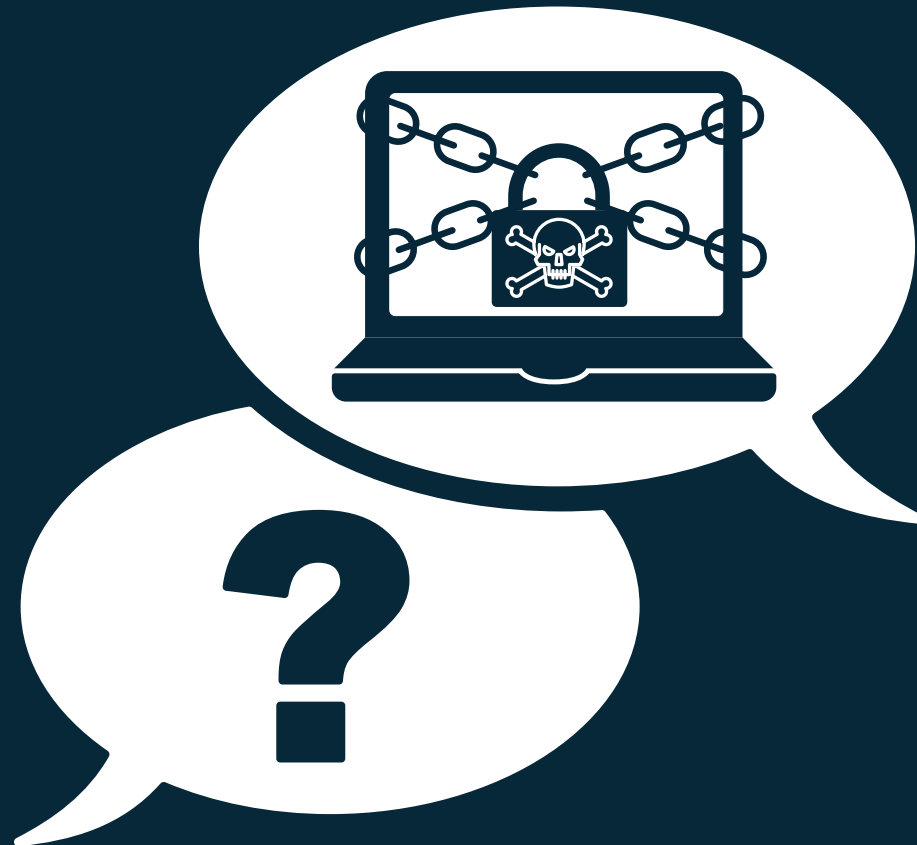


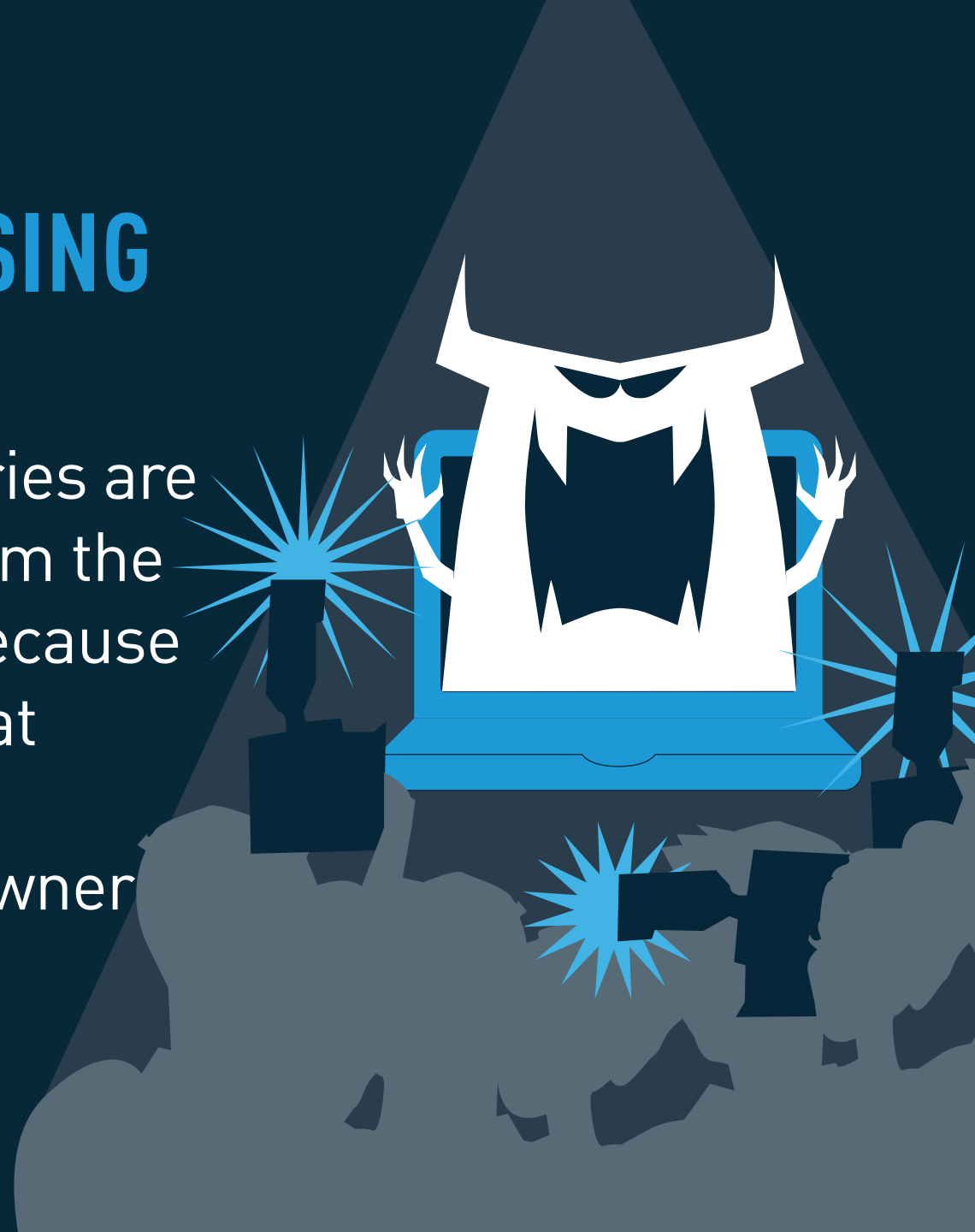
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# WHAT IS RANSOMWARE??



# RANSOMWARE IS ONE TOPIC THAT DOESN'T SEEM TO BE LOSING MOMENTUM ANY TIME SOON.

Every day, companies across all industries are paying ransom to retrieve their data from the clutches of malicious hackers. Why? Because ransomware! What's that you ask? Great question! Here are the facts about ransomware to which every business owner should know...

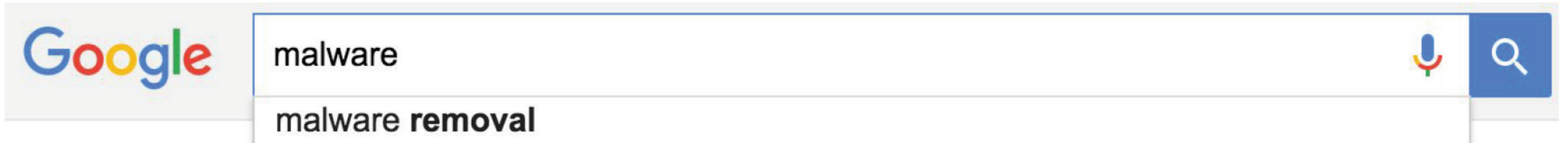


Ransomware comes in quite the variety pack these days, but let's start by cancelling out some definitions.

**RANSOMWARE IS NOT...**

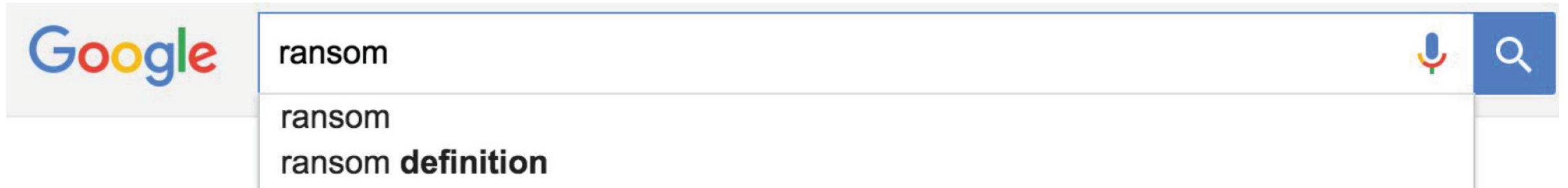


# RANSOMWARE ≠ MALWARE



**‘Malware’** is an umbrella term used to refer to a variety of forms of hostile or intrusive software, including computer viruses, worms, trojan horses, ransomware, spyware, adware, scareware, and other malicious programs. It can take the form of executable code, scripts, active content, and other software.

# RANSOMWARE ≠ RANSOM



**Ransom** is the practice of holding a prisoner or item to extort money or property to secure their release, or it may refer to the sum of money involved. In an early German law, a similar concept was called weregild.

While ransomware is a form of malware, it's definitely unique in what it does. Sprinkle in some 'ransom' and you've got a malicious virus that keeps your data encrypted until ransom is paid (usually in bitcoins).

**SO AS AN SMB, WHY SHOULD YOU CARE? THE NUMBERS TELL A DARK TALE!**



# SO WHAT'S THE CURRENT STATE OF RANSOMWARE?

Globally, over 317M new pieces of malware were created in 2015. While many attacks go unreported, there were still about 1M reports attack each day.

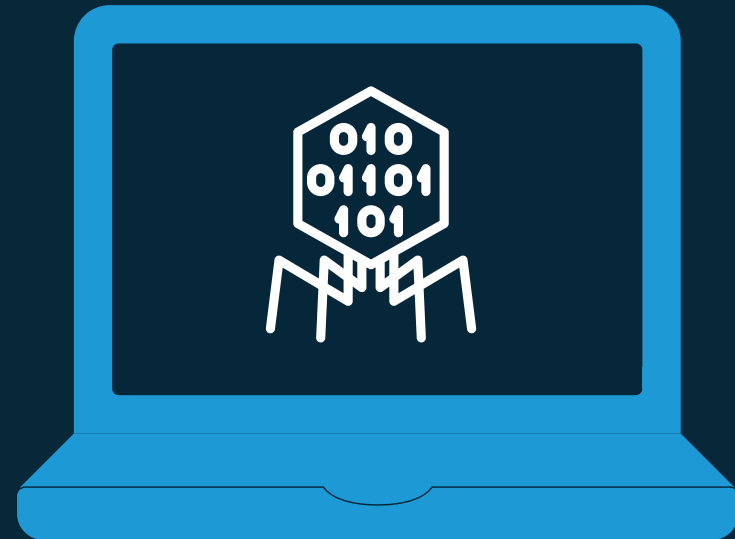
Source: CNN



# IT'S PRETTY CONTAGIOUS!

As opposed to individual devices, more ransomware attacks are spreading across entire networks. The healthcare industry has recently experienced this.

Source: CIO





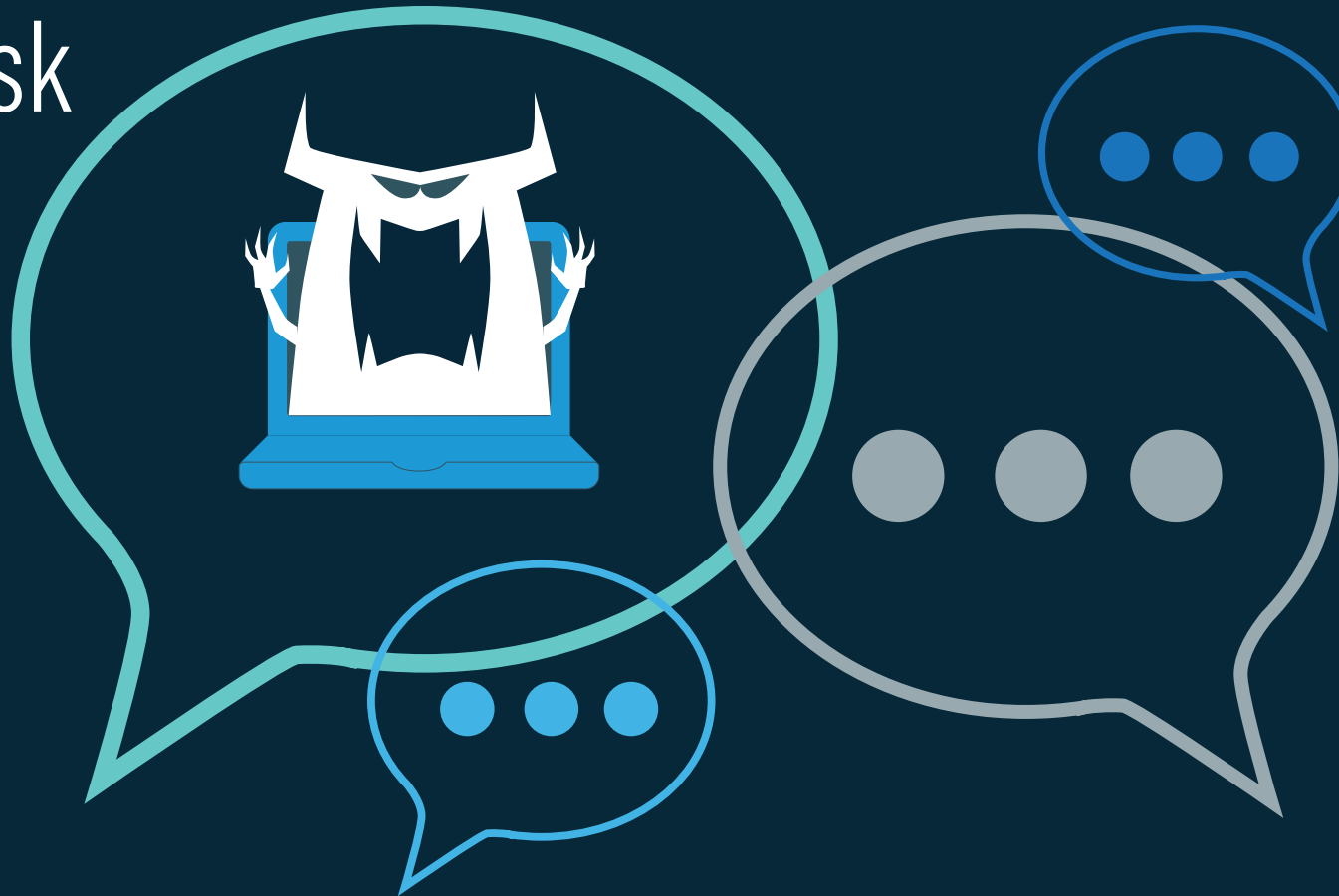
# AND IT'S NOT CHEAP TO RECOVER FROM!

In 2016 alone, more than \$200 million has been paid out by victims.

Source: CNN



**NOT ONLY IS RANSOMWARE BECOMING MORE COMMON, BUT IT'S ALSO EXPENSIVE AND CAN HALT AN ENTIRE SYSTEM.** As an SMB, it's painful to your bottom line. We decided to ask some IT professionals for their thoughts and noticed a common trend... **BUSINESS CONTINUITY.**



# WHILE BUSINESS CONTINUITY CAN'T PREVENT RANSOMWARE FROM ATTACKING, IT CAN PREVENT IT FROM SUCCEEDING!

When it comes to ransomware, it's not  
a matter of IF but WHEN.

Business continuity will give you  
access to your captive data.  
No hostages here!





Ransomware is a threat to your business and your ability to function. Not having a proper backup/disaster recovery solution in place could be crippling.



**CODY ARNOLD**  
Backup Engineer  
Bizco Technologies

Imagine losing all of your data unless you pay a ransom of hundreds or thousands of dollars in a currency you don't understand. You may pay the ransom and still not get your data back. This is the new kind of kidnapping. Don't pay the ransom and your data is lost forever. You need an insurance policy to prevent it.



**MICHAEL PATRICK**

Solutions Architect

Mirazon Group



Imagine getting locked out of your computer — not because you forgot your login credentials, but because of a virus. Now imagine having to pay cybercriminals a hefty sum to regain access to all your files, customer data and confidential business information - no good can come of this.



**SEBASTIAN USAMI**  
Systems Engineer  
BEK Inc.

Ransomware is currently the most popular, and nefarious, trend in malicious software. It is deployed with the intention of blocking access to your file system, and impeding your ability to do business, by encrypting data until a specified sum of money is paid to those holding it hostage.



**FRANK SLATTERY**

General Manager

TeamLogic IT



# NEWS



Ransomware is a type of malware that holds your data hostage until a demand is met. High profile attacks are making headlines and as a result, businesses around the world are increasing their cybersecurity—however, with new strains popping up daily, I'd like to see businesses consider another approach for protection. . . intelligent business continuity.



**DALE SHULMISTA**

Owner/Founder

Invenio IT



Now that you have the basic gist of ransomware, you understand the threat facing your business without the proper defense systems in place. Not just anti-virus protection, but backup and recovery tools in case ransomware makes it past the front lines of defense. To learn more about protecting your business from ransomware, speak with your managed services provider.

For more on ransomware, check out the eBook,  
[“The Business Guide to Ransomware”](#).

