

Beware the Ever-Present Threat of Ransomware, or Pay the Price

This Deadly Virus Will Attack a Business Every 11 Seconds in 2021¹



As bad as malware is, ransomware is worse — much worse. While malware is a malicious program that infects your computer and your network, ransomware raises the stakes. Ransomware attackers demand payment before allowing businesses to access the data being held hostage. Oh, and you only need to click on an infected link once for cybercriminals to deploy a virus that will permeate your systems and possibly put your entire company out of business. While you're reading through this report and wrapping your head around everything, cybercriminals keep refining their approaches, developing more sophisticated ransomware that they deploy more often. In short, if you're not paying attention to ransomware, you'll be paying attackers to get your data.

Ransomware Attacks on the Rise

Attackers are persistent and clever, continually evolving new ways to defeat cybersecurity measures.

- Global ransomware damage costs will reach **\$20 billion in 2021 — 57 times greater than 2015.**¹
- The average cost per ransomware attack to businesses was **\$646,000 in 2017.**²
- Ransomware attacks increased **365% from Q2 2018 to Q2 2019.**³
- **77% of organizations** infected with ransomware were running up-to-date endpoint protection.⁴



You'll Pay More Than Just the Ransom

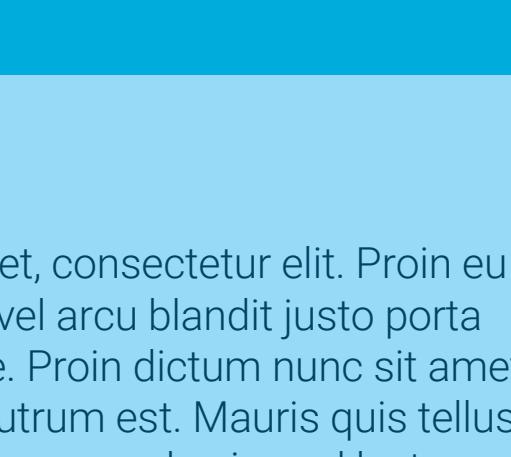
The cost of a ransomware attack goes beyond the ransom. It can also cost you money in lost productivity, idle employees, and missed revenue opportunities.

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- The average ransom cost **increased 13%** in Q3 2019 vs. Q2 2019.⁵
 - Downtime costs can reach **up to 23 times** the actual ransom amount.⁶
 - **45% of MSPs** say SMB clients reported downtime from ransomware attacks.⁶
 - The average cost of ransomware-related downtime is **\$141,000.**⁶

No Business Is Too Small for a Ransomware Attack

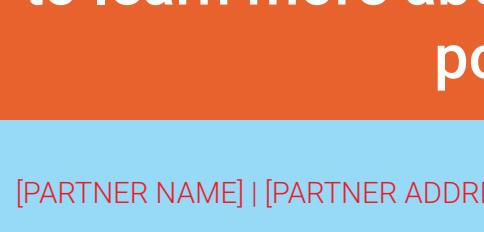
Many small and medium-sized businesses believe they do not make good targets for a ransomware attack because of their size. However, that's far from the case. Small-business attacks are on the rise, because they often lack adequate protection and sufficient resources.

- **85% of MSPs** reported attacks against SMBs in last two years — **up from 79% in 2018.**⁶
- **89% of MSPs** say SMBs should worry about ransomware.⁶
- **Only 28% of MSPs** say SMBs are very concerned about ransomware threats.⁶



A Three-Layer Defense Strategy

The best defense against ransomware is multilayered. It begins with strong anti-ransomware protection and extends to the retrieval of lost data and restoring systems from the most recent backups.



- **Prevention.** First line of defense: Protect critical systems and data
- **Remediation.** Next line of defense: Retrieve data to be functional again
- **Restoration.** Last line of defense: Bring systems back to their original state

Protect Your Data When Prevention Fails

Backup is essential for safeguarding your data in the event of an attack. The best backup, recovery, and restoration solutions work quickly to minimize downtime and are easy to use. For example, [PARTNER SOLUTION] from [PARTNER NAME] is a next-generation data protection solution that offers [SOLUTION BENEFITS]. It allows you to [SOLUTION DESCRIPTION].



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¹ Cybersecurity Ventures, "Ransomware Damage Report," Oct. 2019.

² CSO, "Top cybersecurity facts, figures and statistics for 2020," Accessed May 2020.

³ Malwarebytes, "Cybercrime Tactics and Techniques," Aug. 2019.

⁴ PhoenixNAP, "27 terrifying ransomware statistics & facts you need to read," Accessed May 2020.

⁵ SentinelOne, "What is the true cost of a ransomware attack? 6 factors to consider," Accessed May 2020.

⁶ Datto, "Datto's Global State of the Channel Ransomware Report," 2020.