

# AN EXECUTIVE'S GUIDE TO CYBERSECURITY

Cybersecurity is serious business; an ever-present threat that executives are right to worry about. However, understanding cybersecurity - and the steps your business should take to be more secure - is complex and technical. This guide explains the top cybersecurity threats every executive should know and high-level strategies your company can implement to stay safer from ongoing and future cyber threats.





# COMMON CYBERSECURITY THREATS EVERY EXECUTIVE SHOULD KNOW

Cybersecurity threats can get complicated in a hurry, but most are easier to avoid once you know what to look for.

**Here are the top threats you should be aware of!**

## PHISHING ATTACKS

Phishing attacks are low-tech but very effective. The most common type of phishing attack occurs via email, where users receive urgent messages about a problem with their account.

The message appears to come from a trusted company, like Apple or Microsoft - but it's not. It's from an impostor.

If the user clicks the link and enters their login information, cybercriminals capture their credentials and can access the account.

Phishing can also happen via SMS (text), voicemail, live chat, or messaging apps.

An even more dangerous variation is spear-phishing, where attackers research your organization and send highly targeted messages - often pretending to be a high-ranking executive - asking for a favor or urgent action.





## THREE COMMON CYBER THREATS

Cyber threats come in many forms. Understanding the most common risks is the first step toward building a stronger, more resilient organization.



### INSIDER THREATS

Sometimes the greatest threats are on your payroll. Insider risks can include corporate spies or negligence like leaving a workstation unlocked, sharing badges, or letting in a fake repairman.



### MALWARE

Malicious software can scan databases, skim data, and log keystrokes. It is often installed without the victim realizing it after opening a malicious attachment or link.



### RANSOMWARE

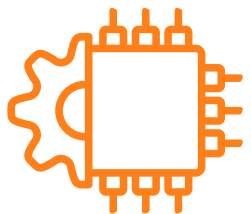
A vicious form of malware that locks users out of systems and demands payment. Attackers may spend weeks snooping and designing the attack. Even if you pay, there is no guarantee your data will be returned or not sold.





## VULNERABILITIES

Cyber threats come in many forms. Understanding the most common risks is the first step toward building a stronger, more resilient organization.



Outdated hardware or software can become the open door cybercriminals use to access your systems and steal data.



Software, operating systems, and firmware all have vulnerabilities/flaws that attackers can exploit to gain unauthorized access.



When vulnerabilities are discovered, vendors release fixes known as **patches** or **security updates**.



Once updates are released, attackers also learn about the vulnerability. Until you apply the fix, unpatched systems are ripe for exploitation.



Many businesses rely on unsupported or outdated systems that no longer receive updates, significantly increasing risk.



**IF YOUR BUSINESS KEEPS  
OUTDATED SYSTEMS  
THAT HAVE NOT BEEN  
UPDATED, SOMEONE  
WILL EVENTUALLY  
EXPLOIT THEM.**

# SOLUTIONS FOR THESE THREATS

Now that you know five vital categories of cybersecurity threats, you also need to know how to avoid them. Below are quick tips for each category-and a full rundown of solutions on the next two pages.



## PHISHING ATTACKS

Urgency, strange graphics, typos, and unusual requests are warning signs. Cybersecurity awareness training is the best defense.



## MALWARE / RANSOMWARE

Education is key. Avoid suspicious attachments and links. Cloud storage is safer than email for files. Broader network security helps protect against deeper attacks.



## VULNERABILITIES

Keep systems updated and consider endpoint protection to control installations and updates.



## INSIDER THREATS

Comprehensive access control, strong password management, and multifactor authentication help limit risk.



The next two pages provide a detailed look at specific services that address these threats-and simple definitions to help you understand each solution.

# SERVICES

Which services address which threats?

| Service                          |  Phishing |  Insider Threats |  Malware |  Ransomware |  Vulnerabilities |
|----------------------------------|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| Data Backup                      |                                                                                            | <input checked="" type="checkbox"/>                                                                 | <input checked="" type="checkbox"/>                                                         | <input checked="" type="checkbox"/>                                                            |                                                                                                     |
| Security Assessments             |                                                                                            |                                                                                                     | <input checked="" type="checkbox"/>                                                         | <input checked="" type="checkbox"/>                                                            | <input checked="" type="checkbox"/>                                                                 |
| Advanced Spam Filtering          | <input checked="" type="checkbox"/>                                                        |                                                                                                     | <input checked="" type="checkbox"/>                                                         | <input checked="" type="checkbox"/>                                                            |                                                                                                     |
| Cybersecurity Awareness Training | <input checked="" type="checkbox"/>                                                        | <input checked="" type="checkbox"/>                                                                 |                                                                                             |                                                                                                |                                                                                                     |
| Multi-Factor Authentication      |                                                                                            |                                                                                                     | <input checked="" type="checkbox"/>                                                         | <input checked="" type="checkbox"/>                                                            |                                                                                                     |
| Conditional Access               |                                                                                            | <input checked="" type="checkbox"/>                                                                 |                                                                                             |                                                                                                |                                                                                                     |
| Computer Updates and Patching    |                                                                                            |                                                                                                     | <input checked="" type="checkbox"/>                                                         | <input checked="" type="checkbox"/>                                                            | <input checked="" type="checkbox"/>                                                                 |
| Dark Web Scanning                |                                                                                            |                                                                                                     |                                                                                             |                                                                                                |                                                                                                     |
| Web Gateway Security             |                                                                                            | <input checked="" type="checkbox"/>                                                                 | <input checked="" type="checkbox"/>                                                         | <input checked="" type="checkbox"/>                                                            |                                                                                                     |
| Mobile Device Security           | <input checked="" type="checkbox"/>                                                        | <input checked="" type="checkbox"/>                                                                 | <input checked="" type="checkbox"/>                                                         | <input checked="" type="checkbox"/>                                                            |                                                                                                     |
| Firewall                         |                                                                                            |                                                                                                     | <input checked="" type="checkbox"/>                                                         | <input checked="" type="checkbox"/>                                                            | <input checked="" type="checkbox"/>                                                                 |
| Encryption                       |                                                                                            | <input checked="" type="checkbox"/>                                                                 |                                                                                             |                                                                                                |                                                                                                     |
| Managed Detection and Response   |                                                                                            | <input checked="" type="checkbox"/>                                                                 | <input checked="" type="checkbox"/>                                                         | <input checked="" type="checkbox"/>                                                            | <input checked="" type="checkbox"/>                                                                 |
| SIEM                             |                                                                                            |                                                                                                     | <input checked="" type="checkbox"/>                                                         | <input checked="" type="checkbox"/>                                                            | <input checked="" type="checkbox"/>                                                                 |
| Cybersecurity Insurance          | <input checked="" type="checkbox"/>                                                        | <input checked="" type="checkbox"/>                                                                 | <input checked="" type="checkbox"/>                                                         | <input checked="" type="checkbox"/>                                                            | <input checked="" type="checkbox"/>                                                                 |



## OUR CYBERSECURITY SERVICES

PSeeSolutions offers a comprehensive suite of cybersecurity services designed to protect your business, reduce risk, and strengthen your security posture.



### Data Backup

Keeps data in multiple locations such as server, local backup, and offsite backup for quick recovery.



### Security Assessments

Continuous scanning for vulnerabilities and tracking remediation.



### Advanced Spam Filtering

An extra layer beyond Microsoft 365 filtering.



### Cybersecurity Awareness Training

Trains end users to spot risks.



### Multi-Factor Authentication

Requires a second form of authentication.



### Conditional Access

Restricts access during risky times or scenarios.



### Computer Updates and Patching

Keeps systems current and reduces vulnerabilities.



### Dark Web Scanning

Scans and reports on company information found on dark websites.



### Web Gateway Security

Endpoint-based gateway security that users cannot easily evade.



### Mobile Device Security

Multi-layer protection for mobile devices and enterprise networks.



### Firewall

Blocks unauthorized access and extends protection beyond the traditional network edge.



### Encryption

Protects data, especially on devices and in email.



### Managed Detection and Response

Detects threats and helps remediate them quickly.



### SIEM

Security Incident and Event Management for logging, reporting, and compliance.



### Cybersecurity Insurance

A policy that helps protect businesses from damage if a breach occurs.





# WE HELP YOU STAY SECURE

Ultimately the best cybersecurity strategy is a robust, holistic one that addresses all these threats and more. It considers the needs and risks unique to your business and formulates a plan that provides both flexibility and protection.

For many companies, creating this kind of cybersecurity plan in-house just isn't feasible. Reach out to our expert team today to get started.



**LET'S BUILD A  
STRONGER DEFENSE**

Contact PSeeSolutions today.

*Smart Technology. Stronger Business.*

