2017 BUSINESS CYBERSECURITY TRENDS

We asked the Enterprise Strategy Group (ESG), an IT analyst research and strategy company, to examine the challenges your business customers are facing as they take on malware and other cyber threats at network perimeters.
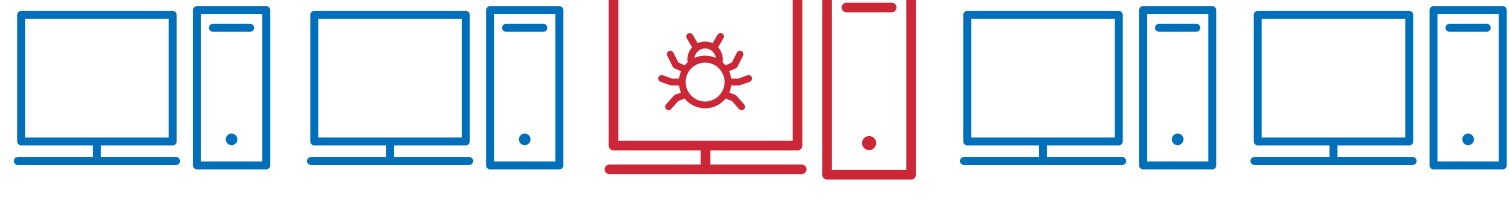
ESG talked to 200 businesses in North America with 1,000+ employees, across multiple verticals, including:

Manufacturing   **Finance**   **Retail**   **Healthcare**

First, **50%** of businesses spend **11-25%** of their budget on cybersecurity.

In the last 2 years, **65%** of businesses had up to 10 cybersecurity incidents.

Nearly **1 in 5** had 11 or more.

During that time, **PHISHING ATTACKS** were the most common threats they faced...

...and **45%** of businesses reported infections related to INSIDER NEGLIGENCE.

The biggest losses suffered were:

Man hours for remediation   **Loss of productivity**   **Disruption of applications/systems**

33%

Despite continually growing malware concerns, only **33%** of organizations measure their cybersecurity efficacy on a continuous basis.

For the next two years, businesses are most concerned about:
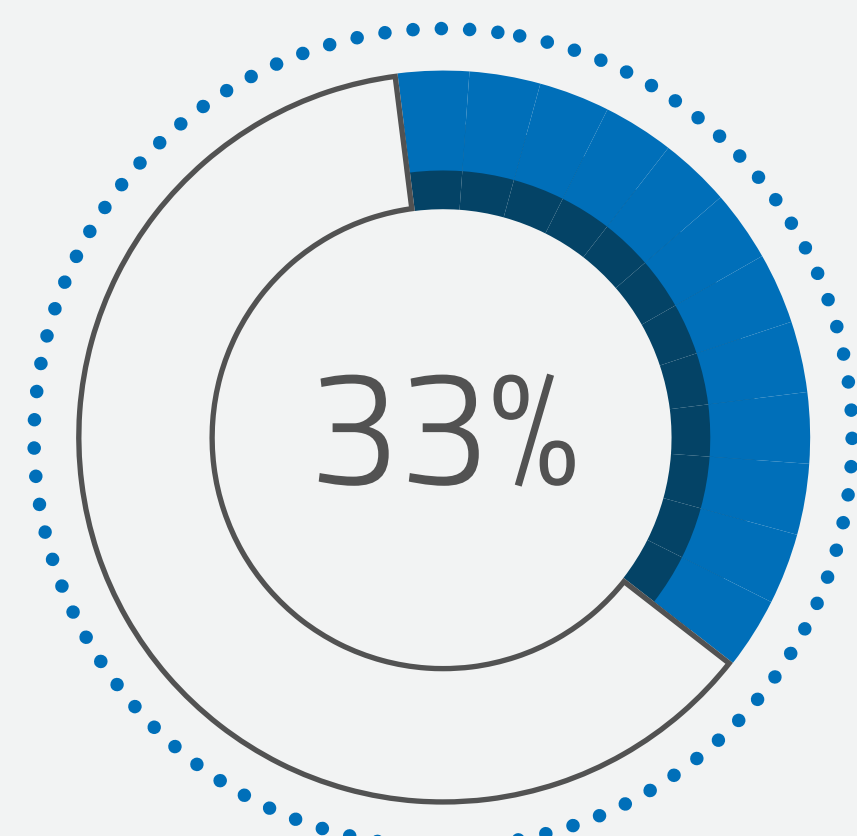
Malware infections designed to compromise host systems   **Phishing attacks**   **Ransomware attacks**

As malware continues to evolve, it's clear that many of your business customers still have work to do to ensure the security of their corporate assets and users.

Discover the smarter way to protect customers against modern threats at **www.webroot.com/brightcloud**.

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