MYDIGITALSHIELD   Intronis
MSP Solutions by Barracuda

5 Tips for Approaching Customers About Cloud Security

1 Explain It's Not If You Need Security- But What Type of Security You Need

Start the cyber security conversation with the level of security they need, and present options based on their business type.

*81% of all data breaches happen to small businesses

*Verizon, "2013 Data Breach Investigations Report"

2 Talk About the Dangers of Having Insufficient Security

Without a comprehensive security solution, businesses can not only lose important data–but permanently close their doors.

*60% of SMBs that are breached go out of business within 6 months of an attack

*Ponemon Institute, "2013 Cost of Data Breach Study: Global Analysis"

3 Educate That the Cloud Is More Secure Than On-premise

A "cloud" of fear surrounds storing data in the cloud, but in fact, on-premise security solutions are more susceptible to attacks and threats.

* Storing data on-premise = Storing money under your mattress

Storing data in the cloud = Storing money in a well-protected bank

4 Relate Cyber Security to Physical Security

People buy physical security such as alarms and locks without batting an eye. Customers should think of cyber security the same way.

*97% of data breaches could have been avoided with today's cloud-based security technology

*Verizon, "2013 Data Breach Investigations Report"

5 Inform How Cloud-based Security Helps With Industry Compliance

Cloud-based security solutions with proper encryption protect data from intrusion and the latest threats, storing customer information in compliance with various industry standards.

*Cloud-based security solutions meet HIPAA, PCI, SOX and FINRA standards

29% of MSPs only discuss cyber security with clients when a breach or failure occurs

Start the Conversation: Don't wait until something goes wrong. Be proactive. Customers might not think they need a cyber security solution, but talking to them about the dangers they face without one might just change their mind.

* Visit www.shieldtest.com to test your customers' current security in just 30 seconds.

*Poll taken during "Five Tips for Approaching Customers about Cloud Security" webinar presented by Intronis and My Digital Shield

A study from IBM found that **75%** of security decision makers expect **their cloud security budgets to increase** in the next five years.   **75%**

42% The adoption of cloud technology is growing exponentially, and a recent study from Computerworld indicates that cloud computing spending will increase **42%** in 2015.

What are the main obstacles customers face in implementing a cloud-based security solution?

25% don't know anything about cloud-based security.

20% don't think they need a cyber security solution.

16% have bandwidth limitations.

39% think cloud-based security is less secure than on-prem.

*Poll taken during "Five Tips for Approaching Customers about Cloud Security" and "Stop the Madness of the SMB IT Security Arms Race" webinars presented by Intronis and My Digital Shield

* Learn more about cyber security with related datasheets, webinars, and blog posts at intronis.com/security or mydigitalshield.com