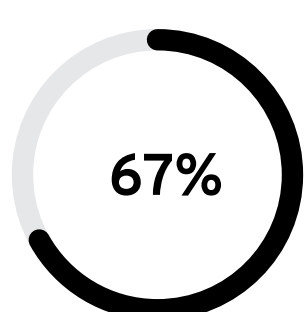


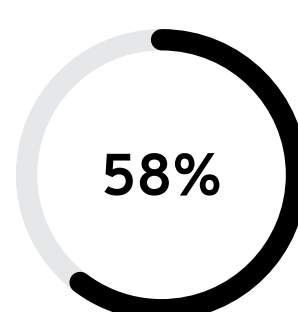
The 2018 State of SMB Cybersecurity

Keeper Security and Ponemon Institute surveyed approximately 1,045 individuals from small and medium-sized businesses (SMBs) in the United States and the United Kingdom.

The study revealed that SMBs increasingly face the same cybersecurity risks as larger companies, but only 28 percent rate their ability to mitigate threats, vulnerabilities and attacks as “highly effective.”



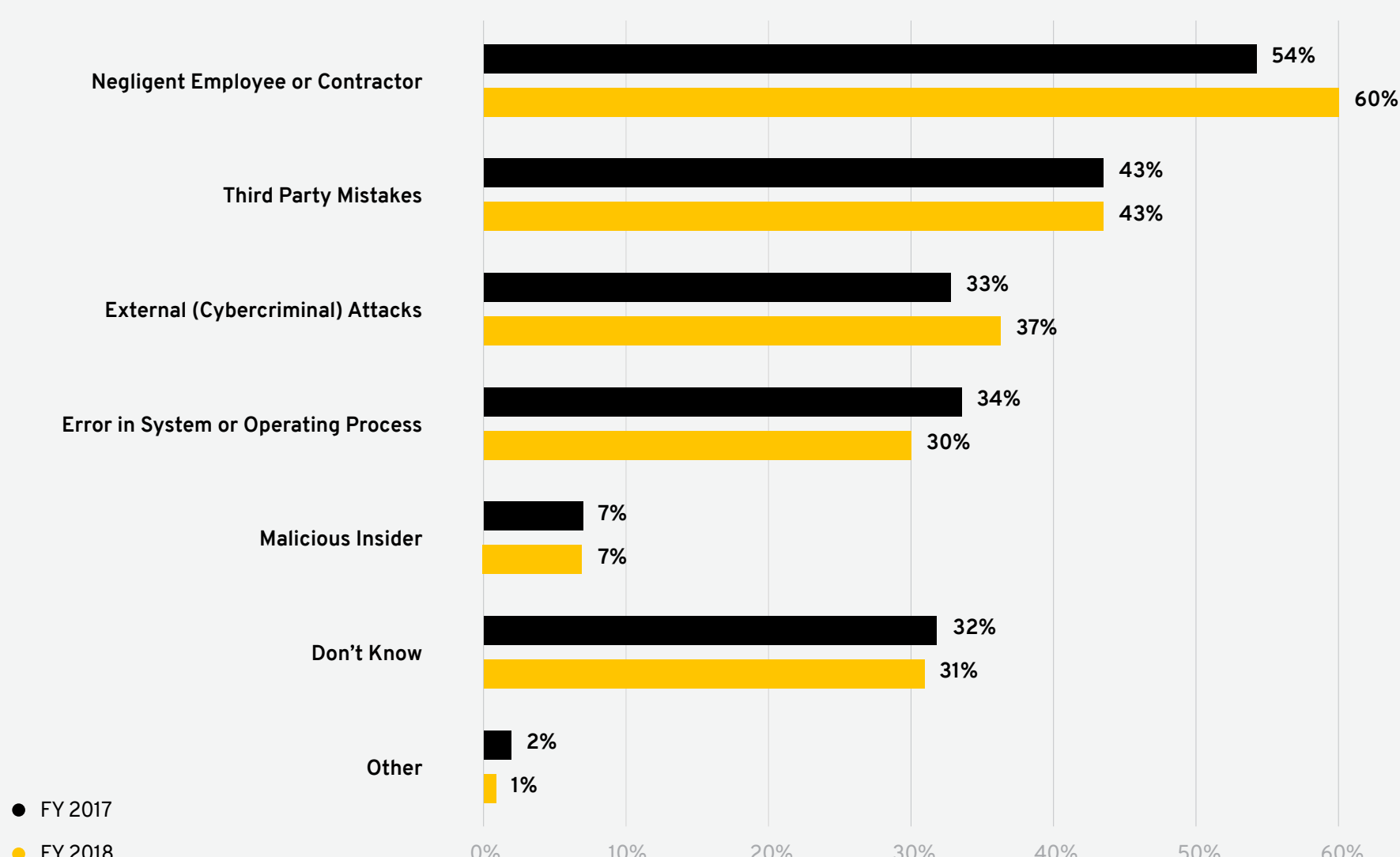
67% of SMBs have experienced cyber attacks in the past 12 months



58% of SMBs have experienced data breaches involving customer and employee information in the past 12 months

Root Cause of Data Breaches

The risk of negligent employees and contractors causing data breaches is getting worse.



Attacks against SMBs have severe financial consequences

Among the SMBs that have been attacked in the past 12 months:

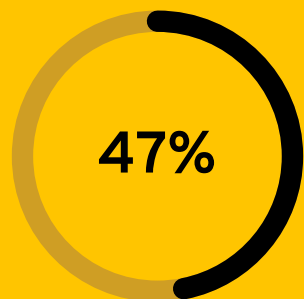
\$1.43M

on average were spent because of the damage or theft of IT assets in 2018, vs. **\$1.03M** in 2017

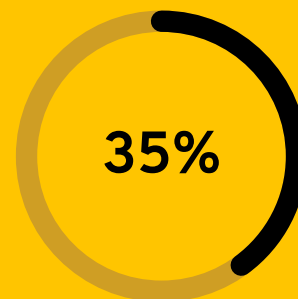
\$1.56M

on average were spent because of disruption to normal operations, vs. **\$1.21M** in 2017

Cybersecurity posture and governance in SMBs isn't highly effective



47% of SMBs have no understanding of how to protect their companies against cyberattacks



35% of SMBs have no one function that determines IT security priorities

Passwords are the Keys to the Kingdom

40% of SMBs experienced attacks due to compromised employee passwords, costing \$383,365 on average

- > Top 2 password-related pain points for SMBs:
 1. Passwords being stolen or compromised
 2. Employees using weak passwords
- > A lack of visibility into employees' password practices is exacerbating the likelihood of attacks involving passwords
- > Human memory and spreadsheets are mostly used to remember passwords

How SMBs Can Protect Against Cyberthreats



Enforce strong passwords and biometrics



Implement password policies for employees



Prepare an incident response plan



Reinforce security across all devices that employees use



Allocate adequate budgets and in-house expertise for cybersecurity

Keeper Security is transforming the way organizations and individuals protect their passwords and sensitive digital assets to significantly reduce cyber theft. Keeper is trusted by millions of people and thousands of businesses to protect their digital assets and help mitigate the risk of a data breach.

[14-Day Business Trial](#)

[Download the Report](#)