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 from the business in order 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, stop your hand around everything, cybercriminals keep refining their approaches, developing more sophisticated ransomware and they deploy more often. In short, if you’re not paying attention to ransomware, you’ll be2 be appealing to get your data.

Ransomware Attacks on the Rise

- Global ransomware damage costs will reach $20 billion in 2021 — 57 times greater than 2015.
- The average cost per ransomware attack to businesses went up to $946,000 in 2019.
- Ransomware attacks increased 365% from Q3 2018 to Q2 2019.
- 77% of organizations infected with ransomware have what’s known as ‘ransomware as a service’ endpoint protection.

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.

- The average ransom cost increased 13% in Q3 2019 vs. Q2 2019.
- Downtime costs can reach up to 23 times the actual ransom amount.
- 85% of MSPs say clients reported downtime and 15% of MSPs say clients reported downtime from ransomware attacks.6
- The average cost of ransomware-related downtime is $141,000.6

Ransomware Attacks on the Rise

- 45% of MSPs responded to a ransomware attack in the last two years — up 13%.
- 64% of MSPs say SMBs worry about ransomware.6
- "Ransomware as a service" is a new incarnation of the scam with more sophisticated ransomware that they deploy more often.

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 just isn’t the case. Ransomware attacks are on the rise, because they often lack adequate protection and sufficient resources.

- 85% of MSPs reported attacks against SMBs in 2018.6
- 85% of MSPs say SMBs worry about ransomware.6
- "Ransomware as a service" is a new incarnation of the scam with more sophisticated ransomware that they deploy more often.

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: Proactive protection and monitoring.
- Remediation. Next line of defense: Reverting to a previous backup.
- Restoration. Last line of defense: Building systems back to their original state.

Backups are essential for safeguarding your data in the event of an attack. The best data protection solution on the market is quick to minimize downtime and is easy to use. For example, SMART SOLUTIONS LANDSCAPE is a next-generation data protection solution that offers SOLUTION BENEFITS. It allows you to [SOLUTION DESCRIPTION].

About [PARTNER NAME]


Contact [PARTNER NAME] at [CONTACT INFO] to learn more about advanced data protection solutions powered by StorageCraft.

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