Security Meets Simplicity

Cisco makes it easy and cost-effective to protect your business

Here's the Deal

You might think you have "good enough" network security already in place. But deep down, you likely know that your business is vulnerable to cyberattack. These days, a firewall, antivirus software, and even two-factor authentication barely scratch the surface of an effective defense.

Now, before you think, "Security incidents happen to the other guys," remember this – the other companies are saying the exact same thing.

> **Small and mid-sized businesses are hit by 62 percent of all cyber-attacks, about 4,000 per day.[1]**

Re-thinking Security

We understand that there are several reasons why you haven't beefed up your defenses. Time. Money. Staffing. But the truth is, your security risk is real. So, let's address some of the things we hear from many of the SMBs we talk to.

"We're just a small/medium business. Why would anyone bother with us?"

Of course hackers would love to score big companies. And they do. But those companies have resources that make them much harder to crack. Instead, cyber attackers can much more easily infiltrate 10 smaller companies (like yours) and take home a sizable combined haul.

"But our company has nothing of value."

How much would your company pay to regain access to its data so it could continue working – and billing? And do you do business with larger companies that hackers could more easily access via your company? Both scenarios promise more than enough ROI for a hacker to greenlight that attack.

"We don't have the expertise, time or money. We'll just deal with it if it happens."

That stance might make sense today. But would you still hold this perspective if your business was compromised and/or extorted? At that point, the reality and stats are pretty grim.

> **60 percent of small companies are unable to sustain their businesses over six months after a cyberattack.[2]**

A Super Simple Solution

Cisco Simple IT integrates security with network, data center and collaboration to give you one system with one easy interface for all your IT systems. Everything works together without gaps or the need to deal with a million different vendors, platforms and sticky notes. And it's right-sized for SMBs.

Cost-effective. SMB-focused. Flexible. Cisco is all-in on Simple IT and we've put our expertise and capital behind it to make it great.

Security Baked In

We're integrating three of our industry-leading solutions to deliver enterprise-class visibility, protection and management. Simple IT security makes it easier than ever to monitor, manage, and safeguard your network and virtually everything – and everyone – attempting to access it.

Cisco Umbrella

As you probably guessed by the name, Cisco Umbrella extends rich network security just about everywhere. Gain new levels of visibility into internet activity across all locations and users with cloud-delivered network security that protects users on and off the network, anywhere they go, even when not using the VPN. And DNS and IP Layer enforcement blocks malware, phishing, and command-and-control callbacks over any port or protocol.

Cisco AMP

Potential threats sometimes sneak by even the best perimeter security. That's why Cisco Advanced Malware Protection offers real-time malware blocking to prevent breaches (point-in-time). It also continuously analyzes file activity across the extended network to quickly detect and remove (or bounce) sophisticated malware that evaded front-line defenses and got into the network (retrospective security).

Cisco Stealthwatch

This advanced solution gives you visibility across all network conversations, including east-west and north-south traffic, to detect both internal and external threats. Use it to conduct advanced security analytics and obtain in-depth context to detect a wide range of anomalous behaviors that may signify an attack. Plus, accelerate and improve threat detection, incident response, and forensics across the entire network, including encrypted traffic.

The Bottom Line

Cisco has completely changed the way your business should look at security, and all of your IT systems, for that matter. We've made it really easy to secure your network, data, and business.

· No complicated installation or configuration
· Comprehensive security without any gaps
· Easy monitoring and management using one intuitive interface
· No dealing with a bunch of vendors and systems
· Enterprise-level security for a fraction of the price

See How Simple Security Can Be

Visit **https://www.cisco.com/go/smallbizsecurity** to discover how easy it is to protect your network, data and business with enterprise-level security for SMB. It's all seamlessly integrated into Cisco Simple IT.

[1] IBM.
[2] The U.S. National Cyber Security Alliance.