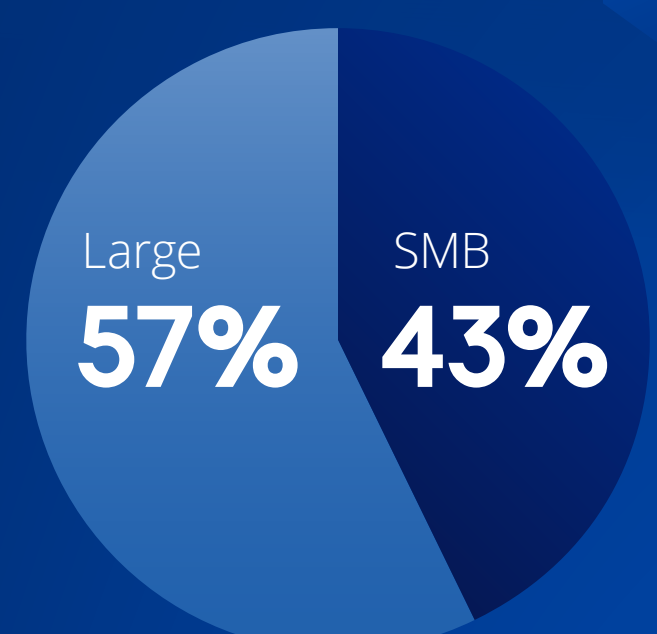


# 2021 SMB Cyberthreat Landscape

Acronis

As a small-to-medium business (SMB), it's easy to think that cyberattacks aren't targeting you the same way they're targeting enterprises – after all, bigger targets lead to bigger paydays, right? Wrong.



## SMBs under attack

Today SMBs are being targeted by cybercriminals at nearly the same rate as larger organizations and the attack vectors cybercriminals employ for enterprises are almost identical to those aimed at SMBs.

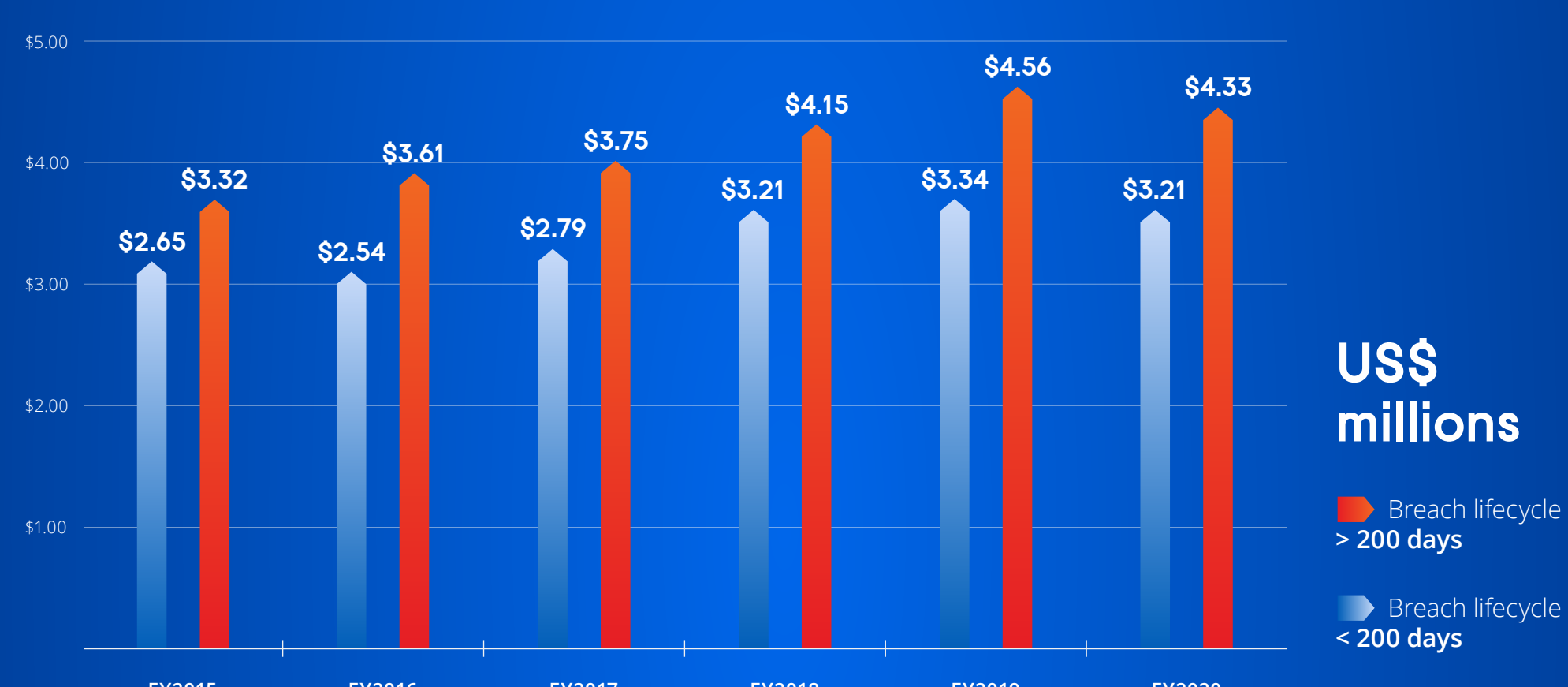
## Facing the same sophisticated cyberthreats



Making matters worse for SMBs, the cost of these cyberattacks has been steadily increasing



The cost of recovering from a cyberattack has grown over time. Longer-lasting data breaches make them even more expensive.



For enterprises, that increased cost is a problem. For SMBs it's a disaster.

### Long recovery times

Managing multiple tools from multiple vendors is complicated and burdensome

SMB organizations with a patchwork of security vendors report longer downtimes

### High recovery costs

Recovering these complex networks requires expertise that's not always available and major time investment

On average, every hour of downtime costs \$250,000

### Disaster

60% of small and mid-sized businesses that are attacked go out of business within six months

## Acronis Cyber Protect

combines data protection and cybersecurity to help detect, prevent, respond to, and recover from modern and emerging cyberthreats.



### Cybersecurity and protection management



Protection management: vulnerability assessments, vulnerability patching, remote desktop, and drive health

### Anti-malware



Full stack, next-generation AI-based protection against malware, URL filtering, with automated backup scanning

### Backup and Recovery



Fast and reliable recovery of your apps, systems, and data on any device, from any incident

SMB organizations gain better protection from the latest cyberthreats – simply and effectively with one, unified solution: Acronis Cyber Protect.

Get cyber protection



#### Sources:

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- <https://www.capita.com/sites/g/files/nginej291/files/2020-08/Ponemon-Global-Cost-of-Data-Breach-Study-2020.pdf>
- <https://www.inc.com/joe-galvin/60-percent-of-small-businesses-fold-within-6-months-of-a-cyber-attack-heres-how-to-protect-yourself.html>
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