



Information Technology Made Easy



CYBER SECURITY – IS YOUR  
BUSINESS PROTECTED?

# WHO IS EZ MICRO?

- We provide IT services to businesses in the Lehigh Valley
- In business 30 years
- Provide IT support for small and medium sized businesses
- Service focused culture
- Supplement and Support your current IT Department

# WHO IS EZ MICRO?

- We are your outsourced IT Department
  - Help Desk
  - Security
  - Data Backup
  - Technology Advising and Consulting
  - Professional Services
  - Proactive Reviews and Monitoring



**MISSION:  
TO BE YOUR TRUSTED PARTNER  
THROUGH TECHNOLOGY**



# RANSOM COSTS INCREASING

## Ransomware

- What if you came into work and everything was down?
- How long does it take to recover?
- How much does it cost?



COSTS  
INCREASING

# RECOVERY COSTS INCREASING

What happens after an attack?

- Forensics costs
- Recovery/Rebuild costs
- Loss of business costs



COSTS  
INCREASING

# EMAIL COMPROMISE COSTS INCREASING

## Business Email Compromise

- What is Business Email Compromise?
- How can they steal money?
- How can you protect yourself?
  - Turn on Multi Factor Authentication (MFA)
  - Cyber Security Awareness Training
  - Get alerts when a forwarding rule is added



COSTS  
INCREASING

# INADEQUATE CYBER SECURITY

## What is common:

- Users are not aware
- Passwords are weak and never change
- Recommendations to enable MFA are ignored because they are inconvenient
- Remote users are not secured
- People think Anti-Virus software is all they need



INADEQUATE  
CYBER SECURITY





WHAT SHOULD COMPANIES DO  
ABOUT THIS PROBLEM?



# TIGHTEN YOUR STANDARDS

- Educate
- Assess
- Enforce

# WHAT QUESTIONS DO THEY ASK

## 5 Most Common Questions

1. Do you have MFA on your email?
2. Do you have backups, and have they been tested?
3. Do you have Endpoint AV on all computers and is it up to date?
4. Do you have a written breach response plan?
5. Do you have a firewall with ACTIVE protection?

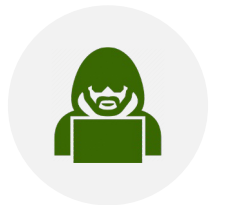


PREPARE TO GET  
OR RENEW  
COVERAGE

# AVOID BECOMING A VICTIM

Don't believe these common myths:

1. My IT provider has me covered
2. I don't have anything that a hacker would want
3. I'll take my chances



AVOID  
BECOMING A  
VICTIM

# RECOMMENDATIONS

Many attacks are preventable. Reduce your risk.

1. Have a 3<sup>rd</sup> Party analyze your network for vulnerabilities.
2. Make sure your users are trained to know what to look for.
3. Make sure your IT team is providing services specifically to prevent cyber security attacks.
4. Have ongoing vulnerability scanning done and make sure vulnerabilities are remediated.



AVOID  
BECOMING A  
VICTIM



# CONCLUSION



FIND OUT IF YOU NEED HELP

## **Special Offer For This Event**

FREE Third-party vulnerability scanning security assessment

Value \$2000



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