

# CYBERSECURITY FOR SMALL BUSINESS:

OUTSMART THE ATTACKER—FOCUS ON RECOVERY

Cyberattacks Increasingly Target Small Businesses



**43%**

of all cyberattacks  
**TARGET small businesses<sup>1</sup>**



**HALF**

of small businesses have  
been hit with a  
**CYBERATTACK IN THE  
LAST 12 MONTHS<sup>2</sup>**



**41%**

of small businesses say  
cyberattack is their  
**BIGGEST BUSINESS THREAT**

## The New Epidemic: SMALL BUSINESS RANSOMWARE



Ransomware grew

**600%**

in 2016<sup>3</sup>



**TNT**

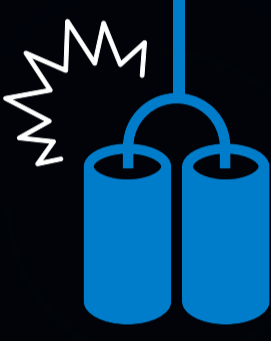


**44%**

of small businesses have  
already been hit  
with ransomware<sup>4</sup>



The Impacts are  
**DEVASTATING**



**2 DAYS**

of downtime<sup>5</sup>



**1 in 3**

report  
LOST REVENUE<sup>6</sup>



Most small businesses ransomware  
payments exceed

**\$2,500<sup>7</sup>**

**\$\$\$**



**SHOP**

**3 in 5**  
small businesses will  
**GO OUT OF BUSINESS**  
within a year of a cyberattack<sup>8</sup>

## DATA LOSS PREVENTION STARTS WITH CLOUD BACKUP

**MORE  
RELIABLE**



Multiple  
redundancies

**MORE  
SECURE**



End-to-end encryption  
& security tools

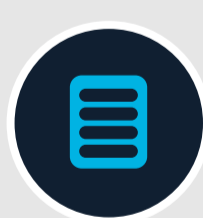
**MORE  
COMPLETE**



Unlimited storage  
covers every file,  
every version—forever

MAKE RECOVERY QUICK AND EASY

**EVERY  
FILE—GUARANTEED**



Automatic,  
continuous  
endpoint  
backup

**TURN BACK  
THE CLOCK**



Point-in-time  
restores

**DO IT  
YOURSELF**



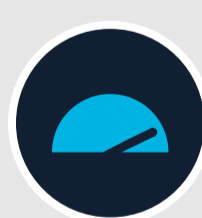
Simple  
self-restore  
capabilities

**ANYTIME,  
ANYWHERE**



Cloud-based  
remote  
restore  
capabilities

**BUILT  
FOR SPEED**



Global deduplication  
at the source  
to speed restores up  
to nine times over

DON'T LET A CYBERATTACK DEVASTATE YOUR BUSINESS

## PROTECT ALL YOUR DATA

**GUARANTEE FAST, COMPLETE RECOVERY**

Never lose your data. Never pay the ransom.  
Mitigate the impact and get back to work sooner.

[Request a Free Trial of CrashPlan](#)

See how automatic backup guarantees business data protection, enables fast recovery and gives you a powerful small business cybersecurity tool.

**CRASHPLAN**  
For Small Business

**CODE42**

1 [www.symantec.com/security-center/threat-report](http://www.symantec.com/security-center/threat-report)  
2 [signup.keepersecurity.com/state-of-smb-cybersecurity-report/](http://signup.keepersecurity.com/state-of-smb-cybersecurity-report/)  
3 [phishme.com/malware-year-in-review-2016/](http://phishme.com/malware-year-in-review-2016/)  
4 <http://www.ponemon.org/fscali/uploads/Files/Ransomware%20Report%20Final%201.pdf>  
5 <http://www.ponemon.com/news-releases/report-identifies-ransoms-biggest-cost-to-be-business-downtime-300236505.html>  
6 [go.malwarebytes.com/OstermanRansomwareSurvey.htm?utm\\_source=blog&utm\\_medium=social](http://go.malwarebytes.com/OstermanRansomwareSurvey.htm?utm_source=blog&utm_medium=social)  
7 <http://www.ponemon.org/fscali/uploads/Files/Ransomware%20Report%20Final%201.pdf>  
8 <http://www.denverpost.com/2016/10/23/small-companies-cyber-attack-out-of-business/>



FOR MORE INFORMATION: [CRASHPLAN.COM](http://CRASHPLAN.COM)

CORPORATE HEADQUARTERS | 100 WASHINGTON AVENUE SOUTH | MINNEAPOLIS, MN 55401 | 612.333.4242 | [CRASHPLAN.COM](http://CRASHPLAN.COM)

CrashPlan for Small Business provides cost-effective, easy-to-use automated cloud backup and recovery to growing organizations around the world. Powered by Code42's technology protecting the critical data of some of the largest global brands, our cloud-based endpoint data security and recovery serves more than 47,000 organizations worldwide. From monitoring endpoint data movement and use, to meeting data privacy regulations, to simply and rapidly recovering from data incidents no matter the cause, Code42 is central to any organization's data security strategy. Code42 is headquartered in Minneapolis, MN. For more information, visit [code42.com](http://code42.com). © 2017