

IS YOUR BUSINESS PREPARED FOR THE NEXT CYBER SECURITY THREAT?

Believe it or not - you're a target! Cyber threats don't discriminate.



01

In 2023, **61%** of SMBs faced cyberattacks, driving the global cybersecurity market to an anticipated **\$266.2 billion by 2027**.

[Astra Security](#)

Weekly cyber-attacks rose **7%** in **Q1 2023**, averaging **1248** attacks per firm.

[Infosecurity Magazine](#)

03

With a daily occurrence of roughly **2,220**, the yearly tally of cyberattacks surpasses **800,000**.

[Cobalt](#)

02

Some Common Cyber Threats to Look Out in 2023

Ransomware payments hit **\$449.1 million** in cryptocurrency for **H1 2023**.

[Source: Reuters](#)

Data breach expenses surged **15%**, reaching **\$4.45 million in 2023**.

[Source: IBM](#)

74% of cybersecurity breaches were caused by human error in **2023**.

[Source: Verizon](#)

Best Practices to Keep Your Business Safe

Adopt Backup Technology

67% lack awareness in managing data breaches due to unfamiliarity with backup solutions.



Deploy Multi-Factor Authentication

MFA effectively stops 99.9% of automated cyberattacks.



Harness AI Capabilities

Only 28% of organizations extensively harnessed the power of security AI, reducing costs and expediting containment.



Implement Robust Password Policies

Weak or stolen passwords contribute to 81% of hacking-related breaches.



Do Your Part : Be Cyber-Smart!

Cyber Security Isn't About Protection - It's About Trust!

iLink Digital is not just a service provider; we're your strategic partner. Our team is dedicated to guiding you securely through the digital landscape, ensuring you stay ahead of evolving cyber threats. With us, the future is not just secure; it's promising.