

Overview

The Cyber Threat evolved at its fastest pace ever in recent years, with huge rises in Extortion, Fraud, Data Theft and other types of Cyber Crime affecting every sector and any size of business.

The reality is that SMEs struggle to understand the modern Cyber threat, and as a result often have critical levels of Cyber Risk exposure that they cannot see or address. This level of exposure is fuelling an ever increasing Global Cyber Crime Pandemic estimated to generate \$Trillions every year - targeting SMEs around the world.

We have reached a tipping point - where SME Boards and Senior Management are finally realising that they are a target, and that Cyber Risk Management is no longer a 'nice to have' - but is absolutely critical to their survival.

Unfortunately - finding practical, affordable solutions that are actually useable is incredibly difficult . .

Problems



The reality is that the majority of SMEs are still reliant on legacy tools (e.g. Anti Virus Software, Penetration Testing etc) that were first developed more than 20 years ago. The majority of today's cyber risks **did not even exist 10 years ago**. This gap means SMEs have a false sense of security which actually increases their exposure over time.



There is a misconception among the majority of SMEs that Cyber Security is purely an IT issue. One which the IT Manager (or the IT Service Provider) should handle. However IT systems are simply the delivery mechanism. Exposure to Cyber Risk is a **Business Critical Risk** - one which needs to be addressed as a priority at Board Level.



Cyber Risks and the techniques that Attackers are using have evolved significantly in the last few years. Unfortunately, SME Security has not kept pace. Today - SMEs are up against well funded and highly organised groups on a 24x7 basis. Dealing with Cyber Risk **can no longer be a 'nice to have' - but an absolute necessity** that is planned and budgeted for

Solution What does a Cymplify licence actually provide?



continuous 24x7 attack surface monitoring



continuous 24x7 dark web monitoring



continuous 24x7 vulnerability scanning



continuous cyber awareness training & simulated phishing tests



on demand penetration testing



policy and process management



SME focussed cyber insurance



reporting and analytics generator

Platform

Cymplify is a cloud based, Active Cyber Risk Management platform that enables Users to see their business the way Attackers do - on a continuous, 24x7 basis. Cyber Risk is a **constantly evolving threat** and businesses need to build a culture of **Cyber Resilience** to better protect themselves against it. This is achieved through combining the **Three Pillars** of Cyber Security - **Technology, People and Process** - across the business to both reduce the overall exposure to attacks in the first place, and to ensure a swift response and effective recovery in the event an Attack should happen in the future.

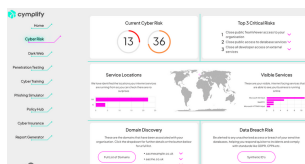
Technology



See, Understand and Address Current Exposure

Within minutes of activating your Licence you are able to see where and how you are exposed, what the potential impacts could be, and a prioritised list of what needs to be addressed immediately. All explained in plain English - with practical advice on how to fix the issues

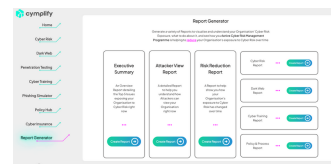
People



Create a Culture of Cyber Resilience across the business

With continuous insight and real time alerting to cyber risk exposure for your technical teams or 3rd Party Service Providers, plus a full programme of ongoing Awareness Training and Testing for all your Users - you are able to easily and quickly build real Cyber Resilience

Process



Continuous Testing, Analysis and Reporting

Being able to deal with an Attack when it happens, and to recover quickly and effectively - are essential for survival in the event of an Attack. The Processes you have in place, the Policies you adhere to and continuous reporting and analysis are absolutely critical to success