Ransomware Attacks
Can Cost You in So Many Ways.

Ransomware attacks can not only affect your bank account, but have other negative impacts on your business: Lost data and productivity, downtimes and a ruined reputation.
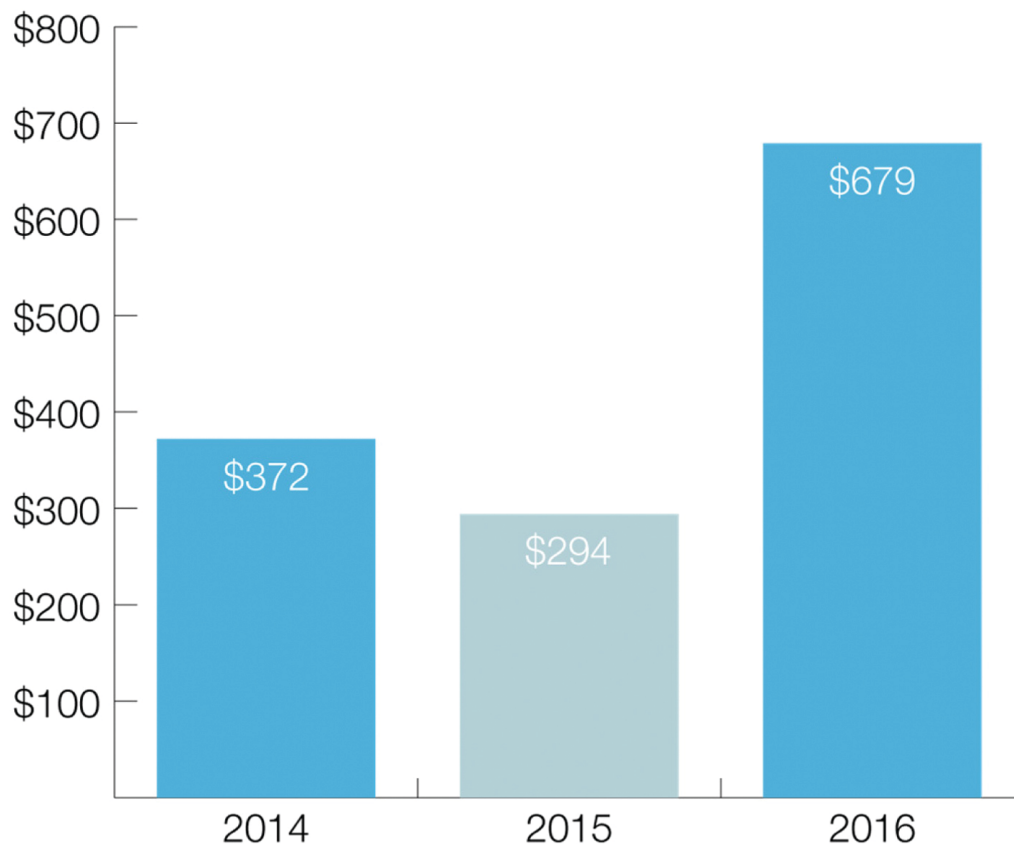
Ransomware is increasing in popularity because cybercriminals can extort hundreds, if not thousands of dollars from your business. If your network isn't defended properly, they can steal and encrypt your data, and hold it hostage for a hefty ransom.

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Ransomware is the fastest-growing malware threat today with an average of more than 4,000 attacks occurring each day in the U.S.

Many small-to-medium sized businesses (SMBs) don't have the defenses in place to prevent ransomware attacks. Top security officials suggest businesses like yours strengthen your IT defense structure so you don't fall victim to ransomware.

Below, you can see the increase of the average ransom in the U.S. since 2014. It has more than doubled in the last year. This is why it's imperative that you get up to speed on the threats imposed by ransomware.

(Cost in U.S. Dollars) Statistics from "Ransomware and Businesses 2016"

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The Overall Costs of Ransomware

Lost Data

A ransom of $679 may not seem like much, but this is only a fraction of what your business could potentially suffer. Paying a ransom doesn't guarantee that you'll get your data back. According to the FBI: "Some individuals or organizations are never provided with decryption keys after paying a ransom." Fewer than one half of all ransomware victims fully recover their data.

It's never advised that you pay a ransom, however, many businesses still do, and at significant cost. According to the FBI: *"Paying a ransom emboldens the adversary to target other victims for profit, and could provide incentive for other criminals to engage in similar illicit activities for financial gain."*

Lost Productivity and Downtime

When you lose critical data, it can have a major impact on your productivity. In some cases, it can shut a business down entirely. When employees can't access the information they need, operations come to a grinding halt.

It's totally possible that you can lose multiple days of productivity trying to recover your locked files. Plus, to deal with the infection from an attack, you might be forced to completely shut down your IT system entirely. This means missed sales and contract deadlines that directly impact your financial well-being and customer satisfaction.

To avoid lost data, productivity and downtime you need Backup and Disaster Recovery (BDR) and Remote Monitoring and Management (RMM) solutions for true business continuity. This way, you can instantly recover the latest archive of files so your business remains productive even when ransomware attacks strike.

When it comes to ransomware attacks, what matters most is how quickly you're able to get back up and running. Computer Network Systems can help. Plus, we provide the expertise and advice you need to prevent ransomware attacks in the first place.

Contact us to learn more: 866.205.8123 or sales@compnetsys.com