

ACCOMPANYING GUIDE

CYBERSECURITY FOR SMALL BUSINESSES:
**PROTECTING YOUR
BUSINESS IN A CHANGING
THREAT LANDSCAPE**

A DARK MATTER FILM

BUTTERFLY: A TRUE CRIME STORY



IN ASSOCIATION WITH

DELLTechnologies | **McAfee**



INTRODUCTION TO THE CYBER THREAT LANDSCAPE

The cyber threat landscape is constantly evolving, and small businesses are becoming a prime target for cybercriminals. The docu-drama Butterfly tells a powerful story about the real-world consequences of cybercrime and highlights how businesses, particularly smaller ones, are often unprepared for these risks.

Why Small Businesses are Targets:

Lower Defences:

Many small businesses lack the sophisticated security systems found in larger organisations, making them **easier targets for cybercriminals.**

Valuable Data:

Even small businesses hold **valuable customer and financial data**, which can be exploited by cybercriminals.

All businesses that rely on their data or computers to run should consider their data valuable.

KEY STATISTICS FROM
McAFEE'S 2024 GLOBAL SMALL BUSINESS STUDY:

73%

of small businesses say cybercrime is one of their biggest risks or vulnerabilities.

More than half (60%)

of the business owners and IT decision makers indicated that the cyberattack on their business took a physical or mental toll on them and/or their staff or colleagues.

Nearly one-third (24%)

of business owners worry about cyberattacks daily.

61%

small businesses lost more than **£10,000 (\$13,300)** dealing with a cyberattack.

One-third (30%)

of the small businesses that experienced cyberattacks reported the attacks occurred due to a vulnerability in outdated or unpatched software that was breached.

A majority (68%)

of small business owners believe their cybersecurity risks are increasing.

44%

of small businesses have experienced a cyberattack, and **17%** have experienced more than one.

Less than half (46%)

of the business owners or IT decision makers are confident in employees' ability to take necessary steps to protect company devices and IP.

Three-quarters (76%)

of small businesses manage cybersecurity without the help of others outside the company.

HEAR FROM GLOBAL CYBERSECURITY EXPERTS

Experts from across the globe share their thoughts on Butterfly and the vulnerabilities that led to a devastating cyber-attack.

Customer can hear practical advice and steps to develop a robust cyber security strategy with technology and partners that understand the challenges small businesses face.



AN INTERVIEW WITH JAKE NORTH
Product Marketing Manager at Dell Technologies

Jake shares his views and insights on the vulnerabilities small businesses face with the changing threat landscape, providing practical advice to develop a security-first mindset.

[WATCH NOW →](#)



AN INTERVIEW WITH MARTIN PIVETTA
Director of Project Management at McAfee

Martin discusses common misconceptions when it comes to small business cybersecurity and the need to be vigilant, proactive and ultimately secure.

[WATCH NOW →](#)



AN INTERVIEW WITH STEVEN FURNELL
Professor of Cyber Security at Nottingham University

Steven discusses Nottingham University's small business cybersecurity research study, its findings and the university's bid to help inform practice and understanding around the needs of SME's in the real world.

[WATCH NOW →](#)

HOW McAfee BUSINESS PROTECTION CAN SAFEGUARD YOUR BUSINESS



As demonstrated in Butterfly, the consequences of a cyberattack can be devastating for any business, especially small businesses.

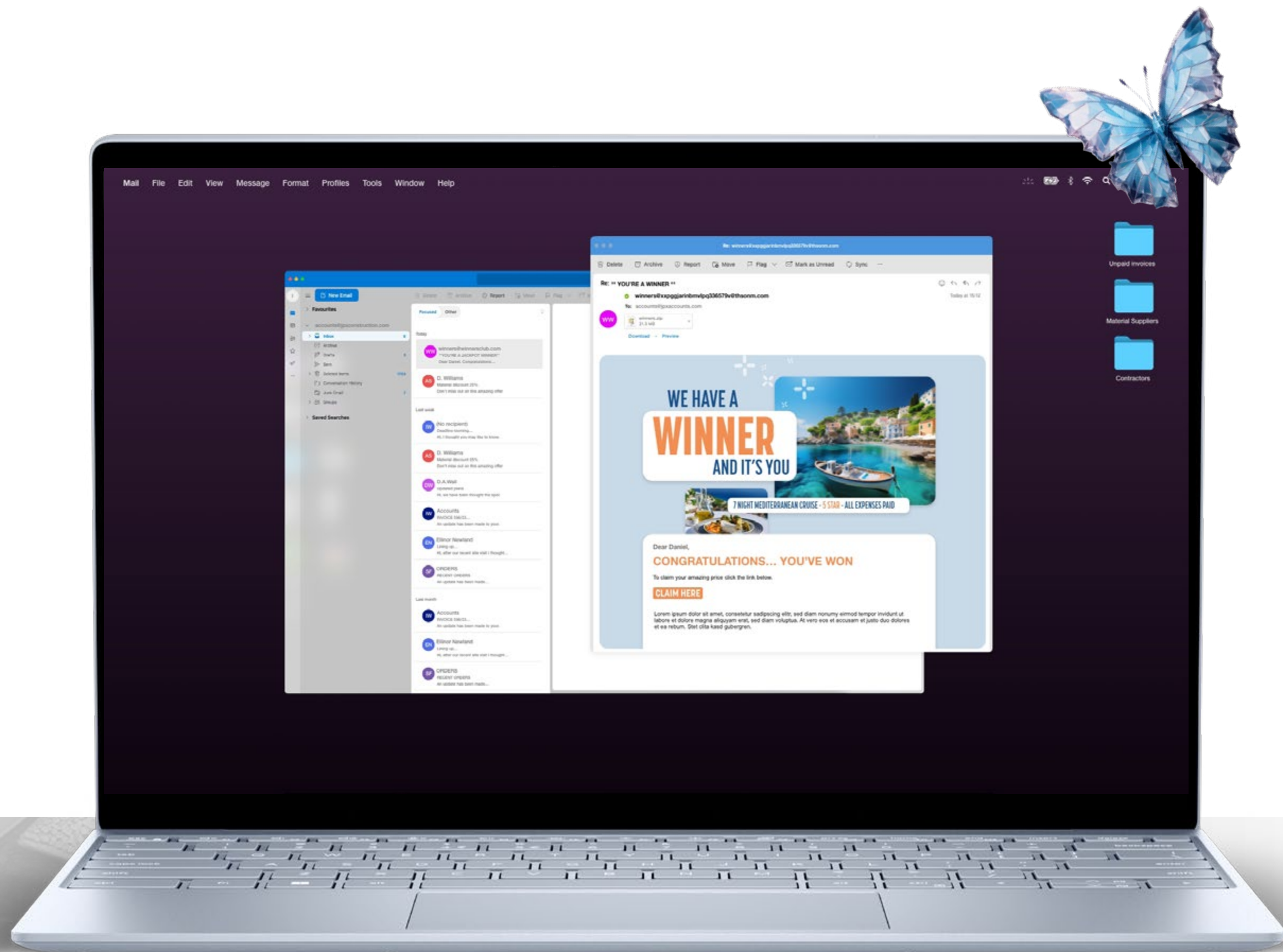
McAfee Business Protection offers a comprehensive solution to help protect your business against these evolving threats.

McAfee | Business Protection

Key Features of McAfee Business Protection:

- **Real-Time Threat Detection:** McAfee's advanced AI detects and blocks malware, ransomware, and phishing attacks before they reach your network.
- **Endpoint Protection:** Secures all your business devices, ensuring that sensitive data is protected wherever your team works.

- **Cloud-Based Management:** Manage your business's security from anywhere with an easy-to-use central console, perfect for small businesses without a dedicated IT team.
- **24/7 Cybersecurity Support:** Dedicated support to help you monitor and respond to threats in real-time.
- **Ease of set up and use:** McAfee Business Protection is a simple to administer/easy to deploy solution, designed for business owners with limited internal IT resources.



COMBATING PHISHING: A KEY THREAT TO YOUR BUSINESS

Phishing emails are one of the most common ways cybercriminals target small businesses, tricking employees into revealing sensitive information or clicking on malicious links.

 **McAfee** | Business Protection

How McAfee Business Protection Defends Against Phishing:

- **Email Filtering:** McAfee's advanced AI detects and blocks malware, ransomware, and phishing attacks before they reach your network.
- **Web Protection:** Blocks access to malicious websites if an employee clicks on a phishing link, preventing further damage.
- **Employee Training Tools:** Helps train employees to recognise phishing attempts and follow best practices for email security, reducing the risk of human error.

UNDERSTANDING THE COST OF CYBERATTACKS

As shown in Butterfly, the financial and reputational damage of a cyberattack can be crippling.

Yet many small businesses hesitate to invest in cybersecurity because of perceived costs.

The True Cost of a Cyberattack:

- **Business Disruption:** Downtime caused by a breach can halt operations, leading to lost revenue.
- **Reputation Damage:** Customers may lose trust in your business if their data is compromised, affecting your long-term growth.
- **Financial Impact:** The cost of recovery, legal fees, and potential fines can be devastating.



COMMON CYBERSECURITY MYTHS AND OBJECTIONS

Many business owners fall victim to cybercrime because they believe it won't happen to them. Here are some common myths that could leave your business vulnerable:

"My business is too small to be targeted."

In reality, small businesses are **a top target for cybercriminals** due to weaker defences.

"We can't afford cybersecurity solutions."

The cost of a breach far outweighs the cost of a comprehensive cybersecurity solution. McAfee Business Protection is designed to be **affordable and scalable**.

"We already have basic antivirus software."

Basic antivirus software alone **won't protect** against sophisticated phishing, ransomware, and other advanced cyber threats. McAfee Business Protection offers a more comprehensive defence.



KEY STEPS TO SECURE YOUR BUSINESS

Taking action today can save your business from becoming the next victim of cybercrime. Here are some simple yet effective steps you can take:

- 1 Invest in Comprehensive Cybersecurity**
Use a solution like McAfee Business Protection to secure your business's endpoints and data.
- 2 Train Your Employees**
Ensure your team knows how to spot phishing emails and other common cyber threats.
- 3 Back Up Your Data**
Regularly back up your critical business data so it can be recovered in case of a cyberattack.
- 4 Stay Updated**
Keep your security software and operating systems up to date to protect against new vulnerabilities.

The world of cyber threats is constantly evolving, and the risks to small businesses are higher than ever.

As highlighted in Butterfly, the consequences of a cyberattack can be far-reaching and devastating. McAfee Business Protection offers the tools and support you need to safeguard your business and protect its future.

Don't wait until it's too late—take action today to secure your business against the growing threat of cybercrime.

Contact a Dell Technologies sales representative to discuss how McAfee Business Protection can support you in developing robust cybersecurity protection.

CONTACT →

