


# One Size Doesn't Fit All

Mid-sized businesses need cybersecurity service offerings designed for their unique requirements

## Mid-sized Businesses are Under Attack

According to a recent Ponemon Institute study of mid-sized businesses in the US

 **55%** say they experienced a **cyber-attack** in the past 12 months

 **50%** say they had a **data breach** during the past year

### Average Cost of a Data Breach

 **\$4 million**

### Leading Contributor to Cyber Incidents

According to eSentire analysis

 **Poor Perimeter Defenses**

## Mid-sized Businesses Lack Sufficient People, Skills, and Budget to Adequately Protect Themselves from Evolving Cyber-attacks

### CHALLENGE

#### A Staff Shortage



Many simply can't afford or support the dedicated staff required to manage in-house cybersecurity programs

### SOLUTION

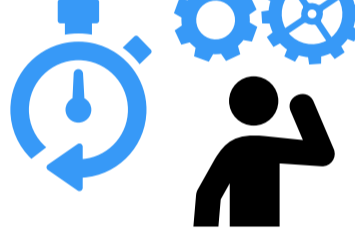
#### Augment Existing Team



With managed detection and response, the provider's skilled security analysts become an extension of the business' in-house team

### CHALLENGE

#### No Time to Choose



Businesses cannot afford to evaluate an endless stream of security technologies and debate what mix of technologies is optimal

### SOLUTION

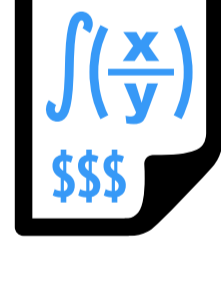
#### Tailored Offerings



Choose a managed detection and response service that can hunt, investigate and respond to threats in real-time, 24x7

### CHALLENGE

#### Complex Bills



Expensive, disconnected cybersecurity initiatives can lead to cost uncertainty

### SOLUTION

#### Re-defined Security



Improve cost predictability and strengthen proof of value by selecting a managed detection and response vendor who delivers end-to-end network protection

## Mid-sized Businesses Need Enterprise-grade, Cybersecurity Solutions Tailored for their Unique Requirements

**Cybersecurity Services** for Mid-sized businesses must be

-  Simple
-  Affordable and Comprehensive
-  Agile and Customizable
-  Robust with 24x7 Protection

### Choose Cybersecurity Partners Wisely

Mid-sized businesses need services like **managed detection and response** to quickly hunt, investigate, and respond to threats that are lurking in the network, before they disrupt business

CLICK HERE TO DOWNLOAD THE WHITE PAPER:



<http://bit.ly/2nmSuPn>

### SOURCES

Ponemon Institute, SMBs are vulnerable to cyber attacks, July 1, 2016  
"2015 Global Information Security Workforce Study," Frost & Sullivan, 2015  
eSentire, 2016 Cyber Threat Study—Profiling Small to Mid-sized Enterprise Security Risks & Trends  
Ponemon Institute, 2016 Cost of Data Breach Study: Global Analysis, June 2016

### NOTE

Commissioned by eSentire