



YOU DESERVE THE BEST SECURITY

## HOW SMALL BUSINESSES CAN HAVE ENTERPRISE-GRADE SECURITY WITHOUT AN ENTERPRISE BUDGET

## Introduction

If you have been heads down and focused on the challenges of running and growing your business, you may have missed all the latest security breach news: from Microsoft to NVIDIA, to OKTA and Samsung... all breached recently by the Lapsus\$ group. Add to that, the Russian-Ukraine war is producing more warnings and attacks on U.S. infrastructure.

As a small business, you may think you are not a target, but think again. Your “virtual front door” on the internet is 500 milliseconds away from every hacker in the world. Hackers are now targeting smaller companies that don’t have all the protections, staff, monitoring or awareness that the big corporations have.

**Business owners: it is time to pay attention.**

# The Challenges of Securing Your Small Business

As a small business owner, partner or key employee, you are probably aware of some of the challenges in achieving “Enterprise-Grade” security: not having enough money to buy the best gear, not having enough expert staff to manage, monitor, and maintain that gear—and not having enough time to figure it all out.

The good news is... the situation is changing.

When you think of “Enterprise-Grade,” you probably envision large, black, rack-based, blinking lights, loud fan-spinning boxes, and have way more features and horsepower than you ever need—requiring lots of care and feeding while costing you a fortune.

For large companies with a couple hundred servers to protect in a data center, the big boxes make sense. However, small business may only have a location or two, and perhaps have only a few dozen employees that still need all the advanced enterprise-grade features that deploy easily at reasonable costs.

Moving outward, it’s not just servers at your small business you need to protect, as you must consider key employees’ home computers and network security. Small businesses also face similar challenges with their Cloud Deployments: you may need extensive featured solutions for security and compliance monitoring, and the native cloud provider controls are just not good enough. And finally, you know you need to secure your laptops and cell phones, and you’re aware of the free tools, but the most capable tools are expensive, hard to deploy and need an army to manage.

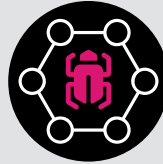
As a business owner, partner or key employee, you know you want to protect your intellectual property, keep your client information private, and avoid costly disruptions. And you certainly don’t want your reputation ruined due to a security incident.



According to Check Point Research, here are the top threats to SMB, in order:



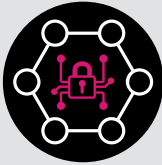
**1. PHISHING**



**2. MALWARE**



**3. CREDENTIAL  
THEFT**



**4. RANSOMWARE**



**5. REMOTE  
ACCESS BREACH**



**6. INSIDER  
THREATS**

How do you accomplish protection against all those risks on a budget?

Fortunately, it is now possible with the latest tools from Check Point and their partners.

Check Point started the firewall industry almost 30 years ago with the world's first stateful firewall and has been growing and offering new products since. Check Point has focused on securing the largest international companies, banks, governments and demanding enterprise customers.

Check Point is evolving, and it's time to consider them if you want to address your small business challenges on a budget.

# The Top SMB Security Risks

Here are the top small business risks and what you should do now:

1

## Home Sweet (Insecure) Home

During the pandemic, you had to support the migration from work locations to home-based access for your employees very quickly. There was no time to consider if the home Wi-Fi was secured, or if the network they are using is shared with the kids and neighbors who surf everywhere and can intercept communications. Of course, you trust your employees, but you have no way of enforcing reasonable security since you have no budget, time or expertise to deploy all the protections you should have.

Check Point is now offering a full range of home and small business-based firewalls called “Quantum.” Quantum firewalls provide secure Wi-Fi and ALL the extensive features and advanced capabilities of their largest “Enterprise-Grade” appliances. The appliances can be installed in minutes, monitored with your cell phone, and are designed to “prevent” issues rather than just “detect” them. Check Point is well known for having the easiest console to manage as well as the most capable console. Additionally, they have had the least number of vulnerabilities, and when that occasionally happens, Check Point leads the entire industry in response time to fix it. No one else is close.

2

## Laptops

As above, you probably rushed to support remote workers and you may have thought that you were saving money by allowing your employees to use their laptops to access your business. What the statistics prove out is this is not the best financial, or most secure decision. BYOD Laptops may be shared with other household members and the OS may not be patched. Furthermore, the business owner has no way to enforce security policies such as preventing exposure of company secrets, preventing private docs from being shared, preventing corporate password reuse, or preventing an employee from clicking on a malicious www URL.

Check Point has the world’s leading endpoint security tool called Harmony, and since you don’t have time to read and study MITRE ATT&CK competitive reports or analyst opinions, you only have to look at the top performer on everyone’s list: Check Point.



**3****Cell Phones**

As with laptops, your employees want convenience AND no one wants to carry two phones. What is a small company owner to do? With Check Point, the world's best cell phone security tool and Mobile Device Manager (MDM) is within your budget. Fast, easy deployment, complete features and full policy enforcement are available.

**4****Email and Cloud-Based Apps**

This is still one of the leading vectors of compromises and must be addressed fully as the costs of compromise are ridiculous. Most small businesses have outsourced their email to one of the leading SaaS providers like Office 365 or Google, as they are cheaper, feature-rich, easier to manage, and have great availability and uptime. But, there is a dirty little secret: The current provider tools and typical Mail Gateway protection tools are no longer good enough to prevent threats from being delivered into your user's inbox. You can spend money on training your users, but you can't depend on your employees to be your last line of defense.

Check Point has the #1 rated and fastest growing email protection tools available. For those businesses using SaaS and Cloud-Based Apps, Check Point has the most extensive lineup of tools to secure your email processes wherever they are.

**5****Servers in co-lo or broom closet**

As a small business, you make the best decisions you can at the moment. You may have decided to buy a server(s) that could be compromised...and it needs care and feeding daily: keeping up with patching, monitoring the host-based intrusion prevention, and implementing and enforcing least privilege and Active Directory Management. Quantum Spark not only has a cool name, but is easy to deploy and manage with out-of-the-box Zero-Touch provisioning and a user-friendly mobile app for threat mitigation on the go.

Quantum Spark is the "all in one" solution SMBs need that combine security and optimized internet connectivity; Wi-Fi, GbE, VDSL, & 4G LTE, performance-based routing. With Check Point, protecting those servers is easy: Wherever they are, running in a corner of your office or in a physically secure co-lo, you can get Enterprise-Grade security in no time at all, with Check Point Quantum firewalls.

Running a small business requires dealing with an immense number of issues from competition to scheduling, payroll, banking and collections and the new one: supply chain issues. However, once you add security challenges to all of the above, it is just too much to handle: No Security Experts on staff, having to monitor security issues 24/7, compliance reporting requirements, and the desire and goal to have security as a competitive differentiator. Small business owners need help...and getting Enterprise-Grade Security for your small business is just a phone call or web browse away.

Now is the time to reach out to Check Point or one of its thousands of partners to get help. Check Point solutions are affordable, available and in stock today and can prevent costly security issues. The resulting total makeover and improvement of your security posture will give you piece of mind and ultimately save you money!

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