UNIVERSITY

Cybersecurity Awareness Month: How Paladin can Protect Your Business

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WHAT YOU'LL LEARN

- What is cybersecurity
- Why cybersecurity is important to small businesses
- Simple steps to take in your store
- How Paladin can protect your business
  - DataWise, SystemWise, Managed Antivirus, Defense Pack
- How Paladin's Managed Network improves business performance
- Resources for independent businesses

What is cybersecurity?

- Cybersecurity is defined as "the state of being protected against criminal or unauthorized use of electronic data."
- The theft and misuse of personal and business electronic data became so pervasive that the National Cyber Security Alliance (NCSA) and the Department of Homeland Security in 2004 created Cybersecurity Awareness Month, recognized each October, to help all Americans stay safer and more secure online.

Why cybersecurity important to retail businesses

- Business is increasingly done via digital channels – websites, emails, mobile and social media.
- This increases a store's vulnerability to theft and fraud through malware, ransomware and phishing emails.
- 43% of cyberattacks target small businesses at an average cost of $200,000.
- Only 14% of businesses are prepared for a breach.

Sources: Verizon 2020 Data Breach Investigations Report, Accenture Security

The pandemic effect

- Store closures and restrictions forced more brick-and-mortar stores to sell online.
- U.S. e-commerce grew an incredible 44% over 2019.*
- Cyberattacks on small businesses increased 424% last year.
- Juniper Research estimates that e-commerce retailers are at risk of losing more than $20 billion in 2021, an 18% increase over the previous year.

** Sources: Digital Commerce 360, Payments Dive*

The Cyberfraud Pandemic

- Credit agency Transunion reported in August that suspected online fraud over the first four months of 2021 more than doubled the previous year.
- Digital payments are expected to grow to $11.3 trillion by 2026.
- Types of cyberfraud:
  - Card-not-present transactions
  - Friendly Fraud – chargebacks
  - Pharming - hijacking online customers to fraudulent websites.

Practical In-store Measures

- Human error causes 80% of business data breaches.
- Regularly update network system hardware - desktops, laptops, mobile devices, POS systems.
- Back up POS transaction data and business files daily: 3 copies, 2 formats, 1 stored offsite.
- Employee education:
  - Establish internet and email guidelines.
  - Create strong network user passwords and manage them.
  - Limit access to the business network.

Seek Professional Help: Paladin can protect your business

- Managed Services improves the performance, reliability and security of your terminals and network which increases the efficiency of your business.
- Scalable and easy to support.
- Paladin Customer Support team is available 24/7.
- One number to call for all technology needs.

Protect Your Data with Automatic Offsite Backups

- DataWise™ backs up files hourly to protect your point-of-sale data – accounts receivable, inventory, sales tax info, customer data, and all point-of-sale transactions.
- SystemWise™ backs up all files and folders on your work and home computers daily to a securely managed cloud-based storage.

SystemWise™ saves the day for Caledonia Ace

"*When our office computer crashed, even the Geek Squad couldn't revive it. I was panic-stricken. Gone were all my business files. I recalled that (Paladin) installed SystemWise on my desktop as a trial and crossed my fingers that your program worked as you described. I'm eternally grateful that you've developed a backup that looks out for the backroom, too. I am now a believer.*"

Deb Martin
Caledonia Village Ace Hardware

Defense Pack improves performance and security

Defense Pack combines the protection of Managed Security and the performance enhancements of Managed Updates to keep your computers running safely and reliably.

PALADIN DATA CORPORATION
MANAGEDSECURITY
PROACTIVE MANAGED COMPUTER PROTECTION

Keeps your computers safe from viruses, fraudulent websites, ransomware and identity theft. The best part is, we manage it for you.

PALADIN DATA CORPORATION
MANAGEDUPDATES
WINDOWS & CORE APPLICATION UPDATES

Delivers improved performance, reliability and security to your business network by monitoring, testing and installing updates to Windows® and other programs that support Paladin.

"*Paladin's additional service of managing Trend Micro is the frosting on the cake and worth every penny we pay.*"

John Montes
Edgartown Hardware

Improving Business Performance with Paladin's Managed Network

PALADIN DATA CORPORATION™
MANAGED NETWORK
MULTI-TIERED NETWORK PROTECTION

A network without monitoring

is like an airplane without gauges!

From: Cisco Meraki - No Reply <alerts-noreply@meraki.com>
Sent: Friday, October 4, 2019 11:13 AM
To: MerakiSupport <merakisupport@paladinpos.com>
Subject: Alert for Foster Feed Weston - appliance - Uplink status changed

cisco Meraki

The primary security appliance in the Foster Feed Weston - appliance network failed over to using its cellular uplink because the primary link has become unavailable.
It will return to using the primary uplink when it becomes available.

There has been 1 failover event detected:

At 02:11 PM EDT on Oct 4, the security appliance switched to using cellular as its uplink.

- Cisco Meraki

This email was automatically generated; please do not reply.
You can change the alert delivery settings for this network.

ManagedNetwork

cisco Partner

How Managed Network improves business performance

- Paladin's Managed Network removes technology woes for small businesses.
- Improve the security, speed and reliability of your business network with real-time, multi-tiered monitoring, and 24/7 management.

Security

Protect your network from unauthorized intrusion and malicious attacks.

Speed

Increase operating speed and performance by blocking bandwidth-robbing applications.

Reliability

Keep your business open when your internet connections are down.

Paladin Technology protects networks coast to coast

Meraki firewall

Firewall, Switches, WAP's, etc.

Paladin's Managed Network™, powered by Cisco/Meraki, blocks over 3 million security threats and bandwidth-hogging traffic annually.

Takeaways

- ✓ The pandemic and economic restrictions of 2020 have shown that retail businesses must adopt digital means to remain successful.
- ✓ Protection of business and personal data is crucial to customer service and consumer trust.
- ✓ Paladin provides a wide variety of options that help stores protect their vital business and customer data.
- ✓ Our Managed Services and Managed Network™ take worries about technology and cybercrime off your plate and let you focus on working with your customers.

Online Resources for Independent Businesses

- National Cybersecurity Alliance
- Department of Homeland Security
- Federal Communications Commission Cyberplanner
- Federal Communications Commission for SMB
- Small Business Administration

Questions?

Enter questions in the chat window or contact us below –

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Next Webinar:

Increase Your Business with Rentals
October 26 @ 9am PT

Register: **portal.paladinpos.com/webinars**

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Paladin Release Guides
on the Help Portal.

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portal.paladinpos.com/webinars

Self help at:
portal.paladinpos.com

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