

Practical Cybersecurity for Small Businesses



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Problem

Small businesses face a difficult challenge—they are held to similar cybersecurity expectations as large enterprises but lack similar resources. They are frequently the targets of automated exploitation by cyber criminals. In the event of a breach, small businesses are at risk of failure.

Solution

Advocates can make it easier for small businesses to secure their environment by providing actionable, incremental cybersecurity development paths and resources, tailored specifically to small businesses' needs. We created an online repository with **2 main components**.

Interactive Lightweight Assessment for Security Risk (Interactive LASER)

- ▶ LASER is an online tool designed to be answered by a business owner or delegated employee. It starts with a short survey of 17 questions that take **less than 15 minutes**.
- ▶ The results stratify businesses into **3 categories**: Maintain and Monitor (low risk), Build Maturity (moderate risk), and Take Urgent Action (high risk). Each has its own high-level recommendations.
- ▶ The tool provides specific recommendations for the **immediate next steps** a business should take, including when to seek third-party assistance, based on survey responses.
- ▶ Interactive LASER uses **free, publicly available resources** from both government organizations and public-private partnerships that are appropriate for small businesses.

Eat Hackers for Lunch - An Action-Oriented Education Campaign

- ▶ The campaign is specifically designed for those who do not have much time or cybersecurity expertise.
- ▶ It contains a series of **one-page infographics**, broken into topics that will immediately improve a business's cybersecurity posture and can be accomplished independently of each other.
- ▶ It can generally be accomplished in less than an hour—**over lunch!**
- ▶ Current topics include: Password Management, Two-Factor Authentication (2FA), Network Security, Automatic Software Updates, and Data Backups.

Big Security for Small Business

<http://www.smallbiz-bigsec.org>