



# EMPOWERING BUSINESSES WITH A COMPREHENSIVE UNDERSTANDING OF CYBERSECURITY RISK MANAGEMENT



GIVEN THE RAPIDLY EVOLVING CYBER LANDSCAPE OF TODAY, MODERN BUSINESSES NEED TO BE MORE PROACTIVE IN ADDRESSING THEIR CYBERSECURITY VULNERABILITIES.



69%

Nearly 69% of data breaches were perpetrated by outsiders with 34% also involving internal actors.<sup>1</sup>



56%

56% of breaches took months or longer for the organization to discover.<sup>2</sup>

## YOUR BUSINESS COULD BE THE NEXT TARGET

Cybercrime will be the biggest challenge that the world will face in the next two decades.



\$6 Trillion

It has been projected that by 2021, the damages caused by cybercrime would have reached \$6 trillion annually.<sup>3</sup>

THAT SAID, IT IS NO LONGER A MATTER OF **IF** YOU WILL EXPERIENCE A CYBERSECURITY INCIDENT OR A BREACH, BUT **WHEN**.

## SIMPLIFY YOUR CYBERSECURITY WITH NIST CSF

The National Institute of Standards and Technology (NIST) has developed a framework called the Cybersecurity Framework (CSF) for the purpose of streamlining cybersecurity for private-sector businesses.

NIST CSF is essentially a set of voluntary standards, best practices, and recommendations designed to help businesses be better prepared for preventing, identifying, detecting, responding to, and recovering from cyberattacks.

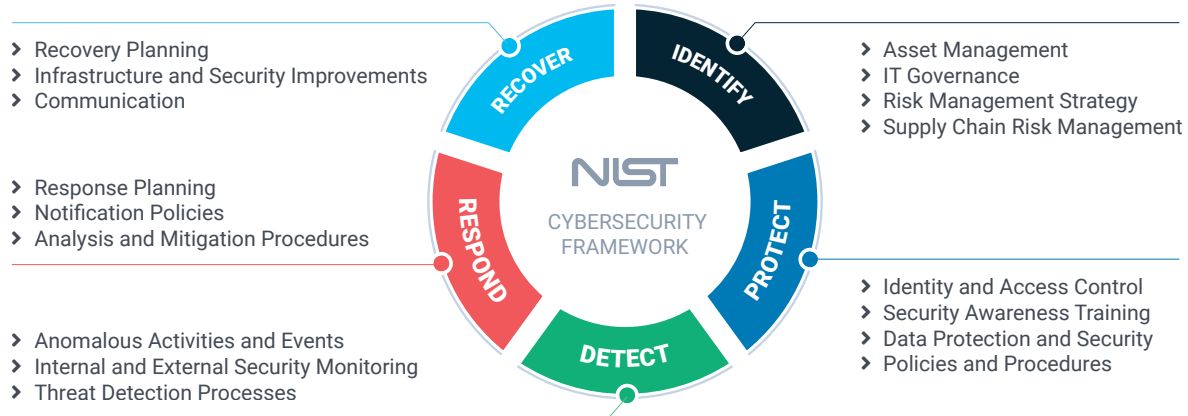


<sup>1,2</sup> 2019 Data Breach Investigations Report, Verizon

<sup>3</sup> Cybersecurity Ventures Official Annual Cybercrime Report

## THE NIST CSF BEST PRACTICES

The NIST CSF is comprised of five critical functions or best practices that are also referred to as the Framework Core. These functions are designed concurrently to represent a complete security lifecycle and are imperative for a well-rounded security posture and successful handling of cybersecurity threats.



 **279** Days

It can take nearly 279 days to identify and contain a security breach.<sup>4</sup>

WITH NIST CSF IN PLACE, YOU WOULD BE ABLE TO NOT ONLY BLOCK A POTENTIAL THREAT BUT ALSO DETECT, RESPOND AND RECOVER FROM AN INCIDENT MUCH SOONER, SIGNIFICANTLY DIMINISHING POTENTIAL DAMAGES TO YOUR BUSINESS.

## WHY INVESTING IN NIST COMPLIANCE IS GOOD FOR BUSINESSES

Trust is the fuel that drives business relationships and success. Adding a reputable framework like NIST to your cybersecurity program helps nurture client confidence in your organization and enhance your reputation as a trusted vendor or supplier. It can help you stand out against your competition and generate revenues – not just be a cost or an expense.



## CYBERSECURITY MADE EASY

NIST CSF is not a prescriptive checklist. Since the security requirements of businesses are largely variable, the NIST framework and special publications can be intentionally ambiguous in many areas.

Consider enlisting the support and expertise of a managed service provider that specializes in security and compliance. We can help make implementing and maintaining cybersecurity in your business easy, letting you focus on growth and success.

<sup>4</sup> Cost of a Data Breach Report 2019, IBM Security

**DON'T WAIT. CONTACT US TO START IMPLEMENTING NIST CYBERSECURITY BEST PRACTICES TODAY!**