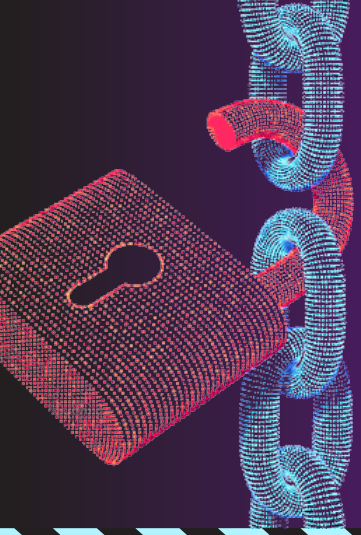


Did you know?

61% of SMBs have been hit by a successful cyberattack in the last year and are also falling victim to repeat attacks, with **87%** stating they had experienced two or more successful attacks in the past **12** months.[1]

Cybersecurity resilience is mandatory. Do you have a plan?

5 cybersecurity imperatives for SMBs

1. Ensure always-on cybersecurity management

The fact:

Small businesses receive the highest rate of targeted malicious emails.[2]

The solution:

SMBs often lack dedicated security teams, but continuous management is the only way to protect against evolving threats.

2. Shore up identity management

The fact:

In 2023, 75% of cloud security failures will result from inadequate management of identities, access, and privileges.[3]

The solution:

Multi-cloud environments require identity management for seamless access and risk management.

3. Tap into the best security talent

The fact:

Cybersecurity is among the top strategically emphasized skills, yet there is a shortage of **3.4 million** cybersecurity experts to support our global economy.[4]

The solution:

As many SMBs lack internal security expertise, consider outsourcing this function for added protection.

4. Prioritize vendor investments

The fact:

40% of "cyber transformers" use third parties or managed services providers to administer cybersecurity operations and address talent shortages, versus 24% of the rest.[5]

The solution:

Too many vendors doing too many things is often a recipe for disaster, so SMBs must prioritize vendors that best align with their needs and values.

5. Take a layered approach

The fact:

73% of SMBs report that security is their organization's second biggest cloud challenge, after managing cloud spend.[6]

The solution:

SMBs may not have the budget for comprehensive security solutions all at once. Start with basic protections and gradually add layers to strengthen over time.

For more information on cybersecurity, learn how Ricoh can help protect your business through a layered approach.

[1] BlackFog. New BlackFog research: 61% of SMBs were victims of a cyberattack in the last year. June 13, 2023.
[2] Barracuda. Spear-phishing report: Social engineering and growing complexity of attacks. March 16, 2022.
[3] National Security Alliance. Top 10 Security Issues in Enterprise Cloud Computing. May 23, 2022.
[4] World Economic Forum. The cybersecurity skills gap is a real threat — here's how to address it. May 2, 2023.
[5] Accenture. How cybersecurity boosts enterprise reinvention to drive business resilience: State of Cybersecurity Resilience 2023.
[6] Flexera. 2023 State of the Cloud Report.

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