

# Bringing enterprise security to your small business

## Big goals, big issues

Small businesses have many of the same IT opportunities and priorities of larger enterprises — but also many of the same concerns, particularly when it comes to cybersecurity.

Business issues	IT priorities
Increasing profitability	Cloud
Increasing business growth	Mobility
Reducing operational costs	Collaboration
Attracting and retaining new customers	Security
Improving workforce productivity	Managed services

66%

of small businesses have experienced a cyberattack.<sup>1</sup>

63%

have experienced a data breach.<sup>1</sup>

## What challenges are small businesses facing in today's security landscape?



### The rise of SaaS applications

Cloud-based apps increase worker productivity, but unsanctioned software can also leave organizations vulnerable to threats.

54% of small businesses report that the majority of their apps will be SaaS by 2021.<sup>2</sup>

41% of cybersecurity experts worry about data breaches in SaaS apps.<sup>2</sup>

### An increase in roaming, remote, and branch workers

Today's employees often work outside the central office — an extended perimeter that traditional security can't always keep up with.

37% of small-business employees are expected to be roaming by 2021.<sup>2</sup>

79% of remote and branch offices are making the shift to direct internet access.<sup>2</sup>

48% of small businesses report that roaming, remote, and branch users have been compromised by targeted attacks.<sup>2</sup>

### Evolving threats and outdated infrastructure

New threats and new threat vectors have IT teams attempting to upgrade dated security with multiple, difficult-to-manage point solutions.

2x increase in phishing attacks over the past year.<sup>3</sup>

81% of businesses find it challenging to manage security products from multiple vendors.<sup>4</sup>

79% say it's challenging to orchestrate alerts from multiple products.<sup>5</sup>

### One unique challenge for the small business, however, is that they often work with far more limited staff, budget, and resources.

81% of small businesses don't have a dedicated IT person.<sup>6</sup>

## Enterprise security at small-business scale

Your small business needs a security solution that delivers powerful protection against enterprise-level threats — yet is simple enough for a team of any size to deploy, use, and manage.

That solution is DNS-layer security, which works from the foundation of the Internet to defend against threats.

90%

of malware uses DNS in attacks.<sup>3</sup>

## What can DNS-layer security do for you?

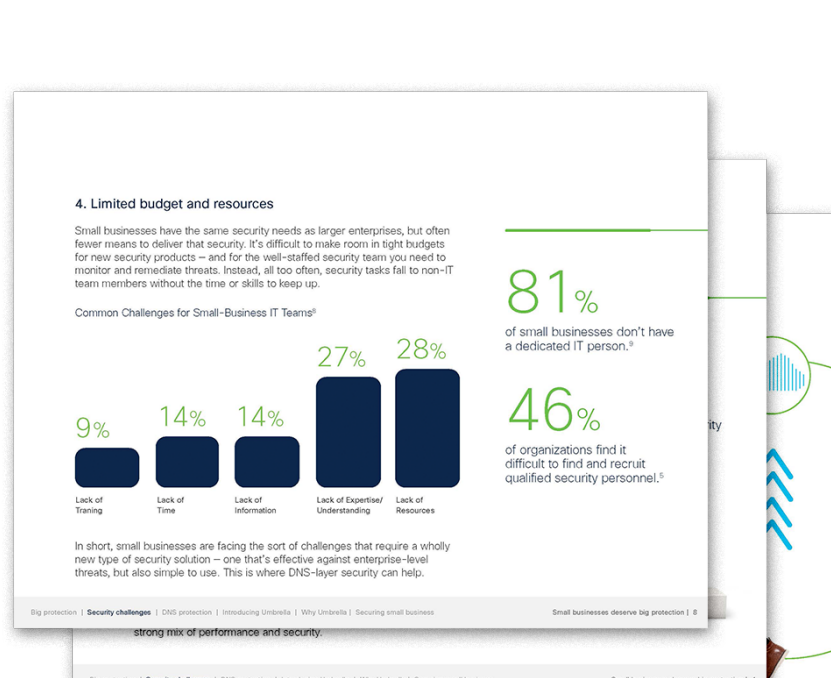
### Enterprise-grade security

- Working from where threats strike first, DNS security acts as frontline protection against a wide array of internet-based threats — everything from ransomware to malicious cryptomining.
- DNS security lets IT teams block threats before a connection is ever established, across any port or protocol.
- DNS security provides a single view of all internet activity across every location, device, and user.

### Small-business simplicity

- Cloud-delivered, DNS security is fast and easy to deploy and scale, so you can start providing robust protection — everywhere — all but instantly.
- DNS security lets you protect every user, on any device, inside or outside the office — without affecting performance.
- DNS security allows even small IT teams to efficiently and effectively monitor and manage security from a single centralized location.

## Small businesses deserve big protection, too



Check out our ebook to learn more about small-business cybersecurity — and why DNS protection makes the difference.

[Read ebook](#)

References  
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 3. Cisco Umbrella Threat Intelligence  
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 6. T-Mobile, No IT Person? No Prob. Meet T-Mobile for Business Help Desk: Small Biz Support for All Things IT, November 2018.