

Four Things You Should Know About Securing Your Growing Business



1. Small and Medium Businesses (SMBs) often experience a greater risk from hackers, malware and other security threats.

As a percentage of the whole, attacks targeted at SMBs are still less than those targeted at enterprises, however, the numbers are growing. On average, in 2011 there were 14 targeted attacks aimed at SMBs each day.¹ On top of that, the risk to the overall livelihood of the SMB is much greater than the typically more protected enterprise. With less protection in place and less cushion to help your business recover from a breach, for an SMB, an attack can mean the difference between success and failure.

2. Inherent computer or software security doesn't provide proactive protection

We all have experienced the software and system updates offering critical patches against security threats. What may not be obvious is that these patches only come after malware and other security incidents have occurred. The timing between the identification of malware and the patch can range from weeks to months; leaving otherwise unprotected systems vulnerable until the patch is released. Hackers are developing new malware at alarming rates—over 403 million new variants were created in 2011 alone.² Without a protection system that is both proactive and thorough, that means millions of opportunities for your company to fall victim—losing business critical information, productivity, and money.

3. You can have complete protection without having complete resources

Being resource and budget conscious does not have to mean forgoing necessary protections. With easy-to-implement and easy-to-use, cloud-managed security offerings, SMBs can get the protection enjoyed by larger enterprises without the need for onsite IT staff to manage them—with pricing that is affordable.

4. Not all security tools are created equal

SMBs should look for security products that outperform in three key areas:

- **Ease-of-use:** Security products that are easy to install and use allow SMBs to focus on running their businesses, not on running software.
- **Speed:** An effective security product should work fast to complete scans and not impede the progress of computers or system resources.
- **Effectiveness:** While speed is important, speed at the cost of effectiveness is a problem. A high-performing security solution should proactively protect against all known and unknown threats without impacting daily business functions.

¹. Symantec Internet Security Threat Report, Vol. 17, April 2012.

². Symantec Internet Security Threat Report, Vol. 17, April 2012.

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Our software and services protect against more risks at more points, more completely and efficiently, enabling confidence wherever information is used or stored.

Symantec offers flexible, scalable, cost-effective security to help protect growing businesses. Learn more by visiting our [Small & Medium Business Information Center](#) where you will find resources and tools to help you understand and choose the best solutions for protecting your business.

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