

**MEDA** Spring *2018*  
Conference

# Cybersecurity

## FOR SMALL BUSINESS

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INTERACTIVE

- The 2017 State SMB Cybersecurity report indicates that **61%** of small and medium businesses have experienced a cyber attack in the last 12 months.
- Cyber attacks cost small and medium businesses between **\$84,000** and **\$148,000** on average.
- **60%** of small businesses go out of business within six months of a significant attack.
- **90%** of small business don't use any data protection at all for company and customer information.
- **58%** of SMBs have no password policies, **68%** do not strictly enforce them.

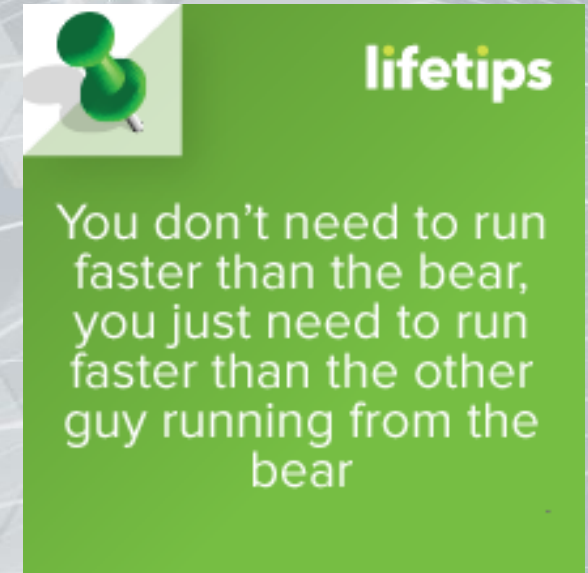
# Cybersecurity

FOR SMALL BUSINESS

What can I do?



- Your business is unlikely to be specifically targeted
- Reasons our business may be targeted
  - You made the news with political or social context
  - You are an easier target than another business with equivalent data value
- More likely a cyber attack will come in the form of
  - Phishing via phone or email
  - Self-Propagating malware
  - Ransomware



### Threats

- Distributed Denial of Service (DDOS)
- Site Hijacking
- Data Breach
- OWASP Top 10
  - Password/Credential Strength & Handling
  - Cross Site Scripting and Injection
  - EOL Software and missing patches

### Mitigation Strategies

- Segregate your core business data from your web presence
  - Use cloud hosts when possible
  - Use a firewall if access is needed
- Vendor Management
  - Vet your software and hosting providers
  - Ask for their policies and certifications
- Verify - It is still your responsibility
  - Use a scanning suite or 3<sup>rd</sup> party accessor

### Threats

- Network Breach
  - Man in the Middle attacks
- Physical Breach
- Viruses & Malware
- Out of date software
- Missing patches

### Mitigation Strategies

- Separate business your network from the public wifi (guest network)
- Employ and internet firewall
- Keep your equipment physically secured
- Apply patches as they become available
- Use anti-virus software
  - Signature Based
  - Behavior Based (0-day threats)

### Threats

- Phishing
- Malware
- Ransomware
- Weak Passwords
- Accidental Disclosure

### Mitigation Strategies

- Create a security policy
- Train your employees how to handle
  - Phishing attempts
  - Suspicious emails
  - Sensitive data
- Enforce your policies
  - Automatically when possible (passwords)
  - Manually when necessary (data handling)
- Maintain a security mindset

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