

5 steps to help protect your business



Mitigating emerging cybersecurity threats

1. Implement strong endpoint and network security

- ✓ **Endpoint protection:** Endpoint Detection and Response (EDR) tools can identify suspicious behaviour across devices and stop potential breaches in near real-time.
- ✓ **Network segmentation:** This action can help reduce the reach of cyberattacks by isolating sensitive data from less secure parts of the network.

2. Adopt Multi-Factor Authentication (MFA) and zero trust architecture

- ✓ **Multi-Factor Authentication:** This is one of the most essential steps to prevent unauthorized access. Additional verification beyond passwords can reduce the risk of compromised accounts.
- ✓ **Zero trust:** This model assumes that threats may already be present within the network. Every access request is verified, authenticated and authorized, with ongoing vigilance.

3. Educate employees on cybersecurity practices

- ✓ **Regular training:** Employees are often the most targeted entry point for attacks. Providing regular cybersecurity training can help employees recognize phishing emails, risky links and other common attack vectors.
- ✓ **Simulated phishing exercises:** Conducting mock phishing drills can help employees stay vigilant. This hands-on approach can make employees more aware of real-world attack tactics.

4. Use data backup and disaster recovery plans

- ✓ **Frequent and automated backups:** The regular back-up of critical data to secure offsite locations can minimize the impact of ransomware and other types of data loss.
- ✓ **Disaster recovery:** Develop an incident response plan that includes communication protocols, roles and recovery steps for operations after a breach.

5. Invest in a trusted IT provider

- ✓ **Outsourcing:** Partnering with a managed IT provider can offer comprehensive cybersecurity measures such as penetration testing and vulnerability assessment at affordable rates.
- ✓ **AI-driven threat detection:** IT providers can offer access to advanced tools for threat detection that traditional defences may miss, such as AI-driven attacks or supply chain vulnerabilities.

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