Check Point
SOFTWARE TECHNOLOGIES LTD.
We Secure the Internet.

The Attacker's Target:
The Small Business

Even Small Businesses Need Enterprise-class Security to protect their Network
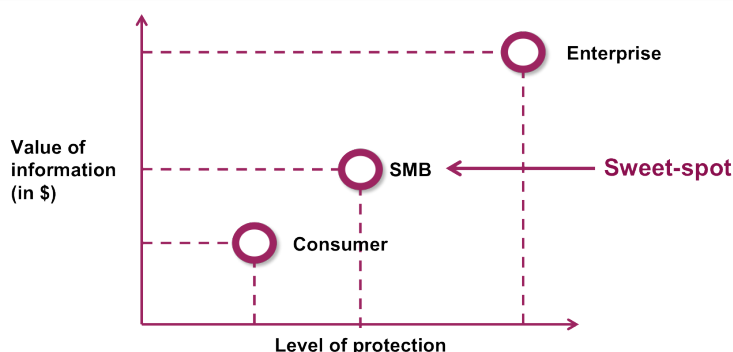
July 2013

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Introduction

Cybercrime is increasing at epidemic proportions, from consumers, to SMB organizations to large enterprises. And it turns out Small to Medium Business (SMB) organizations are becoming the cybercriminal's "sweet spot". Large enterprise organizations have highly valued information that cybercriminals like to go after, however, larger businesses typically have significant budgets and resources to achieve a high level of protection. Consumers on the other hand, have lower value information for attackers, yet they also have a low level of protection.

90%

90% of SMBs do not have professional IT managers on staff.

National CyberSecurity Alliance, National Small Business Study in 2012

SMBs represent the best ROI for cyber-criminals

Value of information (in $)

Enterprise
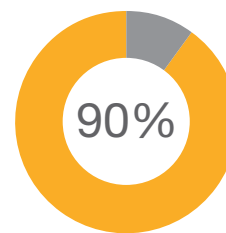
SMB ← **Sweet-spot**

Consumer

Level of protection

However, it turns out that SMB organizations are a good target for cybercriminals. There is sufficiently valuable information to make it worth an attacker's time and the organization's protection level is typically weaker than that of a larger enterprise. In fact, a recent small business study done by the National Cyber-Security Alliance found that 90% of SMB organizations did not have professional IT managers on staff, much less cyber security specialists.

So why do SMB organizations not do more to achieve higher levels of protection?
A National Cyber-Security Alliance SMB Threat Awareness Poll found that 50% of SMB organizations believed that they were too small to be a target. The same survey also discovered that 47% of SMB organizations believed that they already had sufficient levels of protection in place. However, it turns out that 72% of SMB organizations reported a data breach last in the last year (Verizon Data Breach Investigation Report, 2012). Among SMB organizations there is also a perception that cyber security is too expensive and complex to tackle for a small business.

But a failure to protect an organization against cyber threats could actually cause it to suddenly be out of business. If attacked, the damages can be serious. In March 2013, The Wall Street Journal published a study that showed that most small companies could not recover from a cybercrime attack. Yet many small businesses either believe they are not a target or they have sufficient protection in place.

Enterprise-grade Protection for the SMB Organization

Small businesses need enterprise level protection without the complexity, cost and expertise. This means they need security that consolidates the functions to achieve a high level of protection, security that doesn't require a large staff or (deep expertise) and security that just works, right out of the box.

The same protection used by large enterprises and the Fortune 100 is now easily accessible for a SMB organization. Check Point has removed the complexity and need for expertise, the very issue that SMB organizations have faced. The same Next Generation Firewall (NGFW) deployed to deliver the highest levels of protection for large enterprises, is now available in a simpler, easy to use, easy to manage small business package.

The Check Point 600 Appliance simplifies achieving strong protecting for an SMB organization

- **Enterprise grade security**—The security technology that protects large organizations is used in the 600 Appliance.

- **Easy setup**—Plug it in, follow a simple set-up wizard and start putting protection in place.

- **Out of the box protection**—Policies are included that deliver protection immediately, adjustments can be made to tailor policies for your business.

- **Low price**—Starting at $399, the 600 Appliance delivers protection with a modest investment.

- **Easy management**—Ongoing management and upkeep is simple or Check Point Managed Security Services can manage the 600 Appliance for an organization.

## Enterprise Capabilities in a Small Package

The 600 Appliance provides all the security functions needed to achieve a high level of protection. The security functions of the 600 Appliance can control who accesses your network, prevent attacks and threats, and secure communications with your business from remote employees or additional business locations.

50%
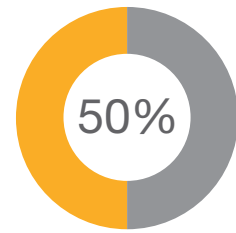
50% of SMB's do not consider cyber-attacks a serious threat to their companies because they believe they are too small to be a target.

National Cyber Security Alliance, SMB Threat Awareness Poll 2012

Security Dashboard: Control and monitor Software Blades status

72%
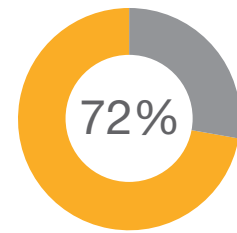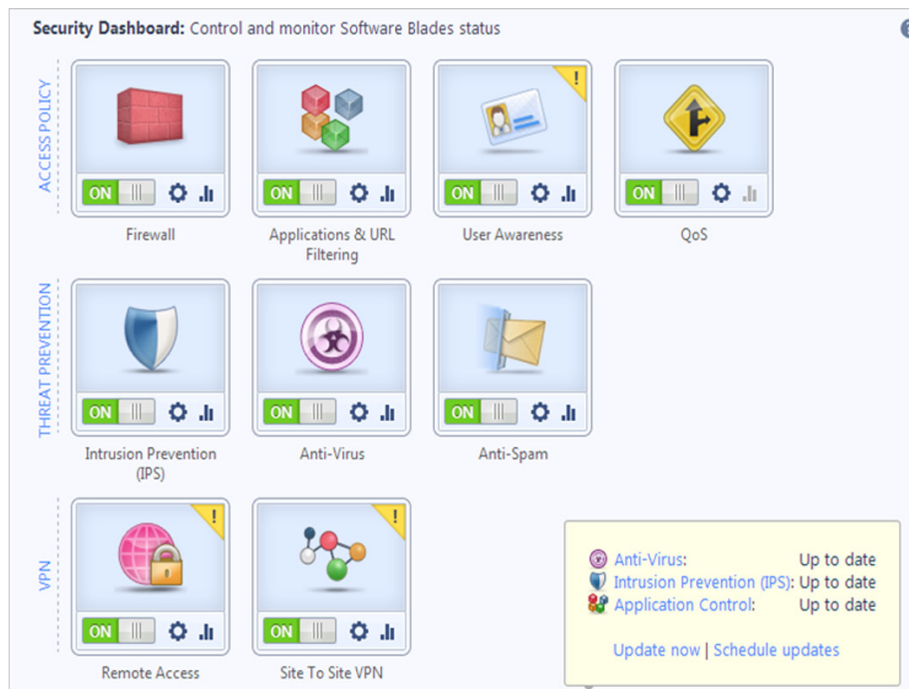
72% of SMB owners reported a data breach in the last year

Verizon Data Breach Investigation Report 2012

Control Access to Your Network

Just like enterprises, small businesses need to ensure that only authorized traffic and users are allowed to access the network. They must also ensure that only appropriate websites are accessed by users. Policies span various capabilities that are uses to protect the network.

- **Firewall**—Ensures only the traffic that should be allowed on the network traverses the network. Prohibited traffic is blocked before it ever enters the network.

- **Application Control and URL Filtering**—These capabilities work together to ensure that only allowed applications are used on the network and that only allowed websites can be visited.

- **User Awareness**—Allows an organization to have polices in place that will allow or prohibit what specific people can do, based on their identity or role in the business.

- **QoS**—Quality of Service allows you to give priority to your most important traffic.

Prevent Attacks and Threats

Large enterprises use high levels of protection to defend the business from threats. Small businesses now can leverage these threat prevention technologies to defend their business.

- **IPS**—Intrusion Prevention Systems search traffic for attacks targeting business computers and devices. Computers and devices that do not have the latest patches are protected by the IPS.

- **Anti-Virus**—Malware such as viruses and worms are prevalent and can cause major damage. Anti-Virus blocks malware before it can get into the network.

- **Anti-Spam**—Unwanted email is an issue for any business. Anti-Spam blocks SPAM email messages that can also often deliver malware or lead users to malicious sites.

Protect Business Data

When computers communicate with other computers or remote users, the information can be captured by attackers if it is not encrypted. Virtual Private Networks (VPN) encrypt data traversing the network allowing only the intended receivers to read the information.

- **Remote Access**—Encrypts traffic from PC's and user devices to the network, whether they are in the office or on the road.

- **Site-to-Site VPN**—If a business has multiple offices, this VPN encrypts all communications between multiple office locations.

Why Check Point?

The Fortune 100 relies on Check Point for security. Other providers don't bring the level of expertise and experience delivering high levels of protection. Only Check Point delivers enterprise-grade security in a compact, easy to manage package, designed to meet the needs of a small business.

Network World recently performed a third-party test that compared SMB Security Products. Network World concluded that Check Point was the clear choice. "Check Point is our Clear Choice Test winner… It has an appealing user interface, a lot of great security features, is simple to manage and create new security rules". See the entire article here: http://www.networkworld.com/reviews/2013/061713-security-tools-test-270808.html?page=1

47%
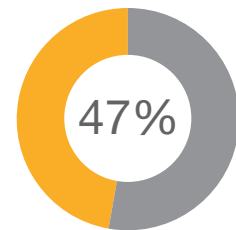
47% of SMB's believe they are not a target for cyber-attacks because they feel that they already protect themselves well enough.

National CyberSecurity Alliance National Small Business Study in 2012

Network World Shootout Scorecard

SCORECARD

Product	Installation	Features	Value	Total
Check Point Software 640	5	4.5	4.5	4.67
Dell/Sonicwall NSA250M Wireless N	3.5	3.5	3.5	3.50
Elitecore Technologies Cyberoam CR35iNG	3	4	3.5	3.50
Fortinet FortiGate 100-D	3	4	2	3.0
Juniper Networks SSRX220H-POE	3	5	2	3.33
Kerio Technologies Control 1100	4.5	3.5	3.5	3.83
Sophos UTM 220	4.5	4.5	2	3.67
Watchguard Technologies XTM 330	3.5	4.5	3.5	3.83

SCORING KEY > **5:** Exceptional, **4:** Very Good, **3:** Average, **2:** Below Average, **1:** Consistently Subpar

Lack the expertise or time to manage a security solution?

Check Point offers a managed security service that will oversee the ongoing operation of a 600 Appliance. Check Point security experts will manage security, allowing a business to focus on growing the business at a very low monthly cost.

The Managed Security Service offers a simple, all-in-one solution with easy setup.
- Ongoing management through the cloud by Check Point security experts
- Continuous automatic security updates and upgrades
- 24x7 customer support by Check Point's award-winning support team
- Security reports on demand or as requested

What are you waiting for?

Security for a small business is too important to ignore. With the Check Point 600 Appliance, small businesses can feel confident that they have the best security available, in a package that doesn't require extensive expertise or time to get high levels of protection.
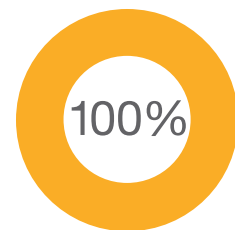
Contact a Check Point Authorized Reseller today to get started with enterprise-level security that protects the small business.

Visit www.checkpoint.com/smb for more information.

"Most Small Business Don't Recover From Cybercrime"

Wall Street Journal, March 22, 2013

http://online.wsj.com/article/SB10001424127887324557804578376291878413744.html

100%

100% of the Fortune 100 enterprises use Check Point Software Technologies products to protect their employees, their data and their businesses.

About Check Point Software Technologies Ltd.

Check Point Software Technologies Ltd. (www.checkpoint.com), worldwide leader in securing the Internet, is the only vendor to deliver Total Security for networks, data and endpoints, unified under a single management framework. Check Point provides customers uncompromised protection against all types of threats, reduces security complexity and lowers total cost of ownership. Check Point first pioneered the industry with FireWall-1 and its patented Stateful Inspection technology. Today, Check Point continues to innovate with the development of the software blade architecture. The dynamic software blade architecture delivers secure, flexible and simple solutions that can be fully customized to meet the exact security needs of any organization or environment. Check Point customers include tens of thousands of businesses and organizations of all sizes including all Fortune 100 companies. Check Point award-winning ZoneAlarm solutions protect millions of consumers from hackers, spyware and identity theft.

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