

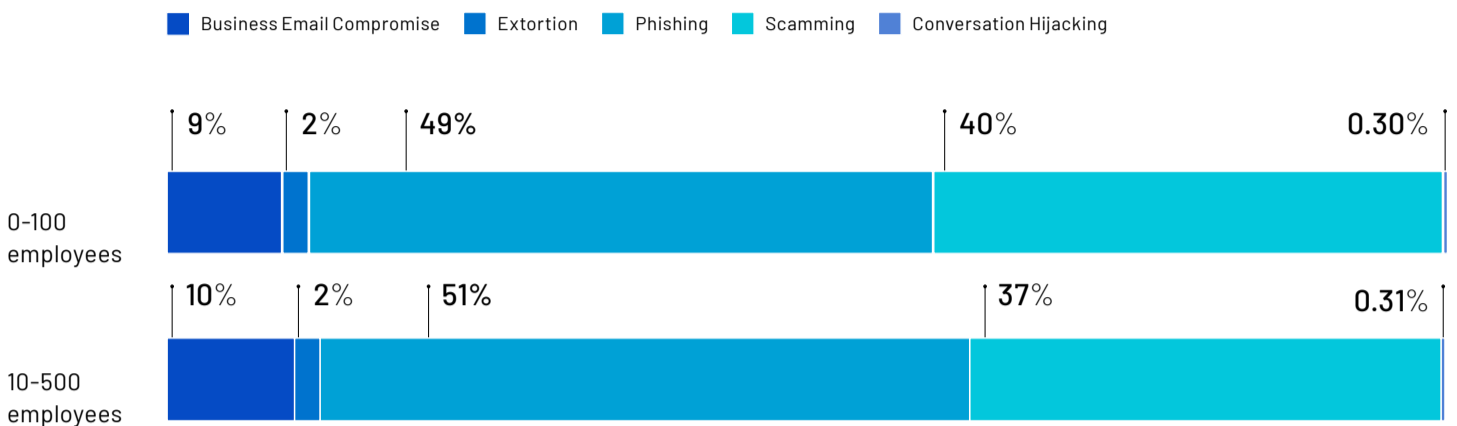
# Cybersecurity

## Understanding the evolving risk landscape

SMBs often fall victim to cyberattacks, with phishing emails, scamming and firewall breaches a constant concern. Almost half (48%) experienced a cybersecurity incident between 2022 and 2023 according to a Sage study. Whether it's down to the shift towards cloud systems, human error or a lack of appropriate training, it appears the cybersecurity strategy of SMBs may not match the level of threat they're facing.

1

### Scamming and phishing remain the key way SMBs are being targeted

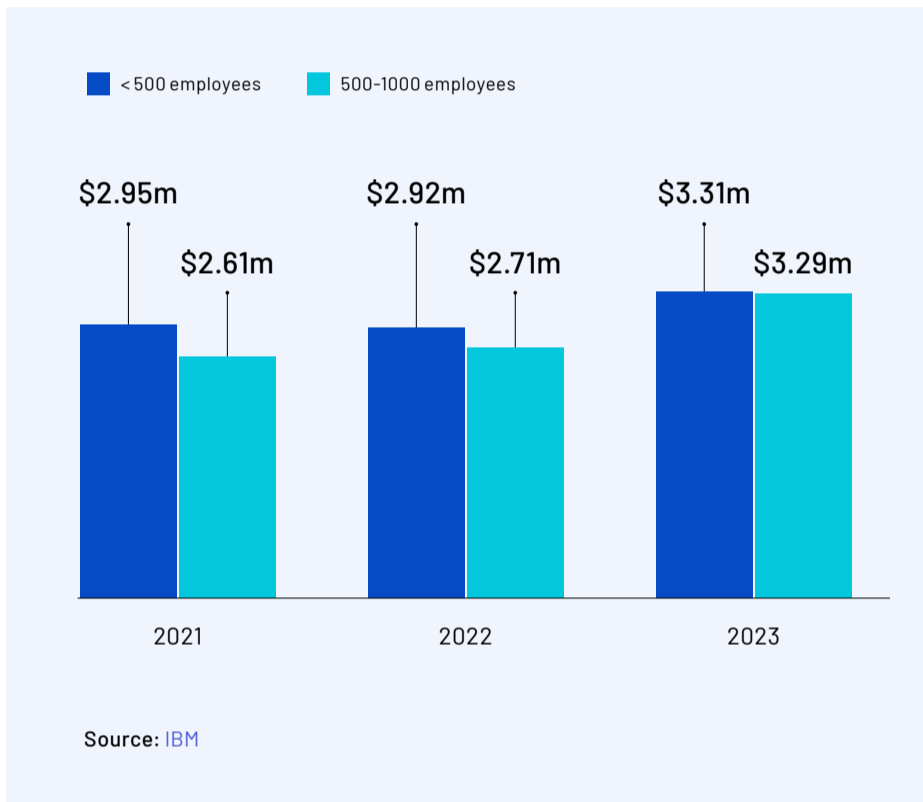


Source: Barracuda

2

### The cost of data breaches is increasing

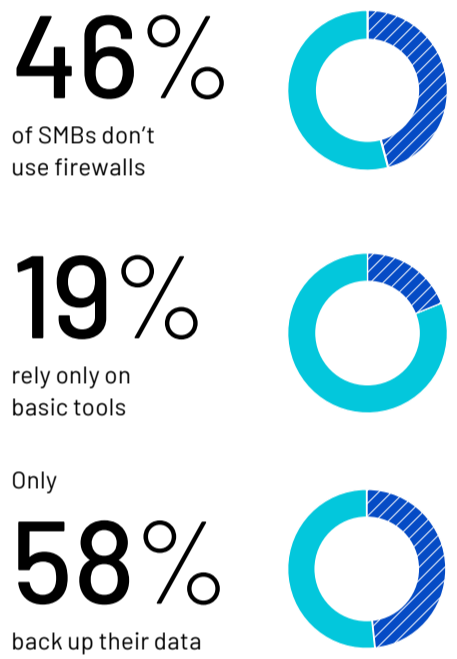
Average cost of data breach



Source: IBM

3

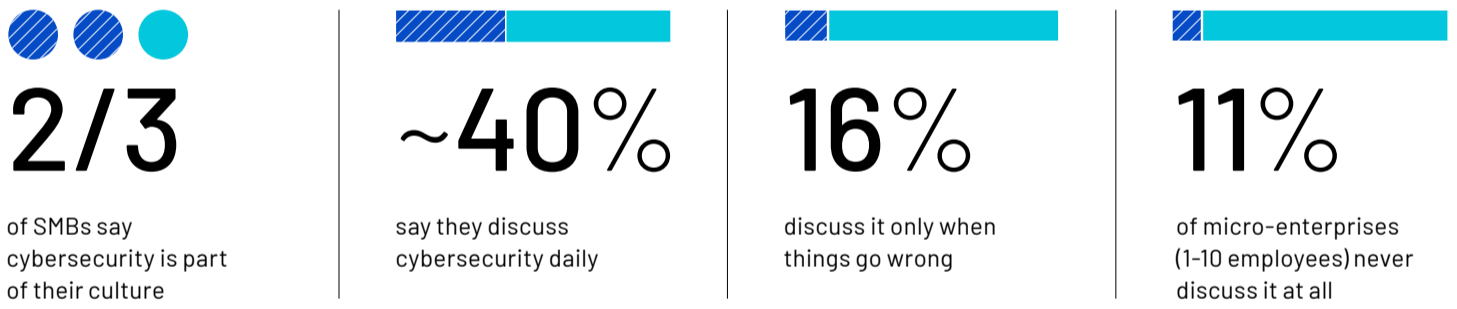
### Yet SMBs still don't have the right protection in place



Source: Sage

4

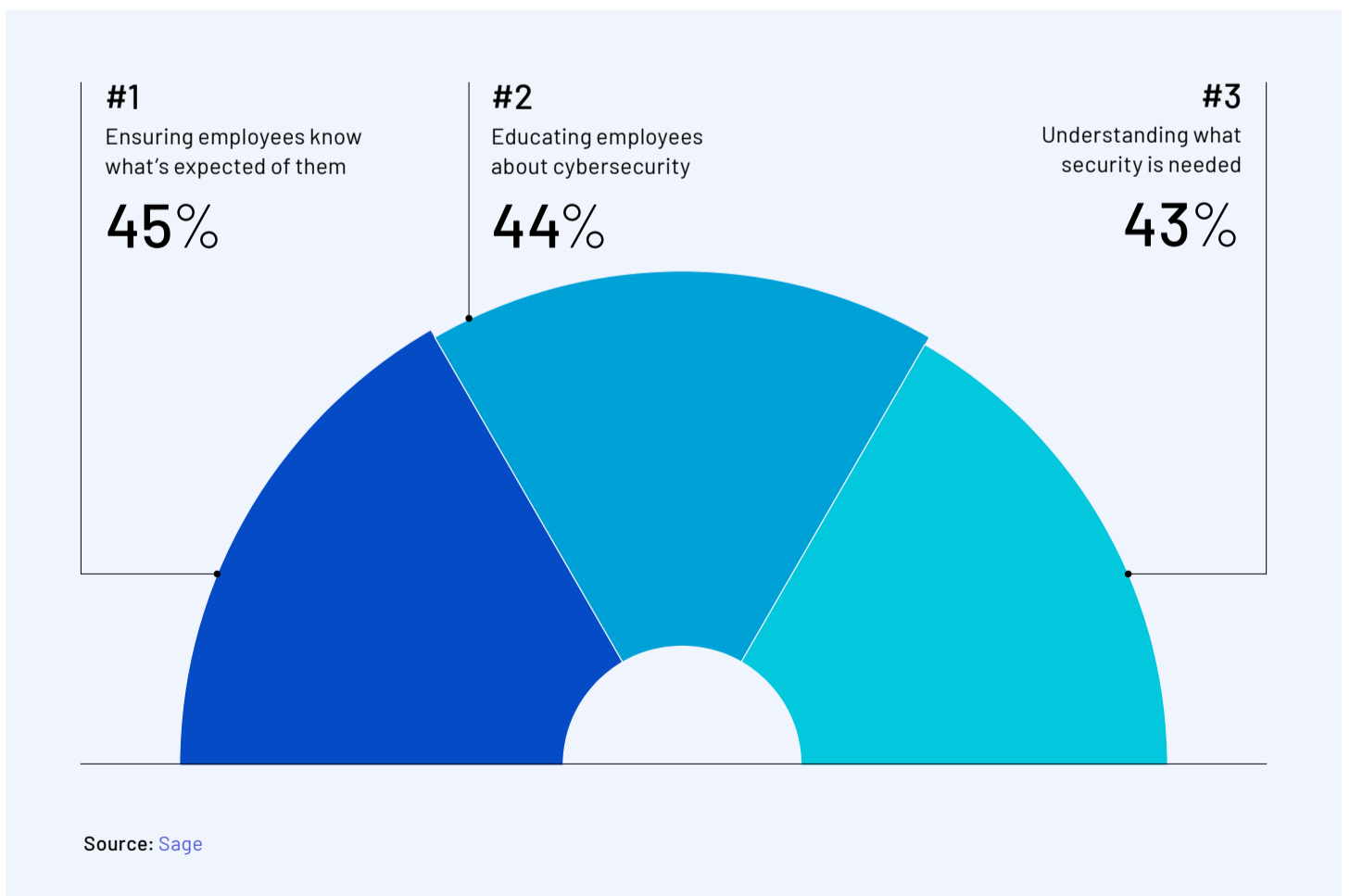
### SMBs want cybersecurity to become part of the culture - yet their actions say differently



Source: Sage

5

### There are 3 key challenges to overcome when it comes to cybersecurity



Source: Sage

Learn more about the state of cybersecurity of SMBs here 