

Know

Establish

Begin

Create

Assess

Plan

2023

Cybersecurity Roadmap

For Small and Medium Sized Businesses



Cyber risk is a growing threat to all companies, especially small- and medium-sized businesses (SMBs). Due to a variety of factors, online criminals are able to attack a small business as often, or even more so than a large one. Often vulnerabilities at SMBs will allow attackers in the door, thus giving the attackers easy access to a bigger company in which they may have a vendor relationship and consequently, be sharing data.

Did you know?

43% of cyber attacks are aimed at small businesses, but only 14% are prepared to defend themselves.¹

Common types of attacks on small businesses include:

- Phishing/Social Engineering: 57%
- Compromised/Stolen Devices: 33%
- Credential Theft: 30%¹

Global attacks increased by 28% in the third quarter of 2022 compared to the same period in 2021.²



¹ Cybersecurity in 2022 – A Fresh Look at Some Very Alarming Stats, *Forbes*, www.forbes.com/sites/chuckbrooks/2022/01/21/cybersecurity-in-2022--a-fresh-look-at-some-very-alarming-stats

² Check Point Research: Third quarter of 2022 reveals increase in cyberattacks and unexpected developments in global trends, *Check Point*, blog.checkpoint.com/2022/10/26/third-quarter-of-2022-reveals-increase-in-cyberattacks

So how do you protect your company?



This answer is with a strong cybersecurity program...**but you must have a plan!**

Think of your cybersecurity program as building a house. You wouldn't start pouring the foundation without first contacting an architect to draw up the plans, and you wouldn't begin framing without hiring a good general contractor. Implementing a strong cyber strategy is similar—start with an end in mind, consult the experts, and build your plan.

Let Trava be your cybersecurity general contractor

We can guide your project for you. From the conversations and guidance we have provided and the roadmaps to success we've built with our customers during 2022, here are the biggest cybersecurity topics we believe you should be thinking about over the next 12 months. While this is not a comprehensive list of security topics, these concepts are a strong foundation for your 2023 strategy.

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01



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01

Roadmap

Know where you stand

You can't protect yourself from risks you don't know about. One way to better understand where you stand when it comes to threats and vulnerabilities is by conducting a cybersecurity risk assessment.

- Using cybersecurity risk assessment tools can help SMBs mitigate top threats.

Find out where you stand

Knowing where you currently are in your cybersecurity journey is half the battle. Data gathering is a crucial step in the process and it starts by accessing Trava's free Cyber Risk Assessment [here](#).

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Roadmap

Establish a game plan

It's important to develop a plan before jumping into securing your business.

- Take inventory of your data

Know where it all lives. It is helpful to categorize by public, private, and regulated.

- Backup and test your ability to restore data

- Establish who has access to the data

Audit each individual and their respective access levels.

Audit protocols for deactivating access credentials of former employees.

- Select a cybersecurity framework to follow like NIST CSF (Cyber Security Framework)

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Roadmap

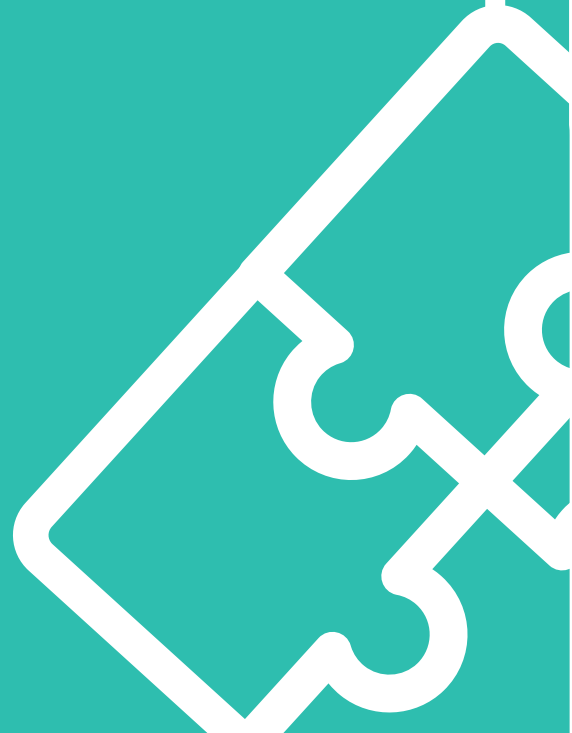
Begin to execute

- Create a security team for your business

This can look a number of ways:

- CTO + vCISO +  TRAVA
 - Director of Security Operations
 - Security Engineers
- Identify who is responsible for what
 - Develop and regulate team structure
 - Deploy security awareness and training for all

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Roadmap

Create and evolve strategy

- Perform continuous monitoring of all data environments using comprehensive scans
- Prioritize mitigation actions based on risk severity
- Audit changes and assure stability
- Create customized roadmap

 **Trava can help you create a customized roadmap that addresses all of your cybersecurity needs. Find an example on page 11.**

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Roadmap

Continue to assess and remediate

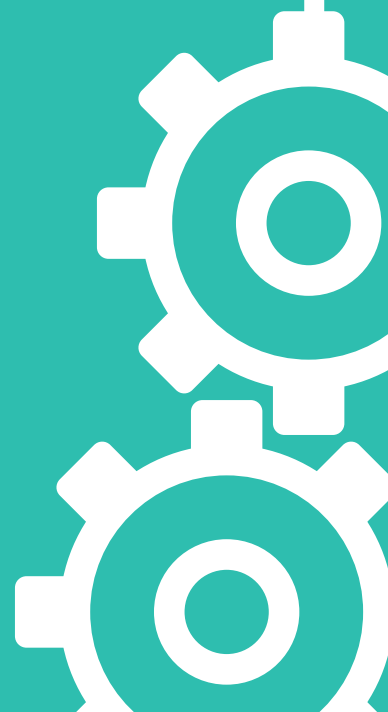
- Conduct baseline cyber risk assessments

Trava's baseline cyber risk assessment is a great example of Trava's services and product working together. Our expert team evaluates a customer's security posture and identifies risks and areas of improvement after looking at surveys, scans, and security documentation. A report is then created to guide the customer with ways to improve their security posture.

- Determine if you meet compliance regulations

- Conduct quarterly security council meetings with senior management

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Roadmap

Plan for an event

If an event happens and you have followed this roadmap, your recovery will be more manageable.

- Prepare a disaster recovery plan and update regularly, including public and customer communications
- Have a disaster recovery team in place
- Conduct a Business Continuity/Disaster Recovery Tabletop Exercise

Where does compliance fit into this roadmap?

Before you dive into the compliance journey, get your house (security) in order! Once everything is in order, then it is okay to invite the home inspector (cybersecurity auditor) to certify that you comply with the given standard.

Why listen to us?

Trava is changing the way industry views cyber security by providing easy-to-understand tools and insights. At our core, we exist to protect small- and medium-sized businesses from the potential damage of cyber threats. Combining top-class services with a user-friendly cyber risk management platform enables growth-oriented companies to operate secure, productive businesses without fear of interruption or loss caused by cyber incidents.

We've created new cybersecurity programs, completed cyber risk assessments, and helped customers through their compliance journeys.

In 2022, Trava

- Started 36 new cybersecurity programs
 - Some programs included vCISO services and Quarterly Security Council Meetings
- Assisted [customers](#) with achieving multiple compliance certifications, including SOC 2 (Type 1 & 2), CCPA, GDPR, and ISO 27001
- Completed 35 baseline cyber risk assessments
- Ran over 7,000 vulnerability scans



TRAVA

Stats



Founded by a former FBI cyber crimes task force officer and a data backup software engineer-turned-executive



Experienced insurance agents



Broad road Knowledge of Security, Compliance, Privacy: including SOC 2, ISO27001, CMMC, GDPR certificates



30+ years of cybersecurity and risk management experience

Security & Compliance Strategic Plan 2023



SAMPLE



Cyber Risk Management

Privacy

Security Controls

Continuous Vulnerability
Management

Compliance Management
(SOC 2 + CCPA)

Let  TRAVA
help you fill in
the blanks



Trava is the standard for cyber insight, and we would love to work with you.

www.travasecurity.com

