



Cybersecurity Awareness Month: How Paladin Managed Services Helps to Keep Your Business Up and Running

CJ June

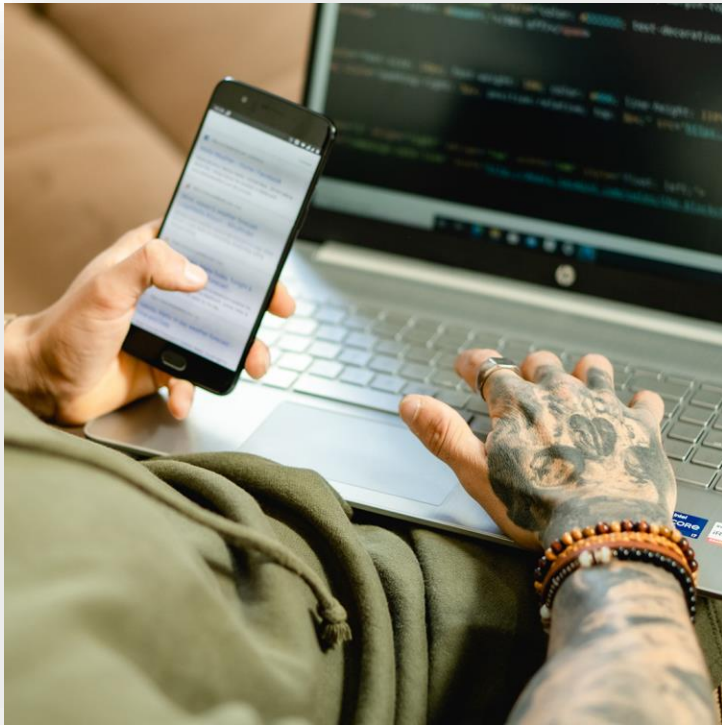
Managed Services Sales Coordinator

October 4, 2022

WHAT YOU'LL LEARN

- Cybersecurity is ...
- Why cybersecurity is important to small businesses
- Ransomware reality – what happened to one small business
- Simple steps to take in your store
- How Paladin protects independent businesses
 - DataWise, SystemWise, Managed Antivirus, Managed Updates, Backup Pack, Defense Pack, Max Shield
- How Paladin's Managed Network improves business performance
- Resources for independent businesses

Cybersecurity defined



- Cybersecurity is "the state of being protected against criminal or unauthorized use of electronic data."
- 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



- More and more business is done digitally through websites, emails, mobile and social media.
- This increases a store's vulnerability to malware, ransomware and phishing emails.
- In 2020 and 2021, data breaches against small businesses increased 152%.
- Ransomware is the No. 1 cyberthreat small businesses face.

Sources: Verizon 2022 Data Breach Investigations Report, RiskRecon

Ransomware reality

“The Paladin folks and [our IT providers] worked together quite closely, which was marvelous. The combination of assets between the two companies streamlined the process of getting us going again ... Paladin’s involvement didn’t even take a week. By about Wednesday, they had all the PCs clean and operating.”

Store owner

- In June, a Paladin client discovered his home computers and all seven of his stores had been infiltrated by BlackByte ransomware essentially locking down his business network.
- Within hours, Paladin and the store's IT provider had all stores open and operating on a limited basis.
- Within a few days, Paladin had all stores operating virus free at full strength.
- The stores lost no data and paid no ransom.

Practical in-store measures



- Human error causes 85% 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 user passwords and use multifactor authentication.
 - Limit access to the business network.

Paladin Managed Services can help protect your business



- While no cybersecurity is foolproof, Paladin 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.



Backup Pack protects your data automatically



- 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.
- Backup Pack includes both DataWise™ and SystemWise™.

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.



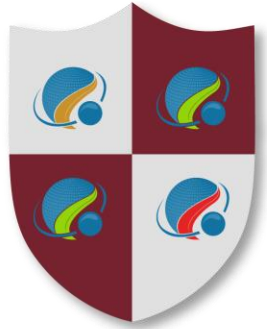
Keeps your computers safe from viruses, fraudulent websites, ransomware and identity theft. The best part is, we manage it for you.



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



Max Shield combines all Paladin Managed Services

Max Shield covers your system security with managed security and updates along with automatic backups. It keeps your computers running safely and reliably.



Paladin Pilot™ lets you work from wherever you land

Paladin Pilot™ is a remote connection to your business. No matter where you are, if you have an internet connection, you can access your store network.



PALADIN PILOT

Paladin's remote monitoring and management feature allows users to:

- Check daily transactions, taxes and more
- Place orders with suppliers
- Adjust prices and create promotional advertising

"Paladin Pilot is the best program I've ever used. It kind of started out being really helpful during COVID. Our kids are just old enough to get into the perfect kind of trouble. Paladin Pilot allowed me to work from the kitchen counter when the kids weren't in school. Now, we use it all the time."

Denise Page, Lands End Marine Supply

Make your business run better
with Paladin's Managed Network™



Managed Network™ makes stores run better

- 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

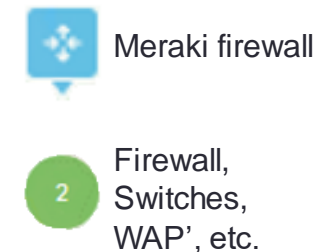
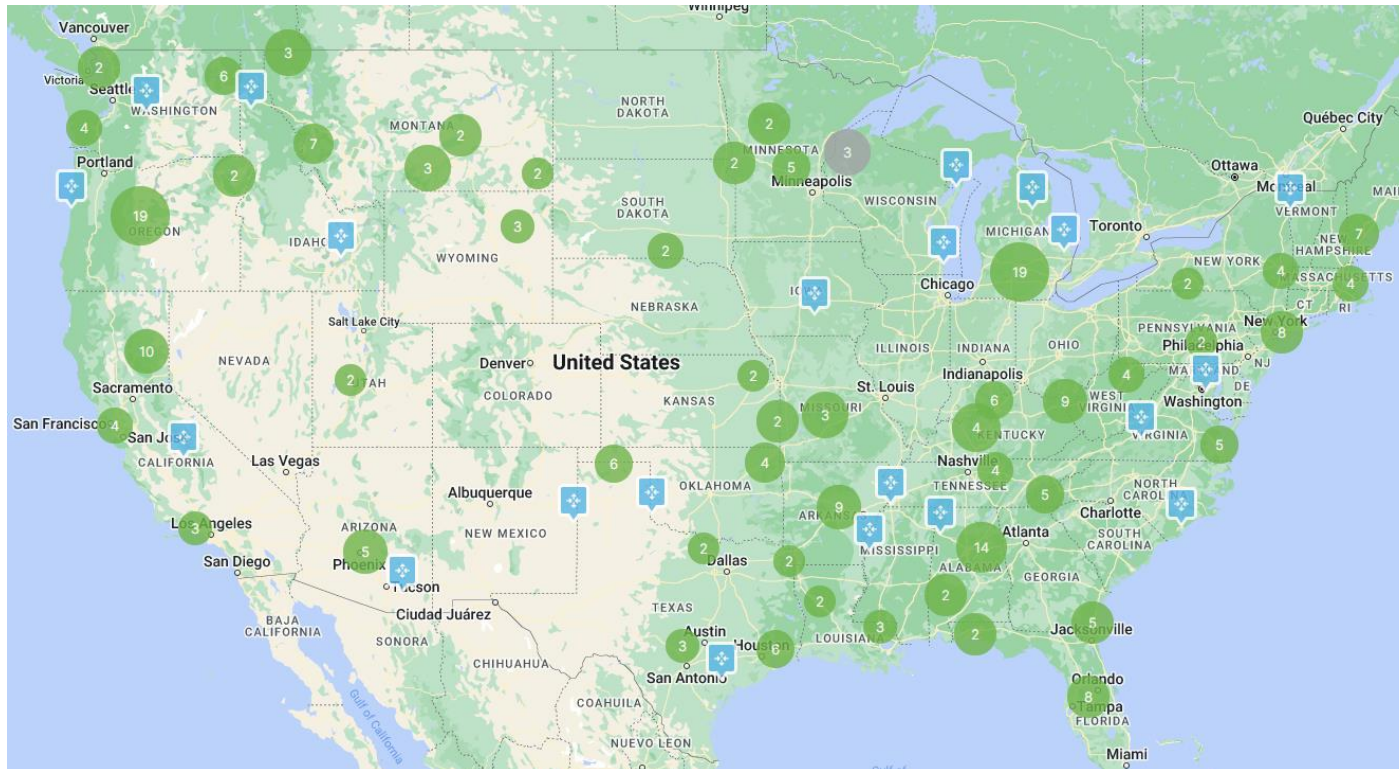
Increase operating speed and performance by blocking bandwidth-robbing applications.



Reliability

Keep your business open when your internet connections are down.

Paladin technology protects networks coast to coast



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

Swifter™ keeps your data fresh, your system performing

Swifter™ is not part of our Managed Services but it improves the performance of Paladin Point of Sale by cleaning out old, unnecessary data that can slow your single-store system down.



Swifter™ makes your business run better by:

- Speeding up product searches of inventory, customer information and more
- Creating reports faster
- Allowing for quicker backups and support

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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Learn More

Expand your Paladin Knowledge:

Stay relevant in retail:
[paladinpointofsale.com/retailsience](https://portal.paladinpos.com/retailsience)

Self help at:
portal.paladinpos.com

Webinars available at:
portal.paladinpos.com/webinars

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