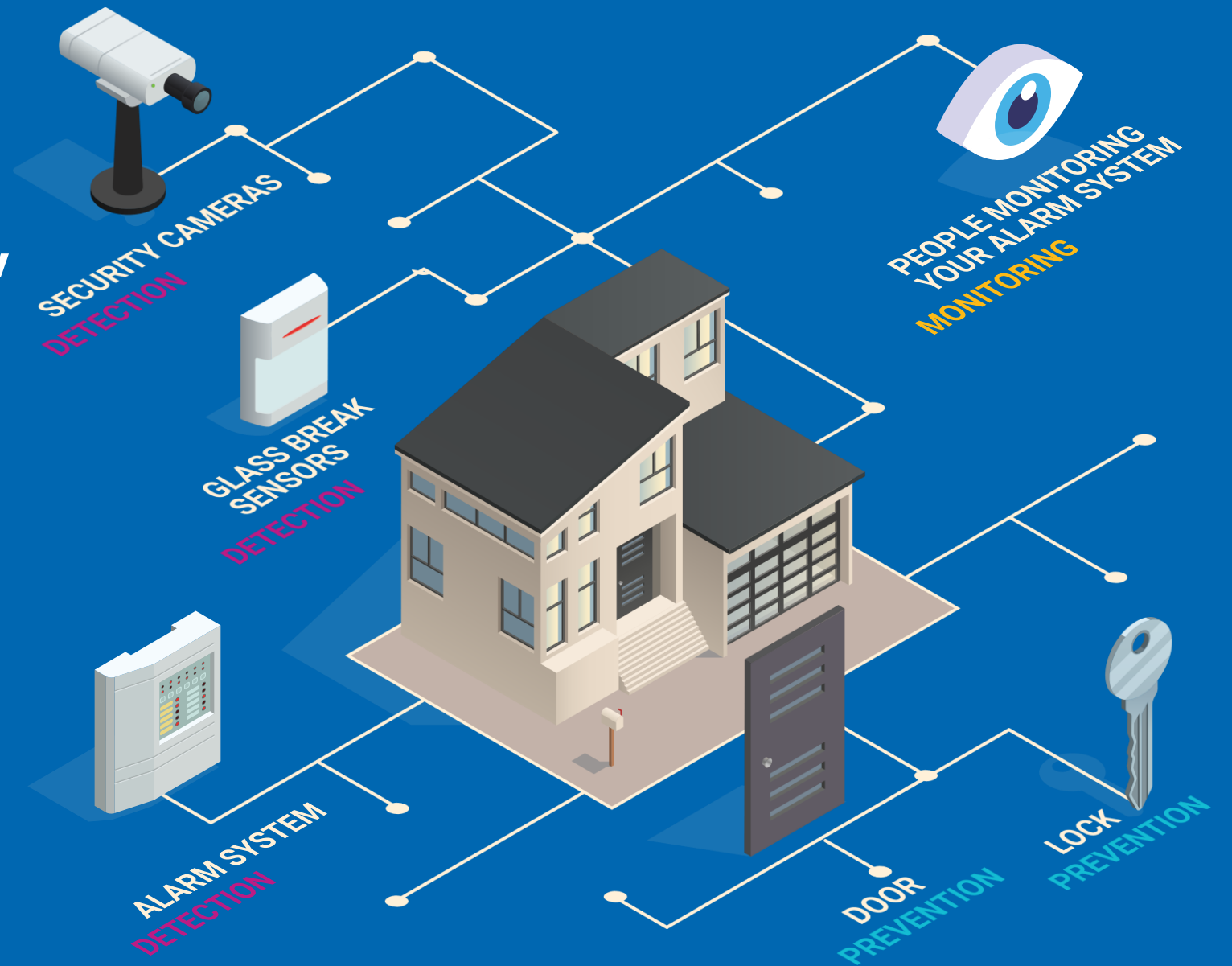
Detection:

Detects what you *can't* stop

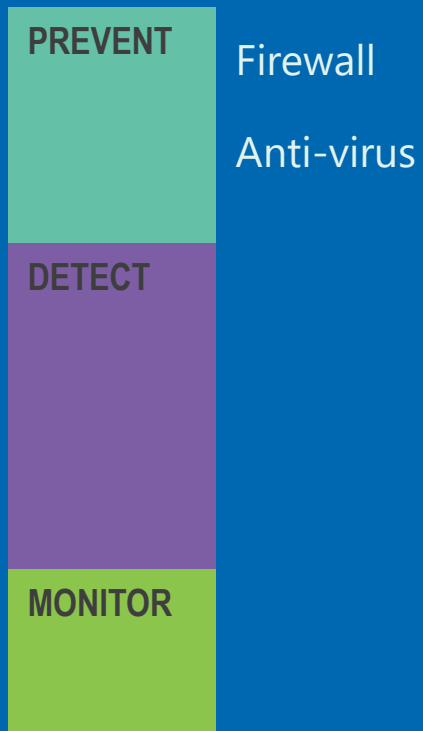


Physical Security at your "House"

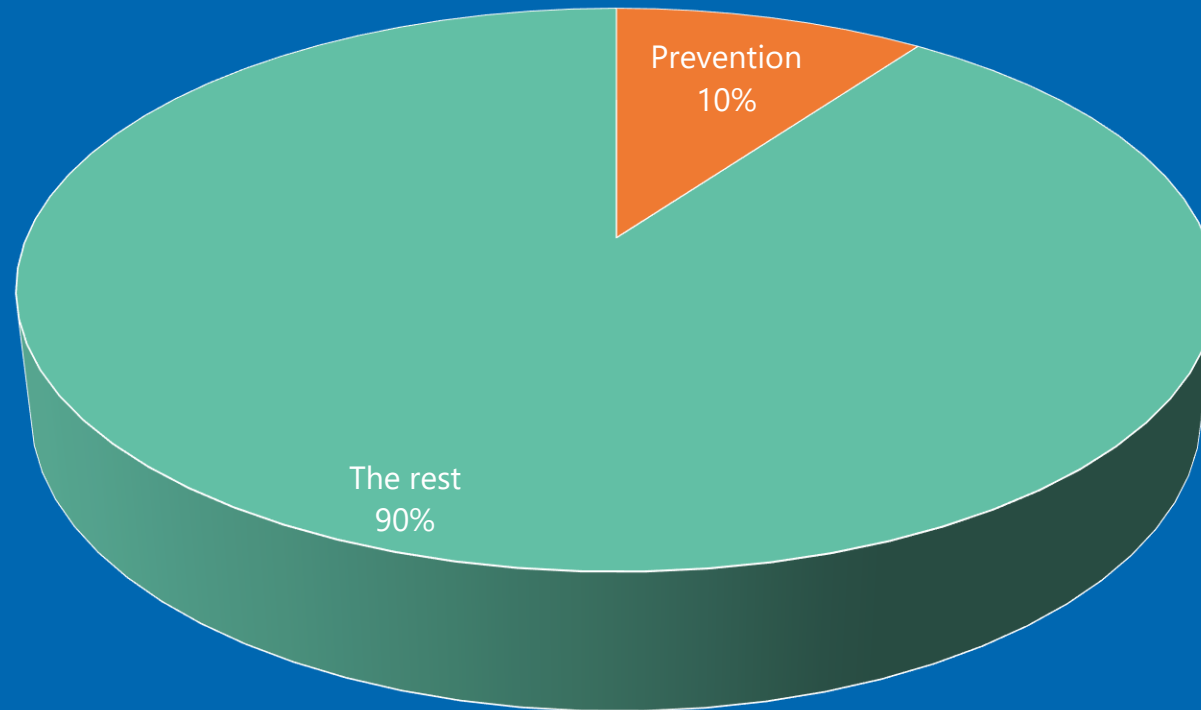
PREVENT	Front Door Lock
DETECT	Glass Break Sensors CCTV Cameras Alarm System
MONITOR	Humans keeping watch



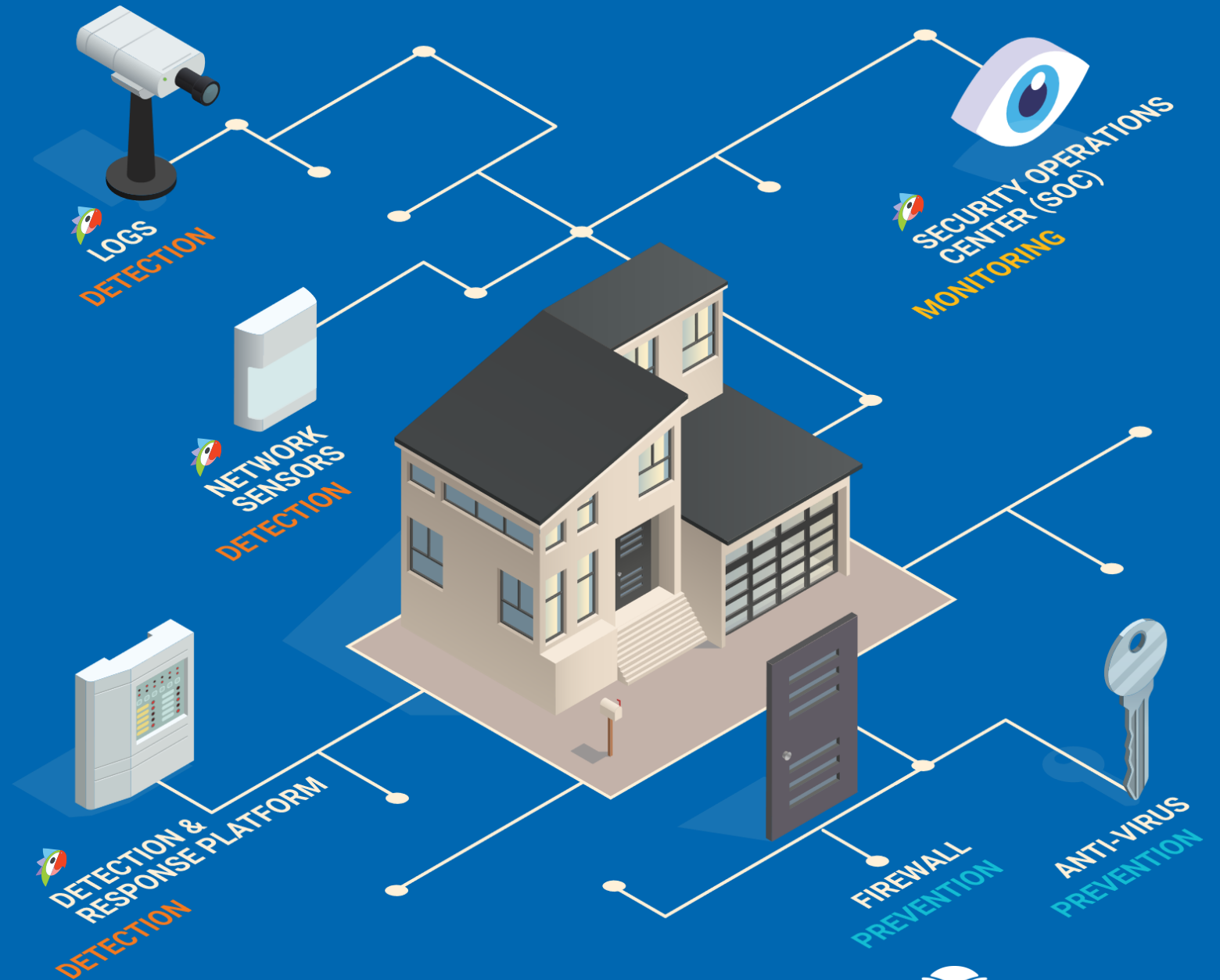
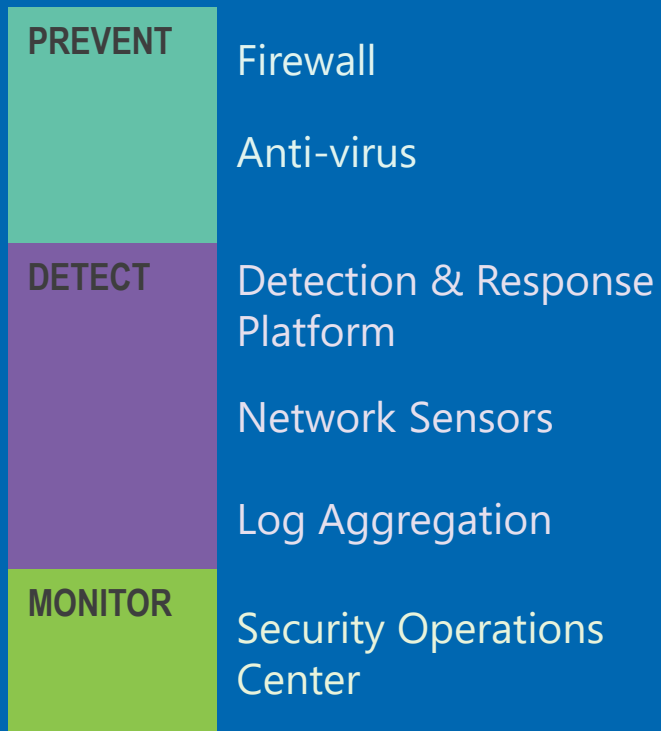
Current Cyber Security at your "House"



The reality: prevention only stops a slice of the threat pie.



Future Cyber Security at Businesses



Building Blocks MSPs Are Failing On



Risk
Assessment



Security Policies &
Procedures



Back-Ups



Endpoint
Protection



Network
Protection



Application &
Cloud Security



Security
Awareness
Training



Cyber Risk
Insurance



Zero-Trust
Mindset

Additional Resources

Cybersecurity Starter Kit

The Birds, the Bees, and the Breaches: Having the Cybersecurity Conversation with Your Customers

How to Have the Conversation with Your Customers and Make Money

Critical Security Risks Threatening SMBs Today

Most SMBs aren't where they need to be when it comes to cybersecurity protection. They don't even know that their business is a prime target of cyberattacks, let alone know what to do about it. So, how can you help them buy into the need for advanced security measures?

It starts with an assessment of their cybersecurity risk posture. By assessing a business's current risk exposure, you can co-create a roadmap to get them from where they are now (thinking too much risk) to where they feel more comfortable (acceptable risk level).

How aware are your customers of these risks?

69%	HAVE NOT created a documented cybersecurity THREATS
66%	HAVE NOT identified a documented cybersecurity VULNERABILITIES
57%	HAVE NOT assessed a relevant threat on CYBERSECURITY
48%	HAVE NOT identified cybersecurity attack TARGETS & METHODS
48%	DO NOT have a RESPONSE PLAN for a cybersecurity incident
43%	DO NOT have a RECOVERY PLAN for a cybersecurity incident

Start assessing yourself and your customers for security risks with a free trial of ConnectWise Identify. ConnectWise.com/TopRisks

ConnectWise Identify

Try Risk Assessment for Free

All Assessments > Company MSP

OVERALL RISK: LOW

IDENTIFY: LOW

PROTECT: LOW

DETECT: LOW

RESPOND: LOW

RECOVER: LOW

RISK MAP

TOP RISK AREAS

- PR.PT-4: Communications and contr... High
- PR.DS-3: Assets are formally manag... High
- PR.PT-3: Access to systems and ... Medium
- PR.AC-2: Physical access to asse... Medium
- PR.AC-3: Remote access is managed Low

PROTECT - PR.PT-4: COMMUNICATIONS AND CONTROL NETWORKS ARE PROTECTED

Q: Are you using a firewall between your internal network and the internet?

A: No

ConnectWise.com/Identify

ConnectWise.com/SecurityPartnerKit

