

# THE STATE OF THE CYBER LANDSCAPE

PRESENTED BY



ThreatAdvice

*Assess. Educate. Insure.*

**Just a few short years ago,  
cybersecurity was only on the  
minds of IT folks.  
Now, it's on everyone's mind.**

**As technology becomes more and  
more prevalent, the challenges  
presented by associated  
security issues multiply.**



**Threats range from lone wolves to state-sponsored bad actors, and everything in between.**

**The bad guys are winning the battle.**



**Breaches are now occurring in many different ways - not just through networks.**

**The biggest enterprise threat?  
EMPLOYEES.**



# POTENTIAL BREACH SOURCES:

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Vending Machines

Lighting Systems

Security Cameras

Printers/Copiers

Thermostats

Wifi

Third-Party Vendors

Social Media

Streaming Video

Wearable Devices

Charging Stations

Cloud Providers

Apps



# THE MOST TARGETED INDUSTRIES:

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Healthcare

Legal

Small Business

Financial Institutions

Title Companies

Manufacturing

Municipalities

**EVERY ENTERPRISE IS A TARGET!**



# THE MOST USED STRATEGIES:

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## PHISHING

using email to gain access to networks or other information

## RANSOMWARE

holding information hostage until a ransom is paid.



# LOSS CONCERNS:

Financial

Regulatory

Legal

Reputational

Data

Business Continuity





**OVER 90%**  
of breaches come through  
employees

The #1 preventative measure is  
**CYBER EDUCATION**



**Emphasis on cyber education  
must be from the top down.**

**Cyber insurance is a MUST in  
mitigating eventual breaches.**



# TAKEAWAYS:

Change your passwords at least every 45 days

Have different passwords for each login

Don't use public wifi

Encrypt all data, including mobile

Use dual authentication when possible

Back up frequently, even on personal devices

Immediately update all patches

When in doubt, throw it out

Have an incident response plan in place

Have an incident response leader

Review your permission structure

Test your backup



# THANK YOU

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