ABC Webinar Series

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

Brought to you by ABC's Strategic Partners

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

D&LL Technologies

78% organizations leverage public cloud services

PUBLIC

Increased agility
Simplified operations
Accelerated innovation

D&LL Technologies

PRIVATE

Increased control
Enhanced performance
Predictable costs

88% cloud strategies include on-premises infrastructure

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WHAT IF YOU DIDN'T NEED TO **CHOOSE?**

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Increased agility
Simplified operations
Accelerated innovation

Increased control
Enhanced performance
Predictable costs

D⋌LL Technologies

Offering a truly unified cloud experience

ACHIEVE DIFFERENTIATED OUTCOMES

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Ransomware and the Impact to Business

BUSINESS IMPACTS

37%

Reported their organization was forced to lay off employees following a ransomware attack[1]

BUSINESS IMPACT

35%

Reported C-level resignations following a ransomware attack[1]

DETECTION

63%

Reported that the attackers were in their networks for up to six months before being detected[1]

PREVALANCE

73%

Targeted by at least one ransomware attack in the past 24 months

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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

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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**

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Evolution of Cyber Threat Actors

Different Motivations, Techniques, & Goals

| CRIME	INSIDER	ESPIONAGE	HACKTIVISM	TERRORISM	WARFARE
Theft & extortion for financial gain	Trusted insiders steal or extort for personal, financial, & ideological reasons. Increasingly targeted because of privileged access to systems	Corporate or Nation-state actors steal valuable data	Advance political or social causes	Sabotage & destruction to instill fear	Nation-state actors with destructive cyber weapons (Not Petya)

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Cyber resilience is a strategy.

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

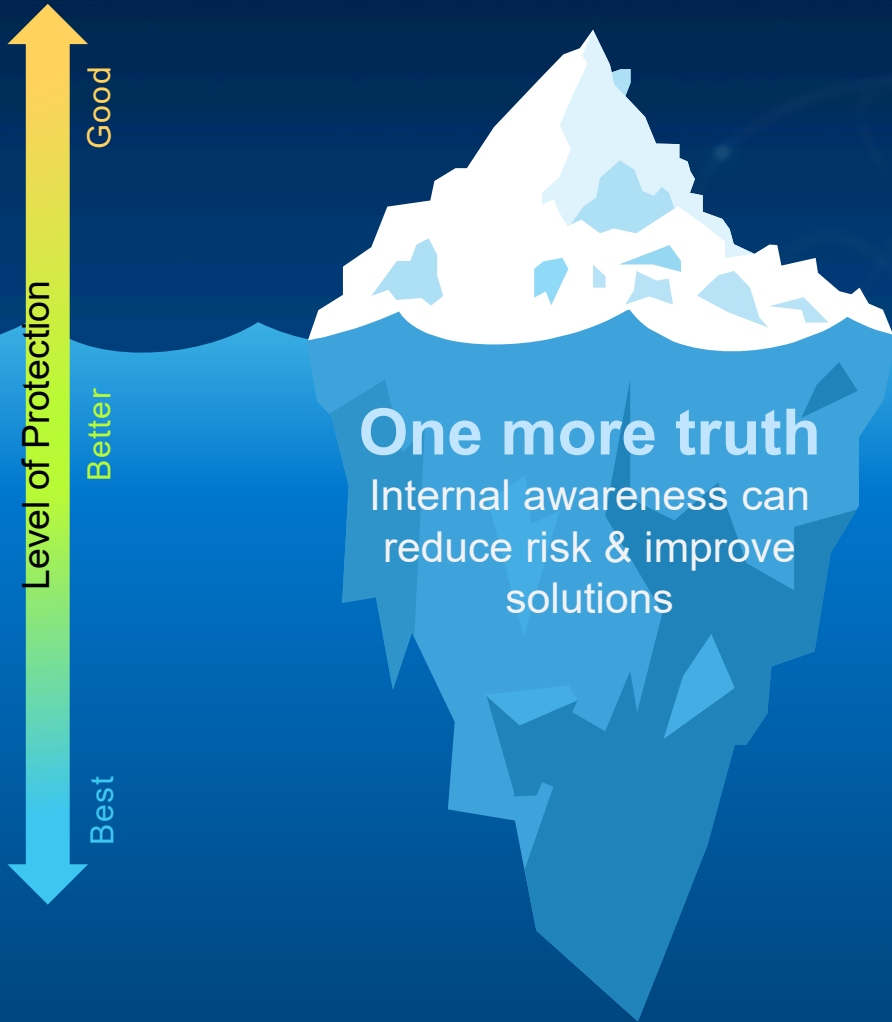Example: NIST Cybersecurity Framework

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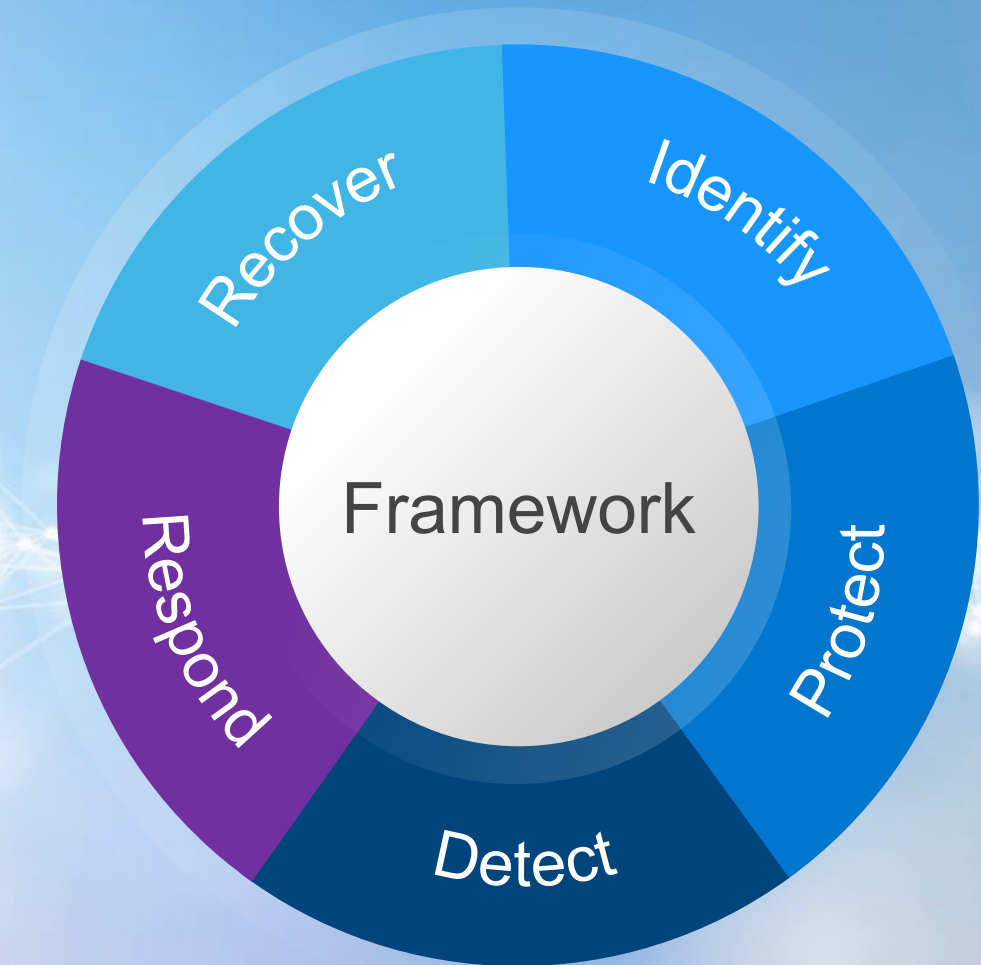
Cyber Recovery
is a solution.
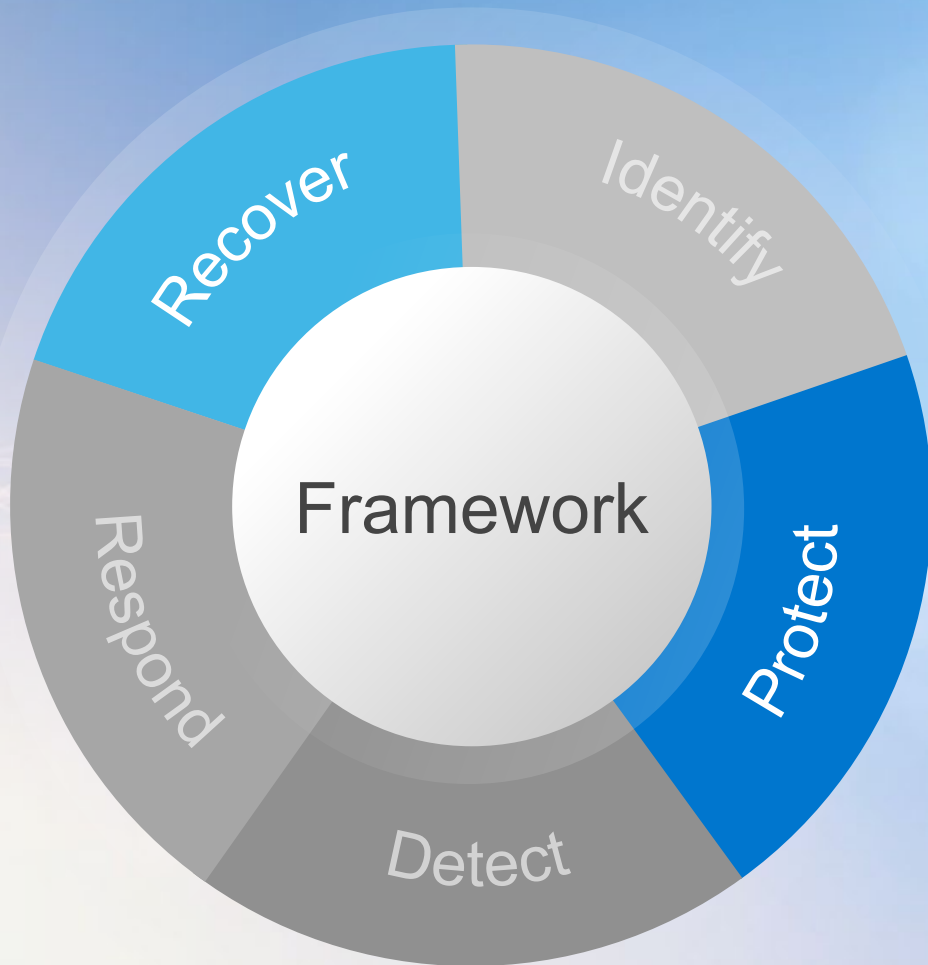
A data protection solution that isolates business-critical data away from attack surfaces.

Critical data is stored immutably in a hardened vault enabling recovery with assured data availability, integrity and confidentiality.

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Layered Cyber Security for Data Protection

Level of Protection — Good / Better / Best

One more truth
Internal awareness can reduce risk & improve solutions

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

SCAN ME

Take the Cyber Recovery Assessment!

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Key Data to Protect - Builders & Construction

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

Next Steps: Risk Assessment & Business Impact Analysis, Review Vulnerabilities, Security Awareness & Training, Security Event Tracking

https://www.pbctoday.co.uk/news/featured/cybersecurity-in-construction-101-what-firms-need-to-know/116863/
https://www2.deloitte.com/ce/en/pages/real-estate/articles/ce-building-cybersecurity-in-the-construction-industry.html
https://www.equipmentworld.com/business/article/15293568/6-ways-construction-companies-are-vulnerable-to-cyber-attacks
https://www.agc.org/sites/default/files/Galleries/enviro_members_file/CLE%20Paper_%20Cyber%20Attacks%20and%20the%20Construction%20Industry.pdf

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Cyber Recovery Assessment

PROTECT YOUR DATA AND ORGANIZATION

Cyber Resiliency Assessment

Cyber attacks like ransomware are more sophisticated and the reality is that no organization is immune. Understand where your cyber risks and vulnerabilities are now to receive actionable recommendations.

Gauge your Cyber Resiliency ↗

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

Watch videos that will explain your threat level in each area, and what your organization can do to improve preparedness and mitigate risk
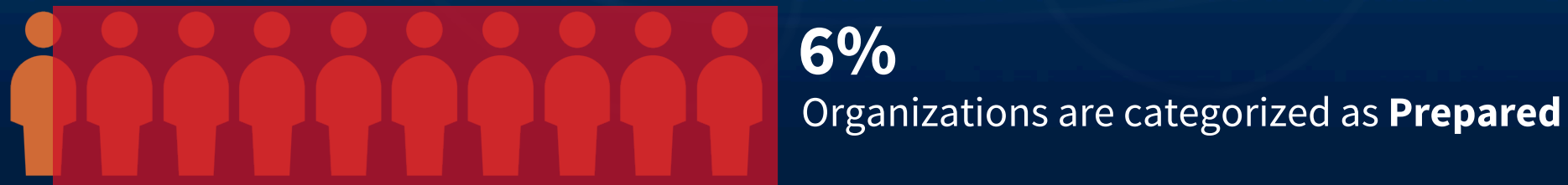
Compare your assessed risk against industry standards and learn how risk and security frameworks are foundational to successful security

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

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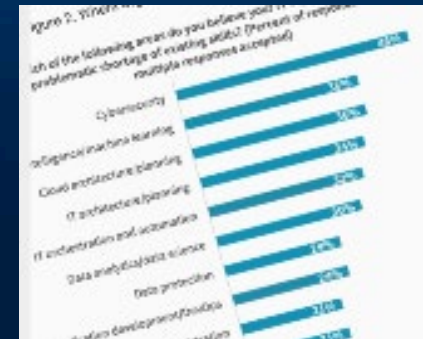
Overall Organization Scores

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/.

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"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

FOUNDERS
FEDERAL CREDIT UNION

– Bob Bender, Chief Technology Officer
Founders Federal Credit Union

Gauge your resiliency
dell-cyber.esg-global.com

"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."

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Learn More

Dell EMC PowerProtect Cyber Recovery Solution

Dell Solutions with Intel®

intel.

⬦ delltechnologies.com/cyberrecovery

DATA PROTECTION AND BACKUP SOLUTIONS

PowerProtect is your ultimate choice in cloud data protection

⬦ delltechnologies.com/dataprotection

@DellEMCProtect

WHAT'S NEW

Cyber Recovery in the Cloud

Read Solution Brief | Learn More | See Cyber Recovery Details ›

⬦ delltechnologies.com/cloudprotection
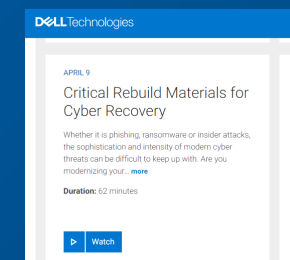
Business Cyber Risk Bulletin

Case Study: Founder's Federal Credit Union
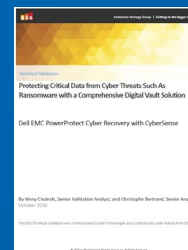
ESG Analyst Validation: Cyber Recovery & CyberSense

ESG Analyst Video Cyber Recovery & CyberSense

⬦ dellemc.com/webinars

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Take the next step with APEX

Visit <u>Dell Technologies APEX</u> 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?

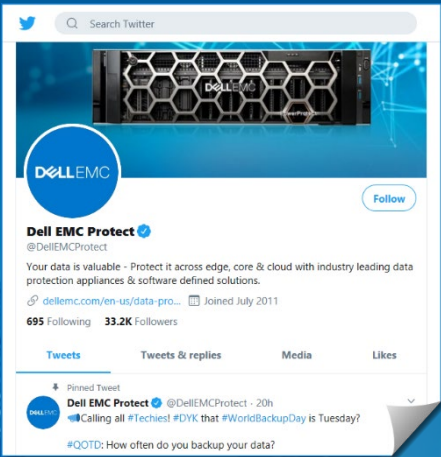- Identify your Console administrator(s)

- Contact your Representative

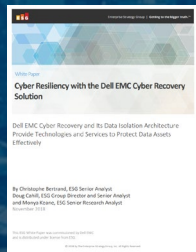**DELL**Technologies

Learn More

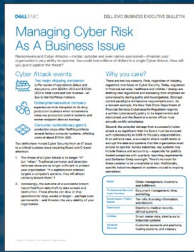@DellEMCProtect

dellemc.com/cyberrecovery
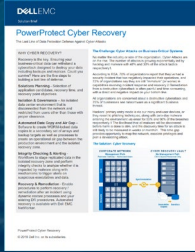
dellemc.com/dataprotection

Case Study:
Founder's Federal
Credit Union

Analyst Report:
Cyber Recovery

Business Cyber
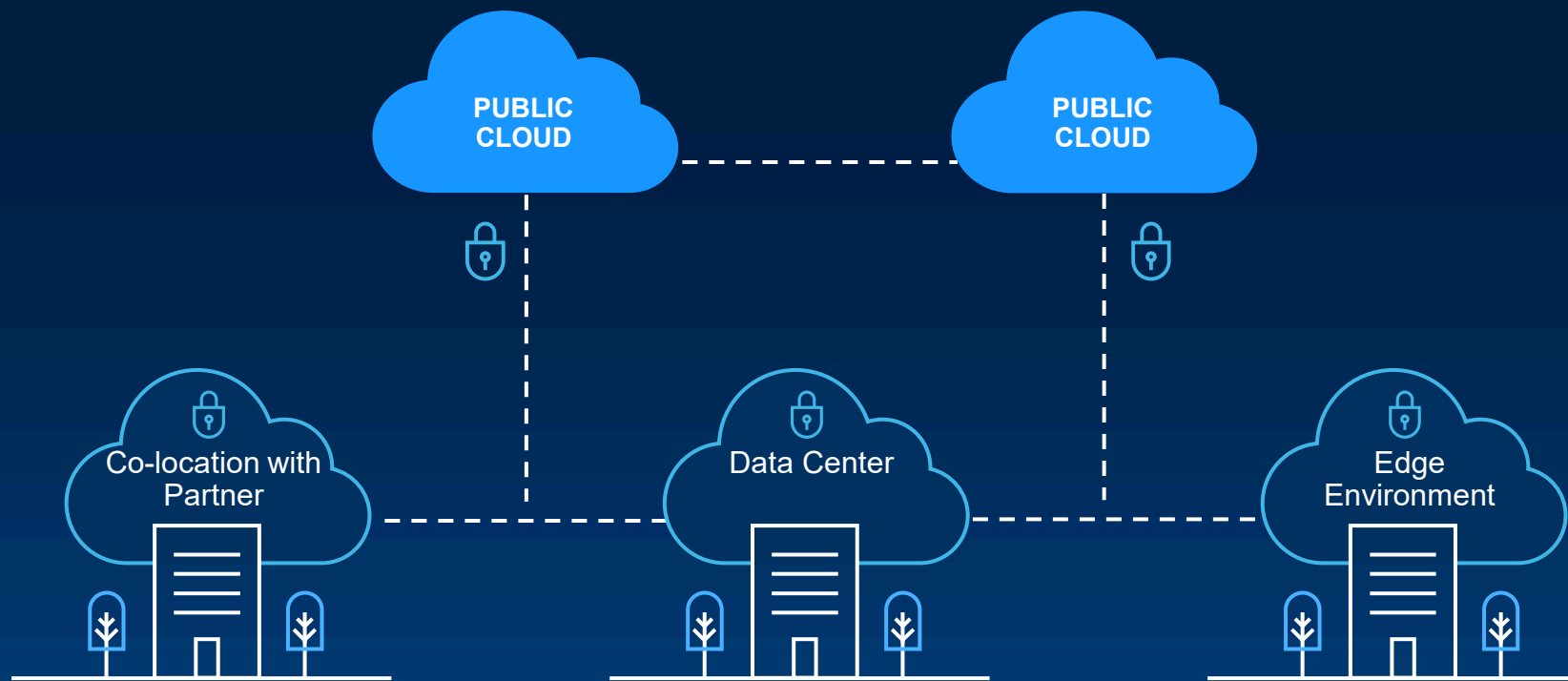Risk Bulletin

Cyber Recovery
Solution Overview

Cyber Recovery
Solution Video

ESG Video:
Cyber Recovery

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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

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APEX Backup Services

SaaS Apps

Microsoft 365

- Exchange Online
- Microsoft OneDrive
- Microsoft Teams
- Microsoft SharePoint

Google Workspace

- Gmail
- Google Drive
- Google Docs
- Google Slides

Salesforce.com

salesforce

Endpoints

- Laptops
- Desktops
- Mobile Devices

Hybrid Workloads

- File servers
- ORACLE
- Microsoft SQL Server
- vmware
- vmware CLOUD on aws
- Hyper-V
- NAS

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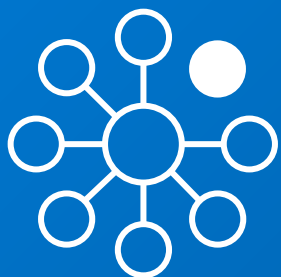
Cyber Recovery is a Key Enabler of Cyber Resilience

Focus on increasing confidence in the ability to recover
from a cyber attack through key technologies and processes
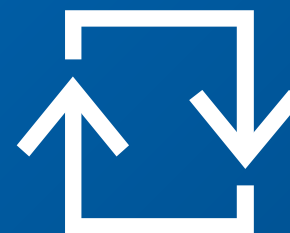
Air Gapping, Immutability & automation
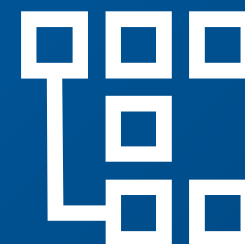
AI/ML based security analytics tools

Runbooks and recovery process

Business Recovery At speed and scale

Cross functional enablement

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Multi-cloud data protection leadership

#1

Data Protection Appliance & Software[1]
Data Replication & Protection Software[2]
Purpose Built Data Protection Appliances[3]

1,300+ cloud data protection customers[4]

1100+ PowerProtect Cyber Recovery customers[5]

7.0 Exabytes of data protected in the cloud[6]

[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 Qview.
[2] IDC 1Q21 Storage Software and Cloud Services Qview
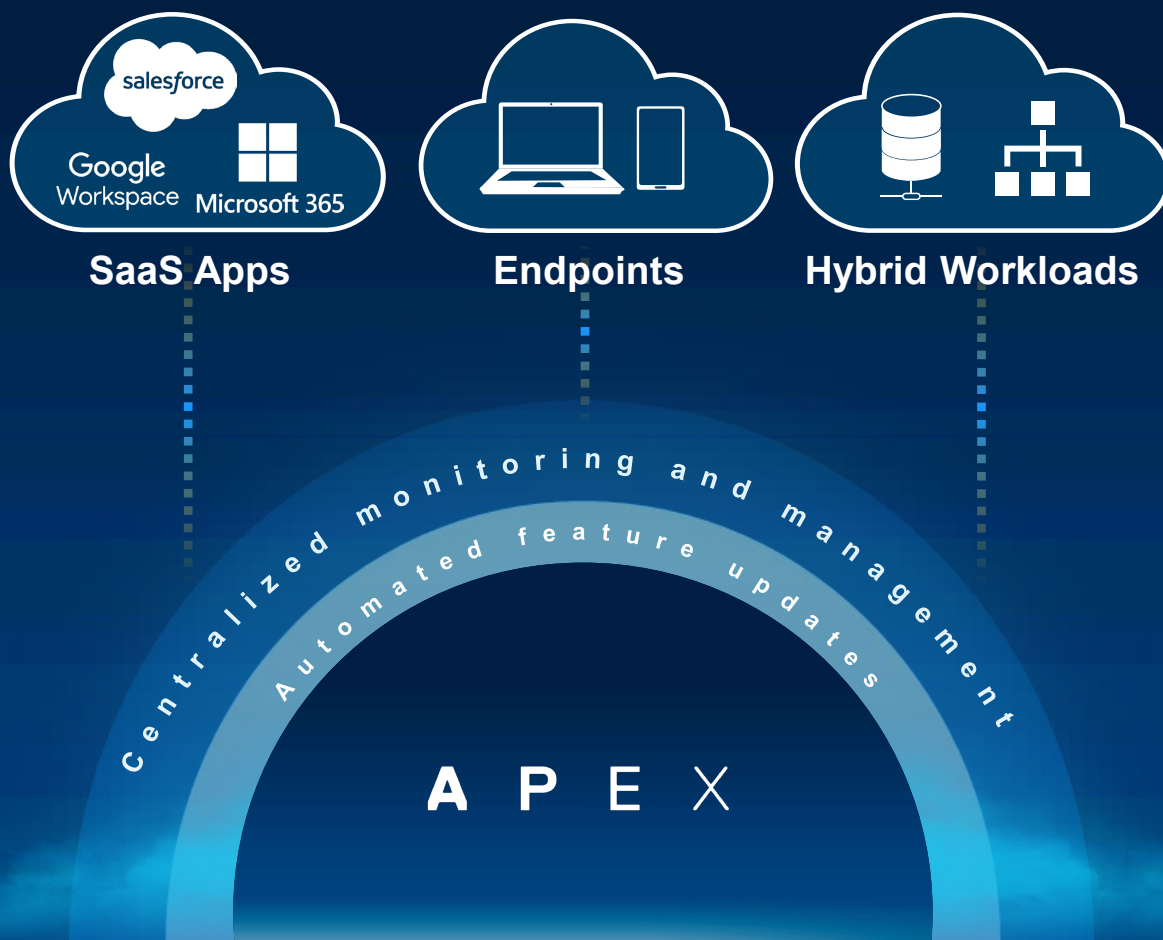[3] Based on IDC WW Purpose-Built Backup Appliance Systems Tracker, 1Q21 (revenue).
[4] Based on Dell Technologies analysis, June 2021
[5] Based on Dell Technologies analysis, October 2021
[6] Based on internal Dell Technologies research, June 2021

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APEX Backup Services

Data Protection for the Multi-Cloud Era

SaaS Apps

Endpoints

Hybrid Workloads

Centralized monitoring and management

Automated feature updates

A P E X

Protect SaaS and distributed workloads in the cloud

Focus on outcomes, not infrastructure

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

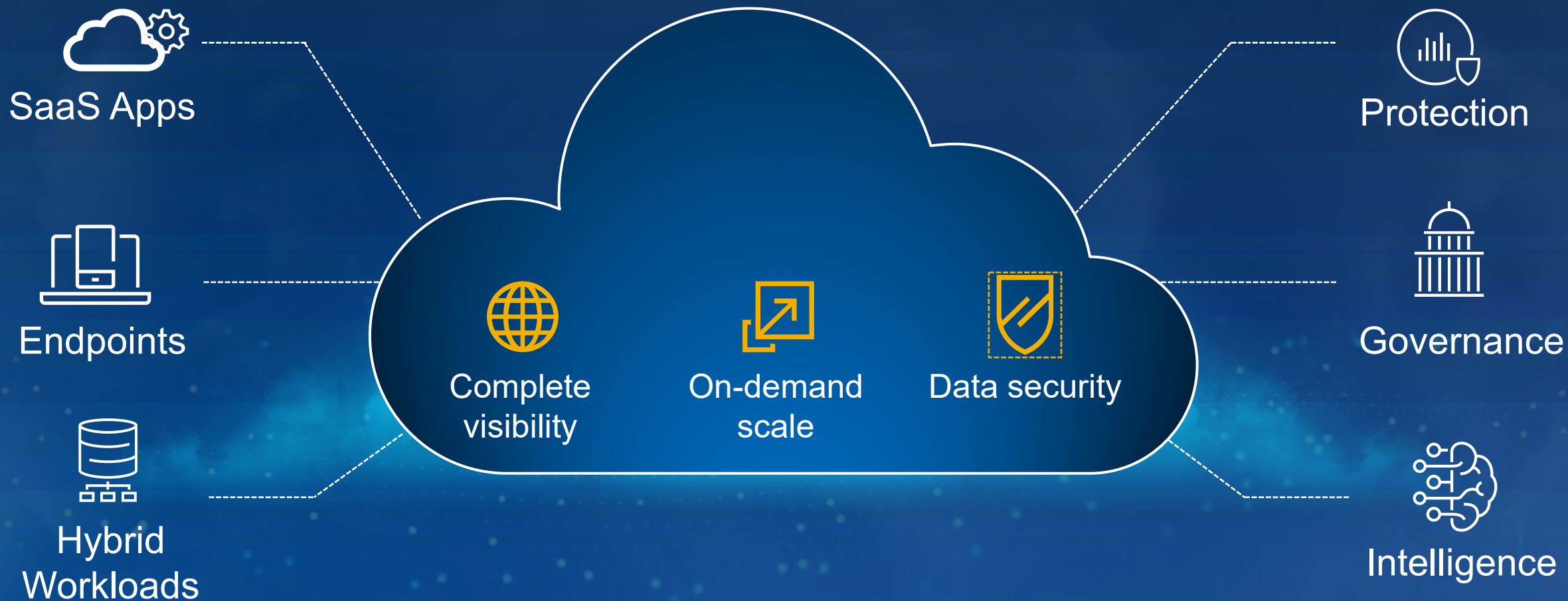Single console to monitor and manage all cloud workloads

100% SaaS-based, no infrastructure to manage

Rapid time-to-value, deploys in minutes

Unlimited, on-demand scaling protects growing data volumes

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APEX Backup Services cloud platform

SaaS Apps

Endpoints

Hybrid Workloads

Complete visibility

On-demand scale

Data security

Protection

Governance

Intelligence

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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…

$13M

Average cost of cybercrime for an organization[2]

Cyber Resiliency

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

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

Critical Data is Industry Specific

Check out the Cyber Recovery Assessment!

Know Your Data

Prioritization of data is vital to protection and recovery

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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]

Banking	$18.4M
Utilities	$17.8M
Software	$16.0M
Automotive	$15.8M
Insurance	$15.8M
High Tech	$14.7M
Capital Markets	$13.9M
Energy	$13.8M
US Federal	$13.7M
Consumer Goods	$11.9M
Health	$11.9M
Retail	$11.4M
Life Sciences	$10.9M
Media	$9.2M
Travel	$8.2M
Public Sector	$7.9M

*[1]Cybersecurity Ventures: https://cybersecurityventures.com/global-ransomware-damage-costs-predicted-to-reach-20-billion-usd-by-2021
https://cybersecurityventures.com/cybercrime-damages-6-trillion-by-2021
[2]Cybersecurity Ventures: *https://cybersecurityventures.com/cybercrime-damages-6-trillion-by-2021*
[3]Accenture Insights, Ninth Annual Cost of Cyber crime Study March , 2019 - https://www.accenture.com/us-en/insights/security/cost-cybercrime-study

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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.

Technology Payment Solutions

ABC members have access to custom payment solutions designed to maximize cash flow flexibility. Dell Financial Services can offer financing for your business, if requirements are met, which provides financial and scalable technology resources.

Dedicated Landing Page

Visit **Dell.com/ABC** to access your online exclusive promotions, as well as locate information needed to get in contact with a Small Business Advisor on your dedicated association landing page.

Partner Outreach Program

As a benefit of being an ABC member, you have access to our IT consultations. We will have a Dedicated Account Executive diagnose and provide a solution for all your tech needs. Visit **www.Dell.com/Outreach** for more information.

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