

# Four Things You Should Know About Securing Your Small Business

Symantec Endpoint Protection Small Business Edition

## 1 Small businesses often experience a greater risk from hackers, malware and other security threats

You've read the headlines: "Data breach", "Small vendor used in big attack!" Small Businesses are under increasing attacks from cyber criminals. They are used frequently as a stepping stone to a bigger target such as the big enterprises they conduct business with.

In fact, 60% of targeted attacks strike small and medium organizations\*. The risk to the overall livelihood of the small business is much greater than the typically more protected enterprise. With less protection in place and less cushion or IT resources to help your business recover from a breach, for a small business, an attack can mean the difference between success and failure.

## 3 You can have complete protection even when resources are limited

Being resource and budget conscious does not have to mean forgoing necessary protections. With easy-to-use, cloud-managed security offerings, small businesses can get the protection enjoyed by larger enterprises without the need for large teams of IT staff to manage them-with pricing that is affordable. And, because adding users can typically be done at any time, cloud-managed services offer the scalability to address the needs of a growing business over time.

## 2 Security updates for your computer operating system or software often arrive too late

We all have experienced software and system updates that offer critical patches against security threats. What may not be obvious is that these patches only come after malware and other security incidents have occurred. The timing between the identification of malware and the patch can range from weeks to months; leaving otherwise unprotected systems vulnerable until the patch is released. Attackers often wreak havoc during the period leading up to a fix from the vendor to address the problem. Without an endpoint protection solution that is both proactive and automated means millions of opportunities for your company to fall victim—losing business critical information, productivity, and money.

## 4 Not all security products are created equal

Small businesses should look for security products that outperform in three key areas:

- **Ease-of-use:** Security products that are easy to set-up and use allow small businesses to focus on running their businesses, not on running software.
- **Speed:** An effective security product should work fast to complete scans without noticeable impact to a user's computer or system resources.
- **Effectiveness:** While speed is important, speed at the cost of effectiveness is a problem. A high-performing security solution should proactively protect against all known and unknown threats without impacting daily business functions.

# Symantec offers flexible, scalable, cost-effective security to help protect growing businesses like yours.

Symantec Endpoint Protection Small Business Edition is a cloud-managed service that is fast and effective at stopping malware (viruses, worms, Trojans, spyware, bots, adware, and rootkits), and zero-day exploits, without disrupting productivity.

## Learn More

For more information about Symantec Endpoint Protection Small Business Edition, please visit

<https://www.symantec.com/products/endpoint-smb>.

\* State of Cybersecurity for Small Business, Ponemeon, 2017

### About Symantec

Symantec Corporation (NASDAQ: SYMC), the world's leading cyber security company, helps organizations, governments and people secure their most important data wherever it lives. Organizations across the world look to Symantec for strategic, integrated solutions to defend against sophisticated attacks across endpoints, cloud and infrastructure. Likewise, a global community of more than 50 million people and families rely on Symantec's Norton and LifeLock product suites to protect their digital lives at home and across their devices. Symantec operates one of the world's largest civilian cyber intelligence networks, allowing it to see and protect against the most advanced threats. For additional information, please visit [www.symantec.com](http://www.symantec.com) or connect with us on [Facebook](#), [Twitter](#), and [LinkedIn](#).



350 Ellis St., Mountain View, CA 94043 USA | +1 (650) 527 8000 | 1 (800) 721 3934 | [www.symantec.com](http://www.symantec.com)