

## 2019 SMB CYBERTHREAT STUDY

Commissioned by Keeper Security and conducted through YouGov, the study reveals small and medium-sized businesses (SMBs) still severely underestimate their cybersecurity vulnerabilities and many don't know where to start.

### SMBs drastically underestimate their cybersecurity vulnerabilities



**2 in 3**

SMB leaders believe a cyberattack is **UNLIKELY**



**67%**

of SMBs experienced a cyberattack in 2018<sup>1</sup>

Lower Company **\$**

**DOESN'T MEAN**

Lower Company

**R!SK**

### Cybersecurity isn't a priority for SMBs and cybercriminals know it

**MOST**

**60%**

of SMBs don't have a cybersecurity prevention plan

**ONLY**

**1 out of 10**

of SMBs rank cybersecurity as a top business priority

**JUST**

**14%**

of SMBs consider it a top threat to their business

### Protecting your company may seem daunting, but it **doesn't have to be**

**75%**

of companies are on the right track by encouraging or requiring employees to regularly change their passwords

but still

**25%**

don't know where to start with cybersecurity



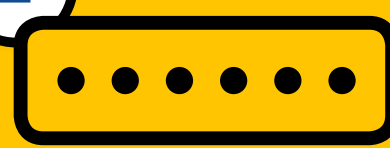
### Where to start?

**1**



Since 81% of data breaches are caused by weak or stolen passwords,<sup>2</sup> cybersecurity starts with password security

**2**



Develop and enforce a password security policy

**3**



Use Two-Factor Authentication (2FA)

**4**



Implement an affordable and easy-to-use business password manager, like Keeper Business

<sup>1</sup>Ponemon Institute: 2018 State of SMB Cybersecurity

<sup>2</sup>2018 Verizon Data Breach Investigations Report

Keeper Security, Inc. provides the leading cybersecurity platform for preventing password-related data breaches and cyberthreats. Named PC Magazine's Best Password Manager of 2018 and awarded the Publisher's Choice Cybersecurity Password Management InfoSec Award for 2019, Keeper is trusted by millions of people and thousands of businesses of all sizes and across all industries. Start a free 14-day business trial today.

**14-Day Business Trial**