ABC Webinar Series

Bridging the Gap Between Perceived and Actual Cyber Challenges While Reducing Risk
Understanding Cyber Risks

Bridging the gap between preserved and actual cyber challenges while reducing risk

May 2nd, 2023

Adam Brittin
Global Product Strategy
ISG Small Business
Dell Technologies
WHAT IF YOU COULD?

Empower employees with the tools to do their jobs

Accelerate IT to move at the speed of the business

Maximize the impact of your cloud investment
78% of organizations leverage public cloud services

PUBLIC

Increased agility
Simplified operations
Accelerated innovation

Increased control
Enhanced performance
Predictable costs

WHAT IF YOU DIDN'T NEED TO CHOOSE?
Increased agility  
Simplified operations  
Accelerated innovation  

Increased control  
Enhanced performance  
Predictable costs
Offering a truly unified cloud experience

ACHIEVE DIFFERENTIATED OUTCOMES
Ransomware and the Impact to Business

**BUSINESS IMPACTS**

37%

Reported their organization was forced to lay off employees following a ransomware attack.

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**BUSINESS IMPACT**

35%

Reported C-level resignations following a ransomware attack.

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**DETECTION**

63%

Reported that the attackers were in their networks for up to six months before being detected.

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**PREVALANCE**

73%

Targeted by at least one ransomware attack in the past 24 months.
Data loss and downtime is increasingly prevalent

48% of orgs have suffered a cyber attack in the last 12 months

67% concerned their existing data protection may not be sufficient to cope with malware and ransomware threats

Not if, but when...

Resulting in lost contracts, lost reputation,

All statistics from the Dell Technologies 2022 Global Data Protection Index Snapshot
True Cost of Ransomware for Businesses

Small Business Ransom: $5,900

| Lost Revenue | 500,000 |
| Incident Response | 15,000 |
| Legal Advice | 14,000 |
| Lost Productivity | 50,000 |
| Forensics | 15,000 |
| Recovery & Re-Imaging | 12,000 |
| Data Validation | 5,000 |
| Brand Damage | 100,000 |
| Litigation | 40,000 |
| **Total Costs of Attack** | **$756,900** |

Mid-Sized Business Ransom: $170,404

Average Business Ransom: $250,000

Source: Datto State of the Channel Ransomware Report
Evolution of Cyber Threat Actors

Different Motivations, Techniques, & Goals

<table>
<thead>
<tr>
<th>CRIME</th>
<th>INSIDER</th>
<th>ESPIONAGE</th>
<th>HACKTIVISM</th>
<th>TERRORISM</th>
<th>WARFARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theft &amp; extortion for financial gain</td>
<td>Trusted insiders steal or extort for personal, financial, &amp; ideological reasons. Increasingly targeted because of privileged access to systems</td>
<td>Corporate or Nation-state actors steal valuable data</td>
<td>Advance political or social causes</td>
<td>Sabotage &amp; destruction to instill fear</td>
<td>Nation-state actors with destructive cyber weapons (Not Petya)</td>
</tr>
</tbody>
</table>
Cyber resilience is a strategy.

A high-level holistic strategy that includes cyber security standards, guidelines, people, business processes and technology solutions.

Example: NIST Cybersecurity Framework

Source: https://en.wikipedia.org/wiki/Cyber_resilience
Cyber Recovery is a solution.

A data protection solution that isolates business-critical data away from attack surfaces.

Critical data is stored immutably in a hardened vault enabling recovery with assured data availability, integrity and confidentiality.
Layered Cyber Security for Data Protection

**Traditional Data Protection Best Practices**
- Take the Cyber Recovery Assessment
- Deploy a layered data protection approach for more business-critical systems, but always include a data protection solution
- Protect “Born in the Cloud” and Desktop/Laptop Data

**Additional Hardening and Protection Features**
- Product specific hardening guides
- Encryption in-flight and/or at rest
- Retention lock with separate security officer credentials

**Advanced Protection Services**
- Cyber Recovery Solution, endorsed by Sheltered Harbor
- Dell Tech service offerings: assess, plan, implement, and validate
- Use of evolving security analytics: RSA & SecureWorks

One more truth
Internal awareness can reduce risk & improve solutions

Take the Cyber Recovery Assessment!
Key Data to Protect by Industry

**Healthcare**
Electronic Medical Records, scheduling, payment and billing systems

**Legal**
Document management, conflicts checking, billing, email

**Financial Services**
Payments, Core Banking, Trading, Treasury, Sheltered Harbor data

**Oil & Gas**
Seismic & geographical exploration data

**Life Sciences**
Research and development, drug discovery & Clinical trial data

**Government**
Property records and taxes, justice systems, payment collection, licenses

**Retail**
Point of sale, inventory, shipping

**Manufacturing**
Plant manufacturing and scheduling, ordering systems, inventory
Why?: Inadequate firewalls, consumer-grade products, mobile agility, subbed out work, & old systems without protection

Key Risks: Information Security, Network Security, End-User Behavior, & Infrastructure Security

Real World: Ransom, Downtime/Business Interruption, Fraudulent Transfers, Intellectual Property Breaches


https://www.equipmentworld.com/business/article/15293568/6-ways-construction-companies-are-vulnerable-to-cyber-attacks
Protect your data with confidence

APEX Backup Services

- Protect edge, core to cloud
- 100% SaaS
- Deploy within minutes
- Consistent experience
- Complete visibility
- Secure and scalable
Cyber Recovery Assessment

Based on your responses to the free assessment, we will categorize your organization’s preparedness in each area as Prepared, Vulnerable, or Exposed.

Compare your assessed risk against industry standards and learn how risk and security frameworks are foundational to successful security.

Watch videos that will explain your threat level in each area, and what your organization can do to improve preparedness and mitigate risk.

Delve into ESG research to better understand the cyber security landscape and where your organization sits on the security spectrum.
Overall Organization Scores

How well did organizations score after completing the assessment. (n= 1,375)

63%
Organizations are categorized as Exposed

30%
Organizations are categorized as Vulnerable

6%
Organizations are categorized as Prepared

*Based on 1,375 online surveys completed between 6/20/21-9/10/21 at https://dell-cyber.esg-global.com/.
Customers to have taken the Assessment say...

Based on its recommendations, we are adopting a holistic Cyber resiliency strategy that mitigates risk, ensures business continuity, and puts us in a position of confidence to succeed with our digital transformation initiatives.

-- Josh Kohlhoff, Network Administrator
Dodge County, Wisconsin

With the cyber assessment, our organization rated ‘Prepared’ in each category – this outcome is another proof point to our Board and Executives we are going in the right direction with Dell as our long-term Security and Data Protection partner.

– Bob Bender, Chief Technology Officer
Founders Federal Credit Union

Gauge your resiliency
dell-cyber.esg-global.com
Learn More
Dell EMC PowerProtect Cyber Recovery Solution
delltechnologies.com/cyberrecovery

PowerProtect is your ultimate choice in cloud data protection
delltechnologies.com/dataprotection
@DellEMCProtect
delltechnologies.com/cloudprotection

Case Study: Founder’s Federal Credit Union

ESG Analyst Validation: Cyber Recovery & CyberSense
dellemc.com/webinars
Take the next step with APEX

Visit Dell Technologies APEX to learn more

Schedule additional time with our Presales Team
  • Dell Professional Services workshops: Dell Accelerator Workshop or Technical Workshop
  • Consulting Whiteboard session

Ready to onboard?
  • Identify your Console administrator(s)
  • Contact your Representative
Learn More

dellemc.com/cyberrecovery
dellemc.com/dataprotection

Case Study: Founder's Federal Credit Union
Analyst Report: Cyber Recovery
Business Cyber Risk Bulletin
Cyber Recovery Solution Overview
Cyber Recovery Solution Video
ESG Video: Cyber Recovery
The possibilities of multi-cloud with Dell

Turn multiple clouds into a true multi-cloud strategy that meets business demand

FREEDOM OF CHOICE

A CONSISTENT EXPERIENCE

OPTIMIZED OPERATIONS
Our commitment to deliver technology as-a-service, wherever it is needed

**SIMPLICITY**
- Built on the broadest and most innovative infrastructure portfolio

**AGILITY**
- Driven to deliver unmatched time-to-value all around the world

**CONTROL**
- Backed by our global services, scale, and supply chain leadership
Cyber Recovery is a Key Enabler of Cyber Resilience

Focus on increasing confidence in the ability to recover from a cyber attack through key technologies and processes

- Air Gapping, Immutability & automation
- AI/ML based security analytics tools
- Runbooks and recovery process
- Business Recovery At speed and scale
- Cross functional enablement
Multi-cloud data protection leadership

1,300+ cloud data protection customers

1100+ PowerProtect Cyber Recovery customers

7.0 Exabytes of data protected in the cloud

1 Based on combined revenue from the IDC 1Q21 Purpose-Built Backup Appliance (PBBA) Tracker, with select Storage Software segments from the 1Q21 Storage Software and Cloud Services Tracker.

2 Based on IDC 1Q21 Storage Software and Cloud Services Qview.

3 Based on IDC WW Purpose-Built Backup Appliance Systems Tracker, 1Q21 (revenue).

4 Based on Dell Technologies analysis, June 2021.

5 Based on Dell Technologies analysis, October 2021.

6 Based on internal Dell Technologies research, June 2021.
APEX Backup Services

Data Protection for the Multi-Cloud Era

Protect SaaS and distributed workloads in the cloud

SaaS Apps
Endpoints
Hybrid Workloads

Focus on outcomes, not infrastructure

All-in-one secure protection with backup, disaster recovery and long-term retention

Single console to monitor and manage all cloud workloads

100% SaaS-based, no infrastructure to manage

Rapid time-to-value, deploys in minutes

Unlimited, on-demand scaling protects growing data volumes
APEX Backup Services cloud platform

- Complete visibility
- On-demand scale
- Data security
- SaaS Apps
- Endpoints
- Hybrid Workloads
- Protection
- Governance
- Intelligence
Saving the World with Cyber Security

Every 11 Seconds
A cyber of ransomware attack occurs\(^1\)

Why should you care?
It’s not IF, but WHEN…

Cyber Resiliency
Strategy including standards, guidelines, people, business processes, and technology solutions

True Costs
Lost Revenue, Brand Damage, Lost Productivity, Litigation, Legal, Incident Response

Cyber Recovery
Solution that isolates business-critical data away from attacks. Critical data is confidently protected with assured availability & integrity

True Costs
Lost Revenue, Brand Damage, Lost Productivity, Litigation, Legal, Incident Response

Know Your Data
Prioritization of data is vital to protection and recovery

Critical Data is Industry Specific
Check out the Cyber Recovery Assessment!

\(^1\) Source: Dell Technologies
\(^2\) Source: Kaspersky Lab
## Cyber Threats 2022: The Facts

Every 11 seconds
A cyber or ransomware attacks occur\(^1\)

$6T
Total global impact of cyber crime in 2021\(^2\)

$13M
Average cost of cybercrime for an organization\(^3\)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Cost</th>
</tr>
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<tbody>
<tr>
<td>Banking</td>
<td>$18.4M</td>
</tr>
<tr>
<td>Utilities</td>
<td>$17.8M</td>
</tr>
<tr>
<td>Software</td>
<td>$16.0M</td>
</tr>
<tr>
<td>Automotive</td>
<td>$15.8M</td>
</tr>
<tr>
<td>Insurance</td>
<td>$15.8M</td>
</tr>
<tr>
<td>High Tech</td>
<td>$14.7M</td>
</tr>
<tr>
<td>Capital Markets</td>
<td>$13.9M</td>
</tr>
<tr>
<td>Energy</td>
<td>$13.8M</td>
</tr>
<tr>
<td>US Federal</td>
<td>$13.7M</td>
</tr>
<tr>
<td>Consumer Goods</td>
<td>$11.9M</td>
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<tr>
<td>Health</td>
<td>$11.9M</td>
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<tr>
<td>Retail</td>
<td>$11.4M</td>
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<tr>
<td>Life Sciences</td>
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<tr>
<td>Media</td>
<td>$9.2M</td>
</tr>
<tr>
<td>Travel</td>
<td>$8.2M</td>
</tr>
<tr>
<td>Public Sector</td>
<td>$7.9M</td>
</tr>
</tbody>
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\(^2\)Cybersecurity Ventures: [https://cybersecurityventures.com/cybercrime-damages-6-trillion-by-2021](https://cybersecurityventures.com/cybercrime-damages-6-trillion-by-2021)

Benefits for ABC Members

Exclusive Promotional Offers
ABC members have access to exclusive promotions providing you the right Dell solution at the best price. Businesses can save an additional 5-10% OFF on Dell-Branded technology solutions.

Small Business Tech Advisor
A single point of contact at Dell who is dedicated to understanding your business needs and providing you with a custom-tailored technology solution fit for those needs. Call (800) 757-8442 to speak with an Advisor, or contact your Account Executive to be introduced via email.

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