

# How Can SMBs Stay Ahead of Cybersecurity Threats?

Struggling to stay on top of your security? You're not alone. 23% of small businesses describe cybersecurity as one of the top 5 biggest threats they currently face.<sup>1</sup>

With tighter funds and fewer IT resources, small- and mid-sized businesses are increasingly vulnerable to successful attacks.

43% experienced at least one cyberattack in the last year.<sup>2</sup>

# **Top offenders:**<sup>3</sup>





Median intruder dwell time **28 days** 





Median intruder dwell time **38 days** 

Average ransom paid in 2021



**Increase over 2020** 144%



## **Top access** vectors in 77% of intrusions:<sup>4</sup>



Phishing



Software vulnerabilities



**Brute-force** credential attacks (focused primarily on remote desktop protocol)

### 7 most targeted

Finance



## So, what's the solution for achieving big-time security as a small business?

#### ONE PART TECHNOLOGY

**95%** of common file and web threats can be prevented with machine learning-powered next-generation firewalls.<sup>6</sup>

#### What to Look for in a NGFW

- Prevents malicious activity concealed in encrypted traffic.
- Offers centralized management and visibility.
- Automates policy recommendations that save time and reduce the chance of human error.
- Enables consistent performance when security subscriptions are enabled.

**TIP:** Maximize ROI and prevent firewall disruption with AlOps.

#### ONE PART PEOPLE

#### How to Build a Human Firewall

#### **95%** of cybersecurity issues can be traced to human error.<sup>7</sup>

- Educate employees and customers on the latest attack trends.
- Do regular phishing tests.
- Incentivize employees using gamification.
- Establish a framework for effective patch management.

#### ONE PART STRATEGY

**72%** of cybersecurity professionals have already adopted—or plan to adopt—a Zero Trust security model to reduce the attack surface and prevent threats.<sup>8</sup>

### Why Zero Trust

- Better security outcomes.
- Simplified infrastructure.
- Lower operational costs.

#### Sources:

- 1-2. QuickBooks-commissioned survey of 2,031 small businesses throughout the U.S., March 2022
- 3-5. Palo Alto Networks: 2022 Unit 42 Network Threat Trends Research Report
- 6. Palo Alto Networks: Inside PAN-OS–World's First ML-Powered NGFW Shifts the Cybersecurity Paradigm
- 7. World Economic Forum Global Risks Report, 2022
- 8. Statista: Zero Trust IT Model Adoption
- 9. Forrester Total Economic Impact<sup>™</sup> Report, CDSS Spotlight, 2021

\*This third-party validation testing report provides details on performance comparisons between Palo Alto Networks PA-5400 and PA-3400 Series Firewalls against Fortinet's FortiGate (FG) FG-1801F, FG-2601F, and FG-4201F.



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