



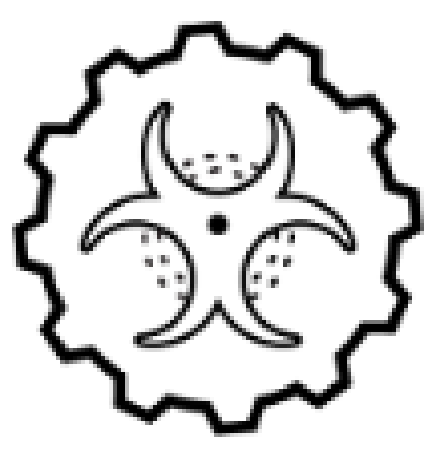
How Can SMBs Stay Ahead of Cybersecurity Threats?

Struggling to stay on top of your security? You're not alone. **23% of small businesses describe cybersecurity as one of the top 5 biggest threats they currently face.**¹

With tighter funds and fewer IT resources, small- and mid-sized businesses are increasingly vulnerable to successful attacks.

43% experienced at least one cyberattack in the last year.²

Top offenders:³



Ransomware

Median intruder dwell time

28 days

Average ransom paid in 2021

\$541,009.56

Increase over 2020

↑144%



Business email compromise

Median intruder dwell time

38 days

Average stolen

\$286,000

Top access vectors in 77% of intrusions:⁴



Phishing



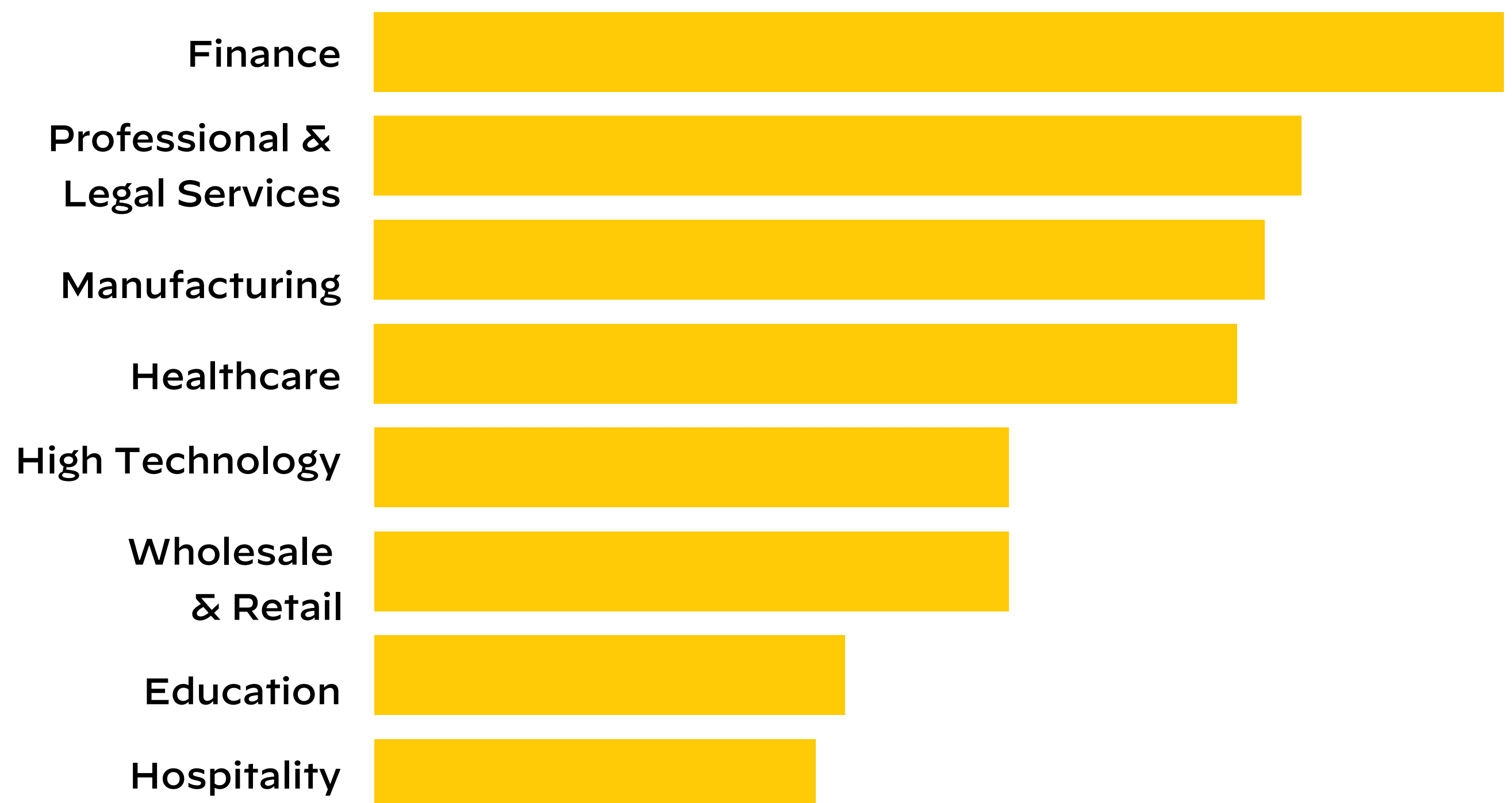
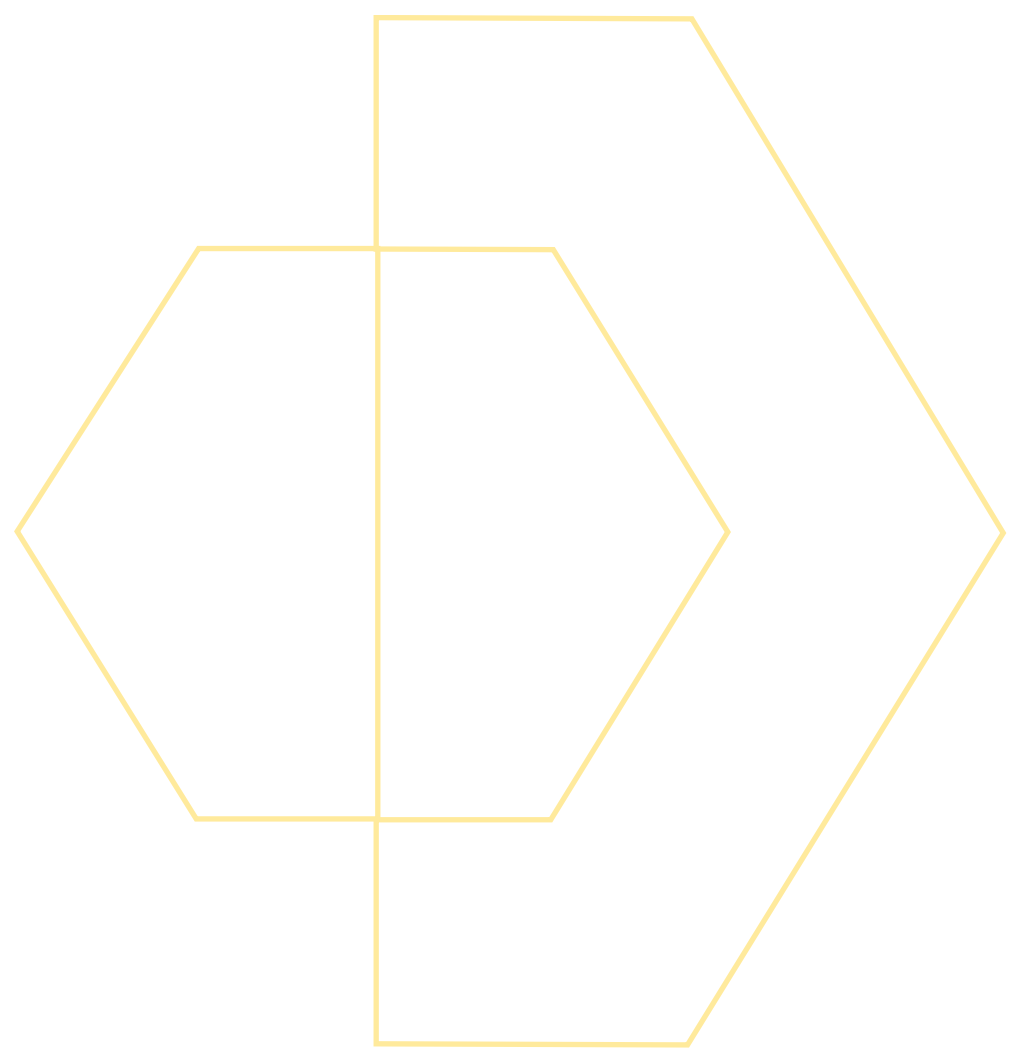
Software vulnerabilities



Brute-force credential attacks

(focused primarily on remote desktop protocol)

7 most targeted industries:⁵



So, what's the solution for achieving big-time security as a small business?

ONE PART TECHNOLOGY

95% of common file and web threats can be prevented with machine learning-powered next-generation firewalls.⁶

What to Look for in a NGFW

- Prevents malicious activity concealed in encrypted traffic.
- Offers centralized management and visibility.
- Automates policy recommendations that save time and reduce the chance of human error.
- Enables consistent performance when security subscriptions are enabled.

TIP: Maximize ROI and prevent firewall disruption with AIOps.

ONE PART PEOPLE

95% of cybersecurity issues can be traced to human error.⁷

How to Build a Human Firewall

- Educate employees and customers on the latest attack trends.
- Do regular phishing tests.
- Incentivize employees using gamification.
- Establish a framework for effective patch management.

ONE PART STRATEGY

72% of cybersecurity professionals have already adopted—or plan to adopt—a Zero Trust security model to reduce the attack surface and prevent threats.⁸

Why Zero Trust

- Better security outcomes.
- Simplified infrastructure.
- Lower operational costs.

At Palo Alto Networks, we believe every organization deserves access to the same level of protection as the Fortune 500. Read our ebook *The SMB Guide to Affordable, Enterprise-Grade Security* to learn the right combination of skills, tools, and tactics to dramatically improve your business' security posture.⁹

[Get the ebook](#)

Sources:

- 1-2. QuickBooks-commissioned survey of 2,031 small businesses throughout the U.S., March 2022
- 3-5. Palo Alto Networks: 2022 Unit 42 Network Threat Trends Research Report
6. Palo Alto Networks: Inside PAN-OS—World's First ML-Powered NGFW Shifts the Cybersecurity Paradigm
7. World Economic Forum Global Risks Report, 2022
8. Statista: Zero Trust IT Model Adoption
9. Forrester Total Economic Impact™ Report, CDSS Spotlight, 2021

*This third-party validation testing report provides details on performance comparisons between Palo Alto Networks PA-5400 and PA-3400 Series Firewalls against Fortinet's FortiGate (FG) FG-1801F, FG-2601F, and FG-4201F.