

# WHY YOUR CLIENTS NEED SECURITY AWARENESS TRAINING

You might not think your clients need to educate end users about cyberattacks, compliance issues, and other risks they face online.

They will make a lot of excuses.  
But here's the thing...



**Everyone of your clients  
are a target.**

And there's a reason regulated industries like healthcare, finance, energy, and others require Security Awareness Training for end users.

*"My business is too small to be a target."*

*"I don't handle healthcare records, so I don't have compliance regulations."*

*"My end users would never click a phishing link."*

## LET'S LOOK AT SOME REAL-WORLD SCENARIOS.

(WE'VE REMOVED BUSINESS NAMES TO PROTECT THEIR REPUTATIONS.)



# REAL-WORLD SCENARIOS



## FASHION HOUSE GETS PHISHED

### Company Profile

- » Privately held women's apparel co.
- » \$4 – 5 million annual revenue
- » 20 – 25 employees

An administrative assistant received an email from the CEO, who was on vacation at the time. The email had instructions to wire \$500,000 to a vendor, and included the account details. The assistant immediately contacted the finance team, who made the transfer at once.

The email was not from the CEO, and neither the assistant nor the Finance team verified any of the information before making the transfer. When the CEO returned, they contacted the FBI at once, but the funds were never recovered.

**Loss:** \$500,000



## MAJOR HEADACHES FOR HEALTH CLINIC

### Company Profile

- » 40+ year-old neurology clinic
- » \$75 million annual revenue
- » 40 – 45 employees

While investigating a ransomware attack, the clinic's IT team discovered a separate data breach, in which an attacker had access to patient records—including names, Social Security numbers, driver's license, addresses, phone numbers, medical data, prescriptions, and insurance data—for 15 months.

Up to 400K patient records may have been compromised. The average healthcare data breach cost \$380 per record<sup>1</sup> in 2017. Let's do the math.

**Loss:** Up to \$152 Million



## THE HIGH COST OF A FAKE INVOICE

### Company Profile

- » Food distributor
- » \$20 million annual revenue
- » 20 – 25 employees

The company got an invoice email that looked to be from a trusted vendor. While it contained new wire transfer details, the email looked legitimate. It also arrived around the same time the vendor usually sent invoices, and was for an expected amount, indicating the thieves had been watching the company's dealings for some time.

The company didn't discover the problem until the real vendor got in touch to ask why the payment was late. By then, nothing could be done.

**Loss:** \$23,500



## SCHOOL DISTRICT SCAMMED

### Company Profile

- » School district
- » Over 2,100 employees, including 630 teachers

An attacker spoofed the district superintendent's email address, requesting personal information of the district's staff members. Over 2,000 employee records, including names, addresses, salaries, and Social Security numbers were compromised in the breach. Although the district notified the affected employees and the proper authorities immediately, the damage was done.

According to the Ponemon Institute, the average cost of a data breach in the education sector in 2017<sup>1</sup> was \$200.

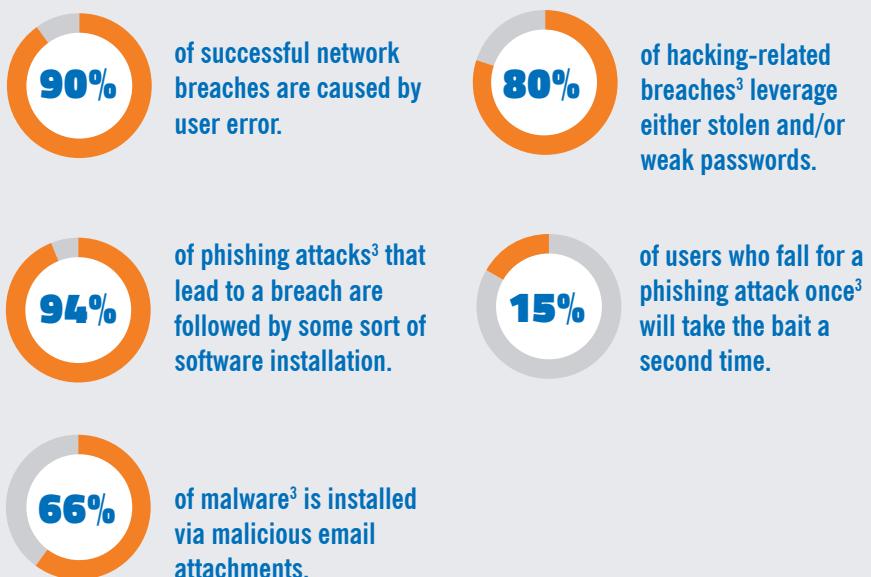
**Loss:** Up to \$400,000

# WHERE DOES SECURITY AWARENESS TRAINING FOR CLIENTS FIT IN?

Think about the four scenarios above. 3/4 of those situations started with a fake email. The last one involved a ransomware attack and a long-term data breach. Since phishing emails are responsible for 73% of malware and ransomware<sup>2</sup> attacks, it's likely a fake email was involved somewhere in the early stages of that scenario too.

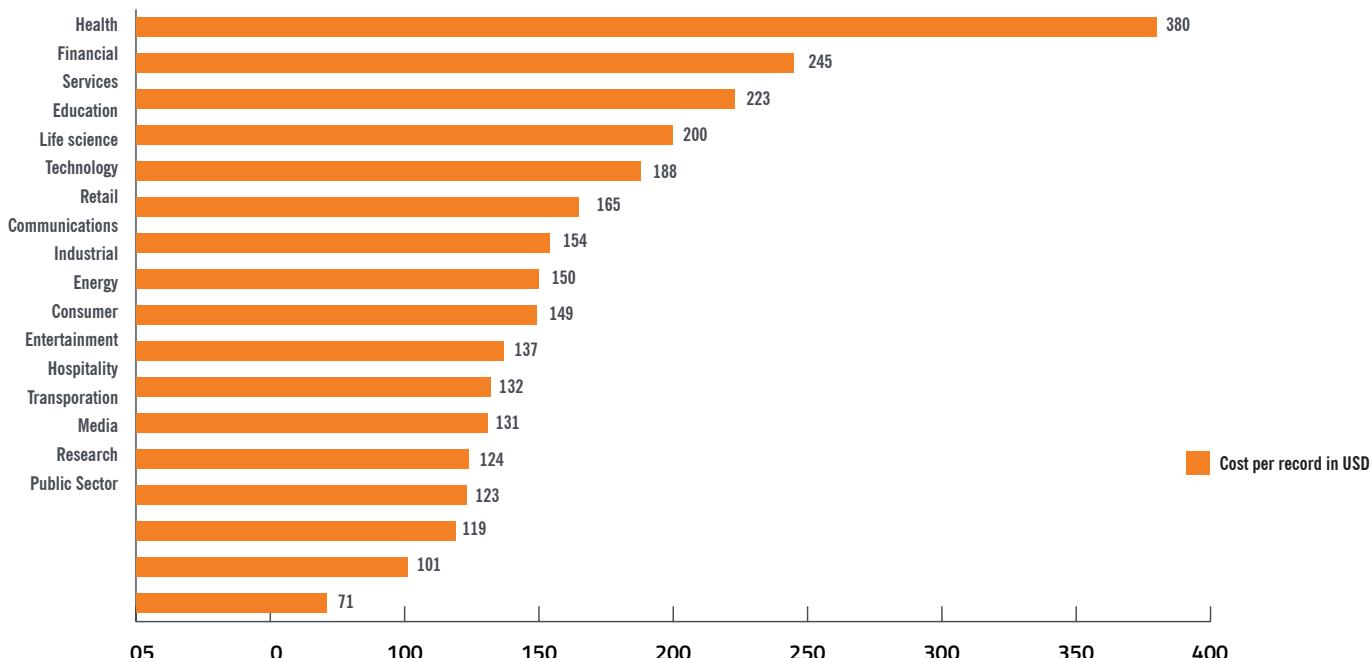
If your clients were better trained at spotting fake emails, they would have saved a lot of time, headache, and money.

Now think about the other bad habits most people have online. Reusing passwords and storing confidential data improperly are other common examples.



## STILL NOT CONVINCED? LET'S SEE WHAT YOUR COSTS MIGHT BE.

Cost of a data breach per record lost, by industry<sup>1</sup>



<sup>2</sup> NTT. "Global Threat Intelligence Report 2017." (April 2017)

<sup>3</sup> Verizon. "2017 Data Breach Investigations Report." (April 2017)

## HERE'S A QUICK CHECKLIST



Do your clients work in any of the following industries?

Finance

Healthcare / Pharmaceutical

Retail

Insurance

Energy / Utilities



Do any of your clients take credit card payments or wire transfers for any reason?



Do any of your clients store customers' personal data (SSNs, account numbers, payment card data, etc.) for any length of time?

### IF YOU ANSWERED YES TO ANY OF THE ABOVE,

then your clients are subject to mandatory compliance and/or cybersecurity regulations.



(and the hefty fines that come from non-compliance.)

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**LEARN HOW TO KEEP YOUR CLIENTS SAFE  
AND YOUR BUSINESS PROFITABLE AT  
[WEBROOT.COM/AWARENESS](http://WEBROOT.COM/AWARENESS)**

## WHAT SHOULD YOU TELL YOUR CLIENTS?

1

### Don't publicize executives' email addresses.

Criminals use that information.

2

### Stop publicizing organizational structures.

Criminals use that for social engineering, too.

3

### Suggest 2-factor authentication across their business.

That includes vendor information changes, etc.

4

### Pick up the phone.

If an email looks phishy, call the sender personally using their official phone number, not a number listed in the email, and add phone verification to your payment/wire transfer process.

5

### Implement Security Awareness Training

You cannot always count on "common sense."

Report anything that is out of the ordinary to IT and/or your security teams.

6

### Perform regular security audits and phishing simulations.

This gives you real-world insight into clients' behaviour, and the problem areas that need to be addressed.