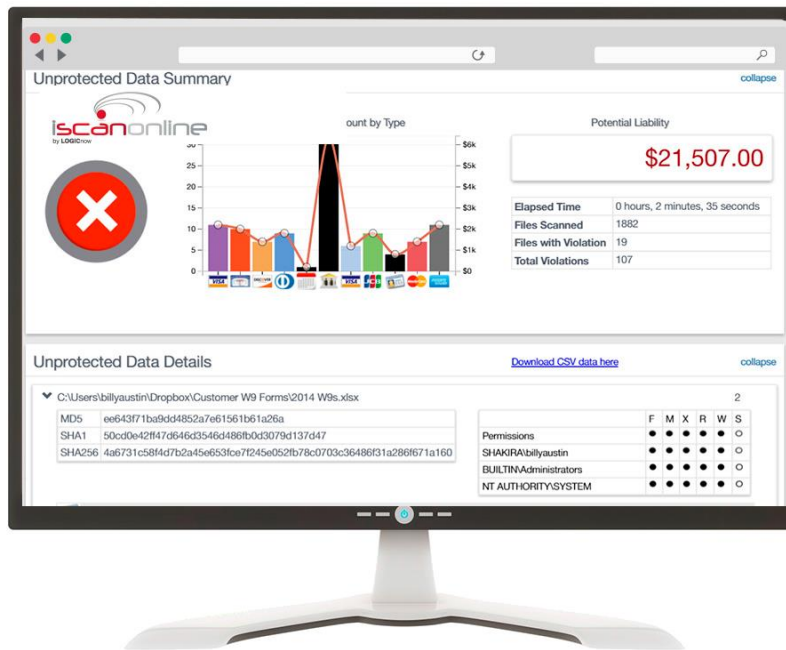


Invest in Intelligence: Calculate the real-time risk of a data breach in dollars



Business owners and their end users need to understand that Data-at-Rest is Data-at-Risk

Today, the cost of doing business involves transacting with and often storing sensitive employee and customer data (data-at-rest). Besides the regulatory requirements to protect personally identifiable information (PII) and payment data, there's a significant cost to SMBs for each record that is stolen in a data breach. At the same time, cyber-attacks are rapidly growing in frequency and sophistication, and 60% of them are targeted at small- and medium-sized businesses.¹

Information like social security and driver's license numbers, date of birth records and credit card or bank account information have value to hackers, and pose a financial risk to the business that loses it. Until now, businesses without the resources of a dedicated Information Security team have had few options. Sensitive data at rest was virtually impossible to find and secure, and that meant it was easily breached.

With our Risk Intelligence Scan. We can quickly and easily find at-risk data, how hackers will get to it and then calculate the real-time risk of a data breach and assign a dollar value to it. For the first time, cyber security is a sound business investment, not a vague IT expense.

Take your network security beyond "reactionary security" to real risk intelligence:

- **Gain visibility of sensitive data** – Easily identify unprotected data and its location, understand how an attacker would compromise it, and how much a data breach would cost.
- **Minimize the risk of a data breach** – Avoid cost-prohibitive and crippling data breaches, which can be detrimental to your business and reputation.
- **Build a business case for security projects** – Understand the total risk exposure within your IT environment in dollars and use this insight to connect security to business value, and to justify the resources and expenditures needed to better safeguard data.
- **Demonstrate regulatory compliance** – Satisfy a host of highly punitive compliance requirements that mandate periodic risk assessments and audits, including HIPAA, PCI DSS and FINRA.
- **Offer more holistic security** – In addition to securing endpoints, offer a more holistic, data-centric approach to security that addresses unprotected data, regardless of where it lives.

Innovative Technology Support, Ltd.

136 Mill Street, Suite 130, Gahanna, Ohio 43230

PH 614-476-8960 • FX 614-476-8959 • TF 888-360-8535

www.ITSupportLtd.com

