



## RANSOMWARE

Ransomware is the new kid on the block in terms of total business impact. Since the end of 2015, the number of groups, tools, and techniques driving ransomware has exploded, according to a recent KMPG report.

**44% of businesses** have now experienced a ransomware attack in the past 2 years.

We expect that this number will continue to rise. Especially as cyber-criminals realise that cloud vulnerabilities, confused and busy staff, and a disjointed security posture leave most businesses as sitting ducks. And as an easy revenue stream – even if the average ransom is as low as 1 Bitcoin. 65% of ransomware victims pay up – understandable, considering how much value an average person’s files hold to them.

Since just 45% of ransomware victims have their data returned to them, companies must adopt an ‘aggressive defense’ approach. Fortunately, the best way to stop a ransomware attacker in their tracks is simply to make multiple redundant backups of your data, and store them on different systems. (This is particularly true when cloud systems’ in-built sharing features can allow an entire system to be compromised at a single entry point.)