



Aptean

# Why SaaS Is Better for Your Data Security Strategy





If data security is not top of mind for your organization today, it should be.

Global cybercrime-related losses are expected to reach \$10.5 trillion annually by 2025, according to Cybersecurity Ventures. Hackers are growing more sophisticated every day, and a single breach may inflict damages so severe to an organization's reputation that they may never recover.

Legislators are also paving the way for increased governmental scrutiny around data security. In the US, 30 states are now preparing legislation mirroring the European Union's (EU) General Data Protection Regulation (GDPR). California recently passed the California Consumer Privacy Act giving consumers more control over their own information and data.

Worldwide, new rules and regulations will soon levy harsh fines on organizations that do not comply with standards for how data is collected, stored, used, maintained and updated.

Which is why selecting the right vendor to maintain and secure your data in the cloud is pivotal.

Nearly **two-thirds** of organizations see security as the biggest challenge for cloud adoption.



## Top Questions to Ask Before Moving to the Cloud

**What are the reputational costs of a security breach?**



**Can your internal team fix data security breach damages immediately?**



**How much would it cost for your operations to be down for 24 hours?**



**What are the records you maintain worth on the open hacker market?**

## Staying a Step Ahead

When it comes to data security, the number of potential entry points in your company's network expands every day.

A BYOD (bring your own device) policy, for example, allows employees to log into their employer's secure environment from their mobile phones, tablets and personal desktop computers. This exposes corporate systems to a far greater set of vulnerabilities, outside threats and social engineering attacks.

Hackers are persistent and ruthless, searching for every possible entry point and exploiting whatever opening they find. Although companies work hard to plug those holes, hackers continually develop more effective methods of exposing those vulnerabilities, making it an ever-increasing challenge to stop them.

Fair warning: the odds are against you. Security teams need to plug thousands, even millions of holes in a network, whereas hackers only need to exploit one.

It isn't possible to eliminate every entry point in your system. The key to stopping a hacker is, simply, to plug more holes than your neighbors. In facing cybersecurity threats today, you don't necessarily need to be the best—you just need to be better than the next target. Building an environment that is less attractive to hackers is the key to reducing attacks.

A comprehensive security strategy must recognize that those security holes exist and identify the best way to stay a step ahead of other targets.

# Cybersecurity by the Books

The growing desire to protect individuals' rights and their data has led to the creation of new privacy laws across the world. These laws require organizations to take responsibility for the way they collect, maintain, store and process data.

The General Data Protection Regulation (GDPR), which took effect in May 2018, holds organizations accountable for how they secure data with fines reaching 20 million euros or 4% of global turnover for violations. It also includes the potential for criminal charges at executive levels for the gravest of abuses.

Similar legislation recently passed in the United States, with California leading the charge enacting California Consumer Privacy Act (CCPA) legislation regarding cybersecurity and protecting its residents' personal information. Today's organizational data strategies should include a plan to meet these safeguards while also accommodating new privacy legislation as they come into force. Now more than ever, it's essential to be flexible and agile.



# Securing the Right Partner

Vulnerabilities exist in every computing environment. The question is, will cloud or on-premise hosting provide a more comprehensive solution to manage your enterprise-wide data security strategy?

For most organizations, the benefits of cloud security far outweigh the risks. The cloud may be the optimal choice for organizations focusing on improving data security for several reasons:

- › **Knowledge, extensive** – No one can be an expert in all things when it comes to data security. The cloud allows organizations to buy into a team's collective expertise focused solely on defending against constant data security attacks.
- › **Vulnerabilities, minimized** – Every integration point and hardware device increases the attack surface of an on-premise system, whereas a cloud-hosted environment lowers the attack surface to threats.
- › **Scalability, enabled** – Businesses can instantly scale up or down, depending on business needs, user requirements and company growth.
- › **Agility, always** – Enterprises can rapidly adapt to changes in the business environment when disconnected from legacy systems and continual hardware upgrades.
- › **Costs, lowered** – Companies pay only for what they use and eliminate costs associated with maintaining and upgrading hardware infrastructure. Similarly, smaller operations are not limited by small IT budgets, as they get equal access to enterprise-level, multi-million dollar hardware systems without massive capital expenditure.

The true benefit of cloud environments is a singular focus—which is essential for any organizational security strategy. On-premise systems are reliant on individuals and teams, whereas cloud hosting providers monitor activity around the clock and are always prepared to react to emerging threats.



## Key Benefits

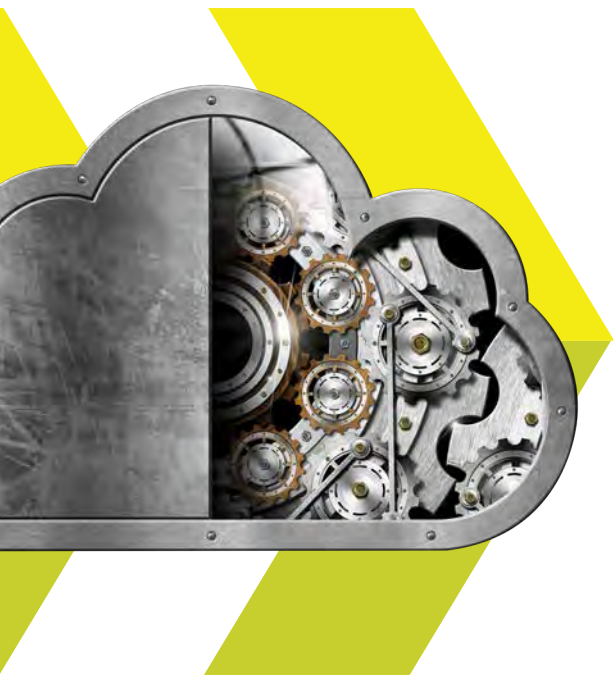
- › Pay only for what you use
  - › Lower security vulnerabilities at integration points
  - › Ability to instantly scale up or down
  - › Eliminate the costs and time of maintaining hardware infrastructure
  - › Access state-of-the-art, enterprise level hardware
  - › Leverage a team of data security experts
  - › 24 x 7 x 365 threat monitoring
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# The High Cost of Failure

When building a security strategy for your organization, you must seriously consider the cost of failure.

If a security breach halted your business, how much would it cost to be down for an hour? 24 hours? A week? Will an internal team step in to address the problem immediately? What are the reputational costs? What are the fines that you may have to incur?

When buying into a cloud solution, you buy into a team of experts that can isolate environments and ensure you recover quickly with minimal data loss. The economies of scale that come with cloud hosting allow you to take advantage of cutting-edge hardware and security solutions that would otherwise be impractical to maintain internally.



**A hacker attack occurs every 39 seconds** according to a Clark School study at the University of Maryland. Most businesses don't have the right technology, people and processes in place to keep up with the speed of today's threats. Trusting Aptean's cloud solutions with your vital data can be the most crucial step toward closing your security gaps and safeguarding your organization's most valuable assets.

Whether your organization realizes this or not, you are already dealing with data security threats. You have to decide if you have the right technology, personnel, and processes to respond to emerging threats and new rules and regulations appropriately.

For most organizations, the cloud offers the most effective and affordable way to manage your enterprise data security strategy. With Aptean's leading cloud enterprise software solutions, you'll have a clear advantage over any security threat. You'll benefit from state-of-the-art cloud technology, supported by a team of dedicated cloud experts focused solely on protecting your data.

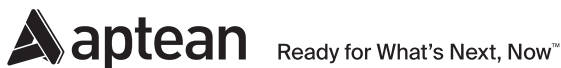
The challenge of staying ahead of hackers grows daily. Our team of cloud professionals can neutralize the risks of moving to the cloud with up-to-the-minute knowledge of the latest best practices. This knowledge is critical to stopping hackers before they infiltrate your systems, minimizing the impact on your operations if a breach were ever to occur.

As businesses migrate to the cloud, nearly two-thirds of organizations see security as the biggest challenge for cloud adoption. Still, **90% of companies** are in the cloud.



## Are You Ready to Learn More?

Contact us at [info@aptean.com](mailto:info@aptean.com) or visit [www.aptean.com](http://www.aptean.com).



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