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March 3-6 ✦ 2024 **MGM Grand ✦ Vegas**

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Driving
TRANSACTIONS

Cybersecurity: Protecting Your Business, Customer Data, and Personal Information

*Speaker:
Rick Snyder of SensCy Inc.*

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**COMPLETE FINANCIAL
MANAGEMENT PROGRAM**

**DRIVING
FINANCIAL SUCCESS**

"YOUR BLUEPRINT FOR GROWTH AND PROFITABILITY"

Driving
TRANSACTIONS

Grow, Borrow, Buy or Sell

Money Back Guarantee
\$500 OFF Show Special

Course Objectives:

- 1. Increase Profitable Revenue**
- 2. Improve Annual Net Profits**
- 3. Maximize Owner W-2 Income**
- 4. Increase the Value of Your Business**

Complete Program Includes:

- ✓ ***Financial Reporting Online Course for You and Your Staff***
- ✓ ***Downloadable Financial Reporting Course Workbook***
- ✓ ***Downloadable Industry Chart of Accounts Template***
- ✓ ***Downloadable Industry Tailored Profit and Loss Template***
- ✓ ***One-on-One Implementation Strategy Sessions***



***Cybersecurity:
Protecting Your Business, Customer Data,
and Personal Information***

**Rick Snyder
March 3, 2024**

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Perception vs. Reality of Cybersecurity

- **Small and Midsized Organizations' (SMOs) View**
 - Hard to understand or think it's too technical/nerdy
 - Not a top priority so it is often ignored
 - Belief in being a small fish in a big sea
- **Reality**
 - Cybercriminals love small fish
 - Consequences of successful attacks are devastating
 - Threshold question – Ignorance vs. Action!

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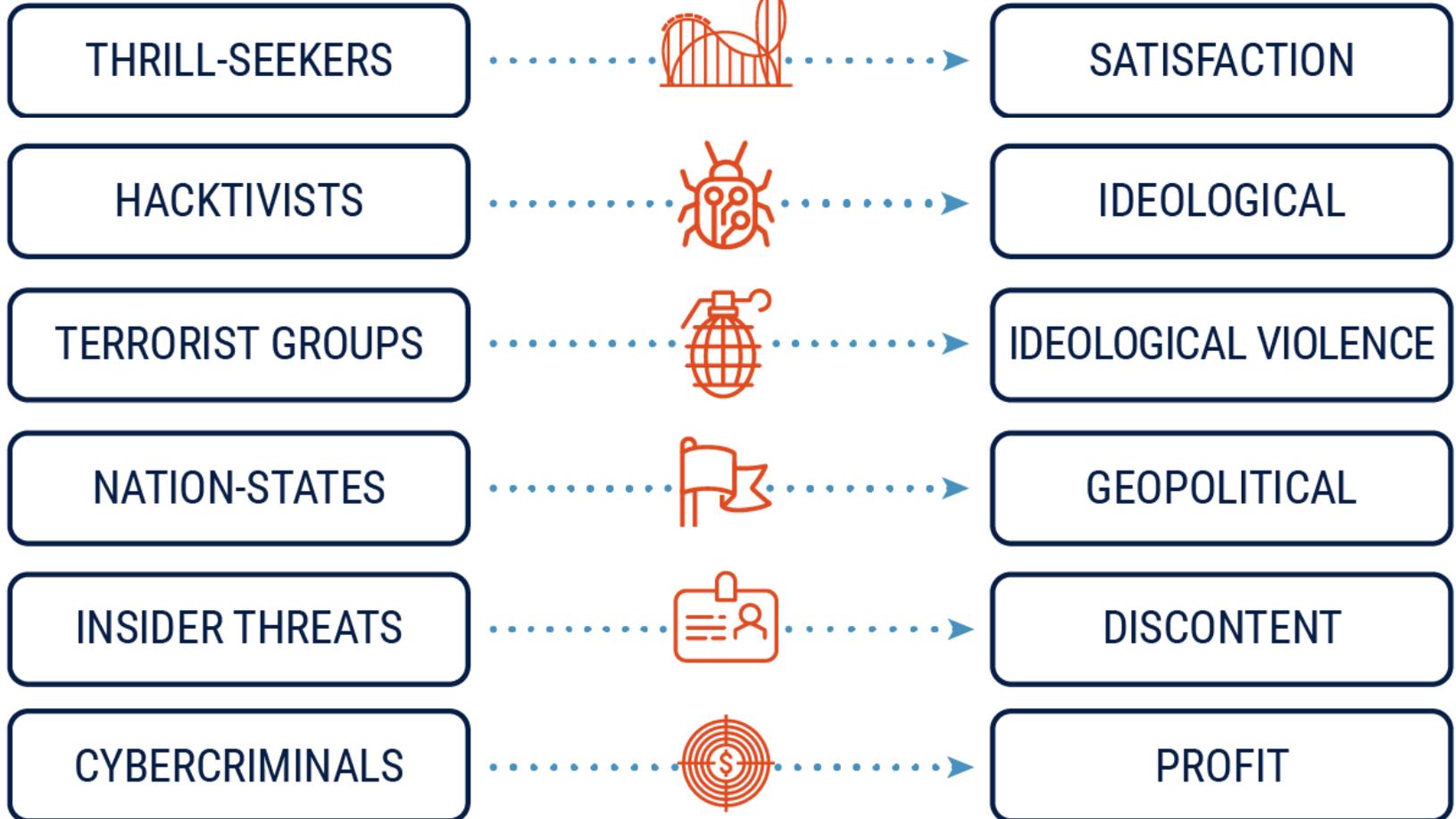




Threat Actors

CYBER THREAT ACTOR

MOTIVATION





Cyberattack Metrics

- **Likelihood:**
 - 54% of SMOs believe they are too small to be targeted
 - 47% of SMOs have no idea on how to protect themselves
 - 43% of attacks are directed at SMOs
 - 82% of ransomware attacks involve <1000 employee companies
- **Consequences:**
 - \$383,365 – avg. cost of a compromised email attack
 - 23% – avg. loss of revenue in the year after attack
- **Outlook:**
 - 424% increase in SMO attacks in 2023



This is what you want to avoid!



Wana Decrypt0r 2.0 English



Payment will be raised on
5/15/2017 16:32:52

Time Left
02: 23: 59: 49

Your files will be lost on
5/19/2017 16:32:52

Time Left
06: 23: 59: 49

What Happened to My Computer?

Your important files are encrypted. Many of your documents, photos, videos, databases and other files are no longer accessible because they have been encrypted. Maybe you are busy looking for a way to recover your files, but do not waste your time. Nobody can recover your files without our decryption service.

Can I Recover My Files?

Sure. We guarantee that you can recover all your files safely and easily. But you have not so enough time. You can decrypt some of your files for free. Try now by clicking <Decrypt>. But if you want to decrypt all your files, you need to pay. You only have 3 days to submit the payment. After that the price will be doubled. Also, if you don't pay in 7 days, you won't be able to recover your files forever. We will have free events for users who are so poor that they couldn't pay in 6 months.

How Do I Pay?

Payment is accepted in Bitcoin only. For more information, click <About bitcoin>. Please check the current price of Bitcoin and buy some bitcoins. For more information, click <How to buy bitcoins>. And send the correct amount to the address specified in this window. After your payment, click <Check Payment>. Best time to check: 9:00am - 11:00am CMT from Monday to Friday.

[About bitcoin](#)
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[Contact Us](#)

 **bitcoin**
ACCEPTED HERE

Send \$300 worth of bitcoin to this address:



Key Question Quiz

1. Are your employees trained on cybersecurity policies?
2. Do you have an inventory of your hardware and software?
3. Do you have a complex password policy?

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Key Question Quiz

1. Are your employees trained on cybersecurity policies?
 - Yes – 30%; No – 66%; DK – 4%
2. Do you have an inventory of your hardware and software?
 - Yes – 39%; No – 10%; DK – 51%
3. Do you have a complex password policy?
 - Yes – 65%; No – 32%; DK – 3%
 - Only 13% say they provide a password keeper



Key Question Quiz

4. Do you conduct employee cybersecurity awareness training?

5. Do you conduct employee phishing exercises?

6. Do you conduct cyberhealth briefings for leadership?

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Key Question Quiz

4. Do you conduct employee cybersecurity awareness training?
 - Yes – 51% (only 31% quarterly or more); No – 49%
 - Free employee benefit vs. new burden

5. Do you conduct employee phishing exercises?
 - Yes – 45% (only 34% quarterly or more); No – 55%

6. Do you conduct cyberhealth briefings for leadership?
 - Yes – 34%; No – 66%



Key Question Quiz

7. Do you have multifactor authentication for email access?

8. Do you have endpoint protection?

9. Do you require a Virtual Private Network outside the office?

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Key Question Quiz

7. Do you have multifactor authentication for email access?

- Yes – 58%; No – 40%; DK – 2%

8. Do you have endpoint protection?

- Yes – 52%; No – 39%; DK – 9%

9. Do you require a Virtual Private Network outside the office?

- Yes – 35%; No – 55%; DK – 10%
- Are you using a VPN while you are at this conference?



Key Question Quiz

10. Do you have an Incident Response Plan?

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Key Question Quiz

10. Do you have an Incident Response Plan?

- Yes – 36%; No – 59%; DK – 5%
- Only 19% ensure an annual update to their plan

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Key Question Quiz Results

Ten Questions

Your Score:

9 or 10 – **Good**

7 or 8 – **Improving**

6 or less – **Poor**

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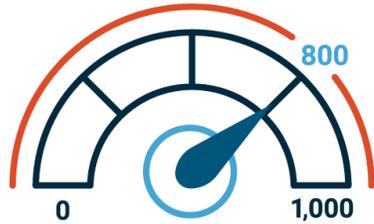


Other Key Items

- **Patching** – have automatic on; double check
- **Threat Feed Monitoring** – 82 sent to our clients in 2023
 - Microsoft, Google, Apple were the leaders
- **Firewall**
- **Vulnerability Scanning** - frequency
 - External; Internal; Dark web monitoring
- **Back Ups** – frequency; tested
- **Penetration Testing**
- **Cybersecurity Insurance** - Yes – 61%; No – 27%; DK – 12%
 - Ransomware insurance - Yes – 31%; No – 35%; DK – 34%



Help mitigate your risk of a cyberattack – uncover your SensCy Score™



- Is a great tool to help determine your overall cyberhealth.
- The score considers preparedness, defenses, detection, response, and recovery.
- 39 questions collect over 100 data points.
- Quick, easy, free. Guided or unguided, takes less than 30 minutes
- Like a credit score, the score is on a scale from 0 to 1000.
- An organization should strive for a score of 800 or more.

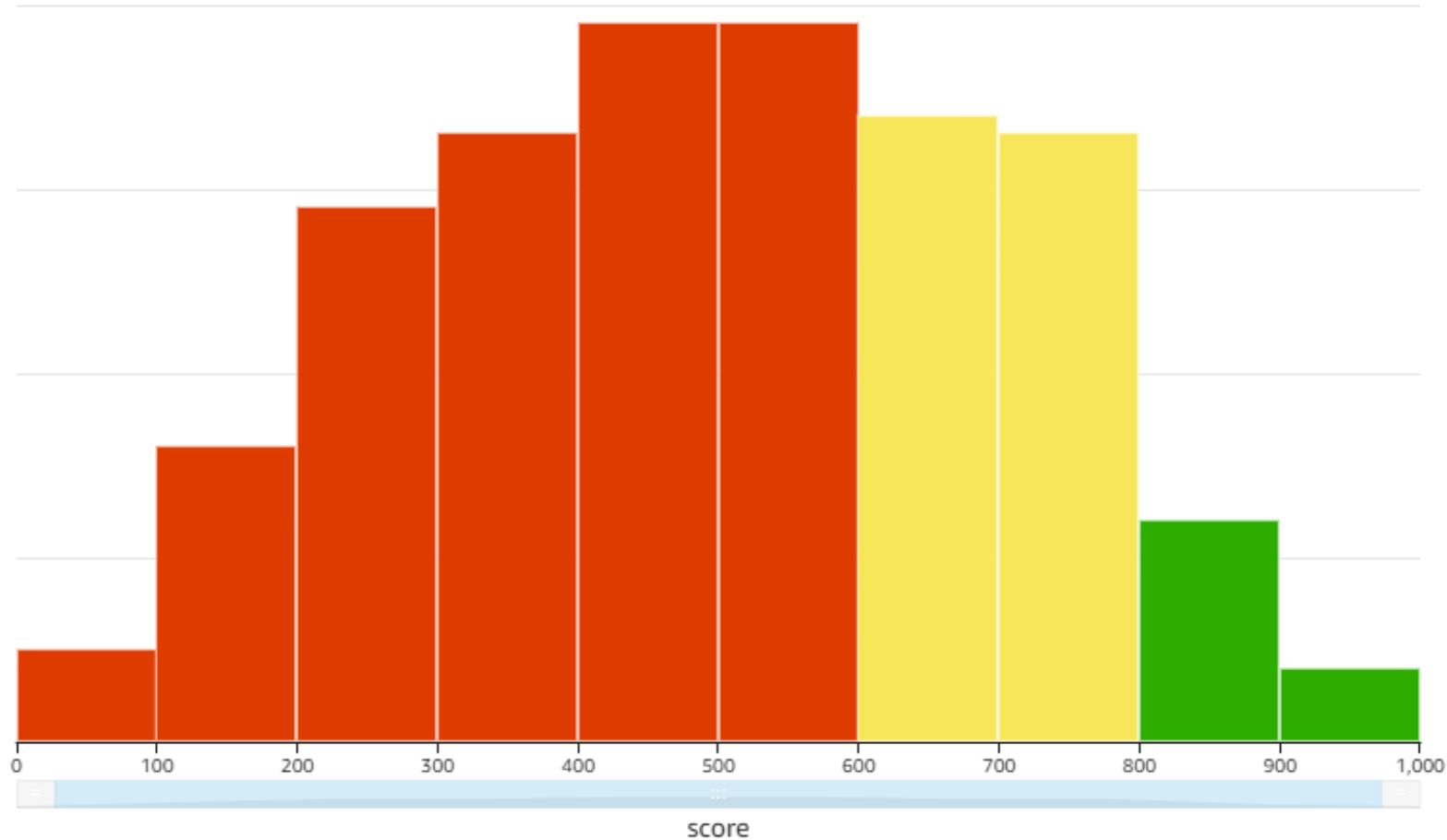


To schedule your SensCy Score™ please scan the QR code or visit our website at senscy.com/senscy-score.



Distribution of SensCy Scores

Distribution of Cyber Health Scores



Overall Summary

Good: 6%

Improving: 17%

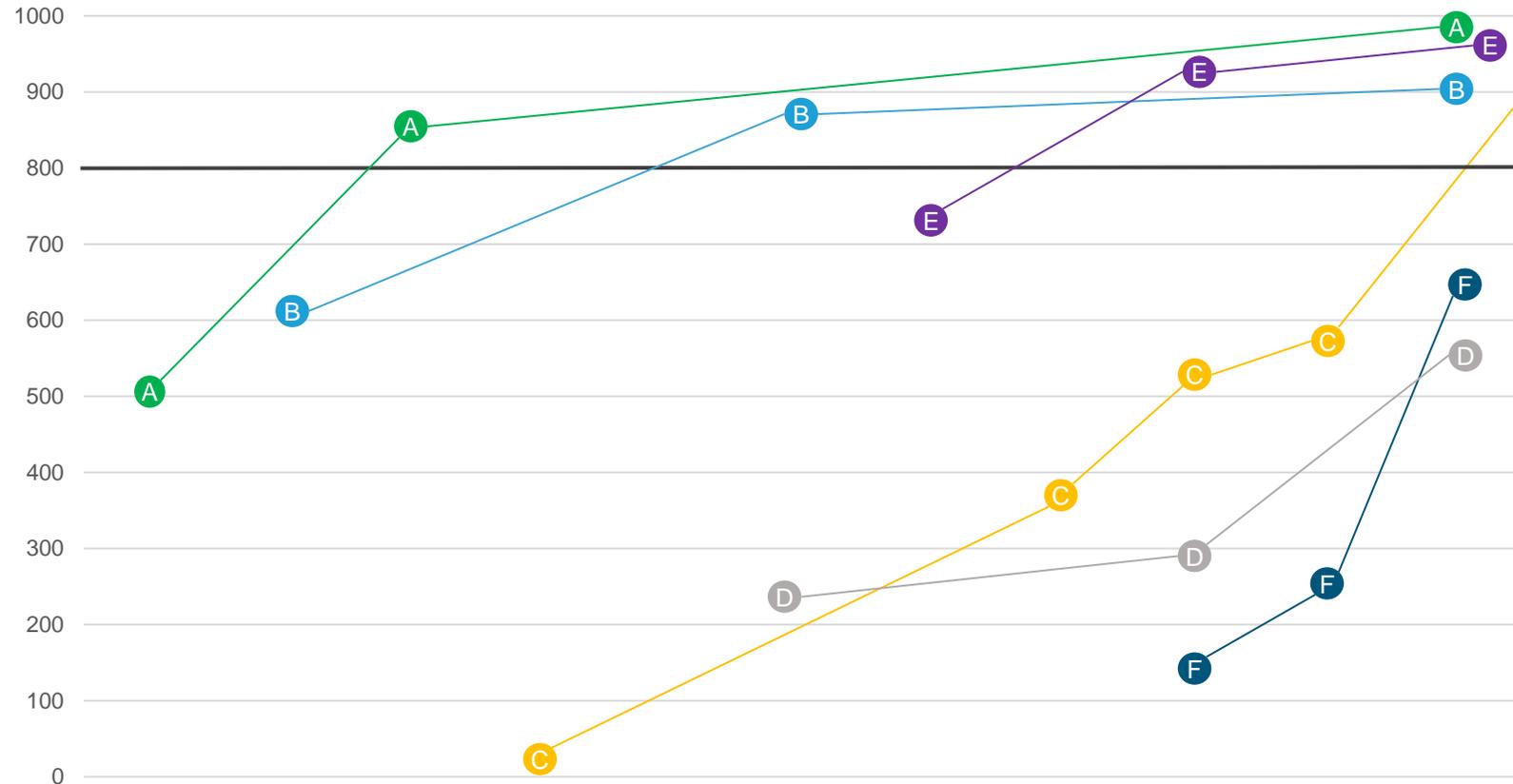
Poor: 77%

Average: 488



An Active Culture Makes a Big Difference

The chart below shows how our solution has improved the cyberhealth (i.e., SensCy Score) for a representative sample of our clients across various industries.





Cost vs. Benefit Analysis of Action vs. Inaction

Cost of a Cyberhealth Plan

- Cybersecurity support
 - Professional assistance
 - Tools
- Time commitment
 - Key internal personnel
 - All online employees
- Insurance cost
- **Total cost: \$10,000-\$30,000**

Added Benefits: Sleep; Focus

Cost of a Successful Attack

- Loss of calendar and scheduling
- Loss of contacts, including billing info
- Loss of clients' information
- Loss of records, including financial info
- Loss of clients' trust; damage to brand
- Notification requirements; potential protection assistance; possible fines
- Potential class-action lawsuit
- Loss of focus
- **Total cost: \$300,000 - \$1mm+**



- **Cybersecurity risks are only going to grow**
- **Chronic condition with no cure**
- **Be responsible, be safer, you can sleep better!**
- **Make cybersecurity an active part of your culture!**

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The Trusted Guide to Sensible Cyber
For Small and Medium size Organizations

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Thank you for joining us!

Let us know how we did

Scan the QR code to complete a short survey



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