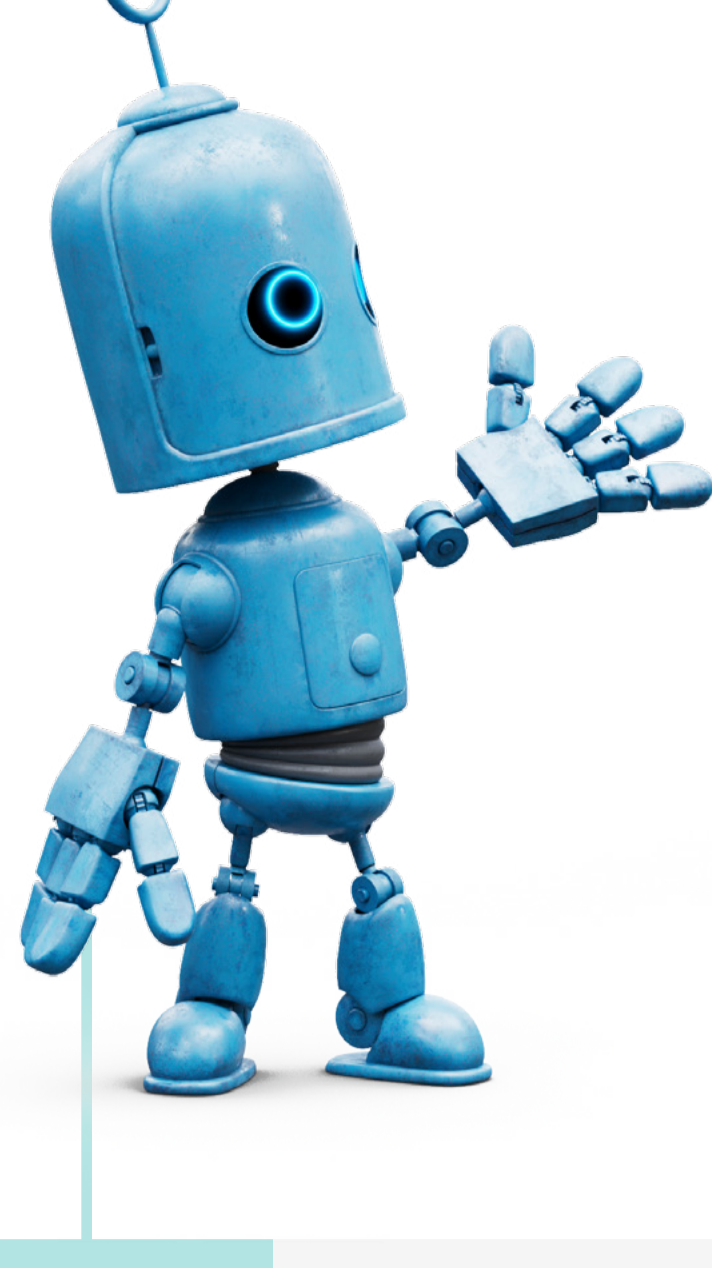


# Secure your business so you can breathe easy with O<sub>2</sub>

Help your people stay secure when working remotely



When 43% of online attacks target small businesses<sup>1</sup>, not securing your business is like leaving your front door wide open and vulnerable to attack. Whether you've built a business from the ground up or you're looking to scale – securing your business will let you focus on what matters.

Here are our four top tips to get your business secure:

## Tip 1 Understand the risks

You wouldn't drive your car without insurance, so why let your business go mobile without security?

The biggest security threats to small and medium businesses are:

- Lack of visibility**  
When you have people working remotely, you won't necessarily know what devices are being connected to the network
- Unsafe remote access**  
Remote access opens up security loopholes in your network and makes you more vulnerable to cyber attacks
- Social engineering**  
A lack of training and therefore awareness around security makes your staff more vulnerable to cyber criminals
- Lack of response**  
The impact of a cyber attack can have massive consequences for your business if you don't have a response strategy in place

**58%** of small and medium businesses have not had a positive security experience when WFH during the pandemic



## Tip 2 Care for customer data as if it were your own

To differentiate your business on service, you need to keep your customers' confidence up. That means you've got to secure your customers' data. Why? Because your business depends on their data, their trust, and their confidence:

- 33%** of UK organisations say they lost customers after a data breach<sup>2</sup>
- 44%** of UK consumers claim they will stop temporarily after a security breach<sup>2</sup>
- 41%** claim they will never return to a business post-breach<sup>2</sup>

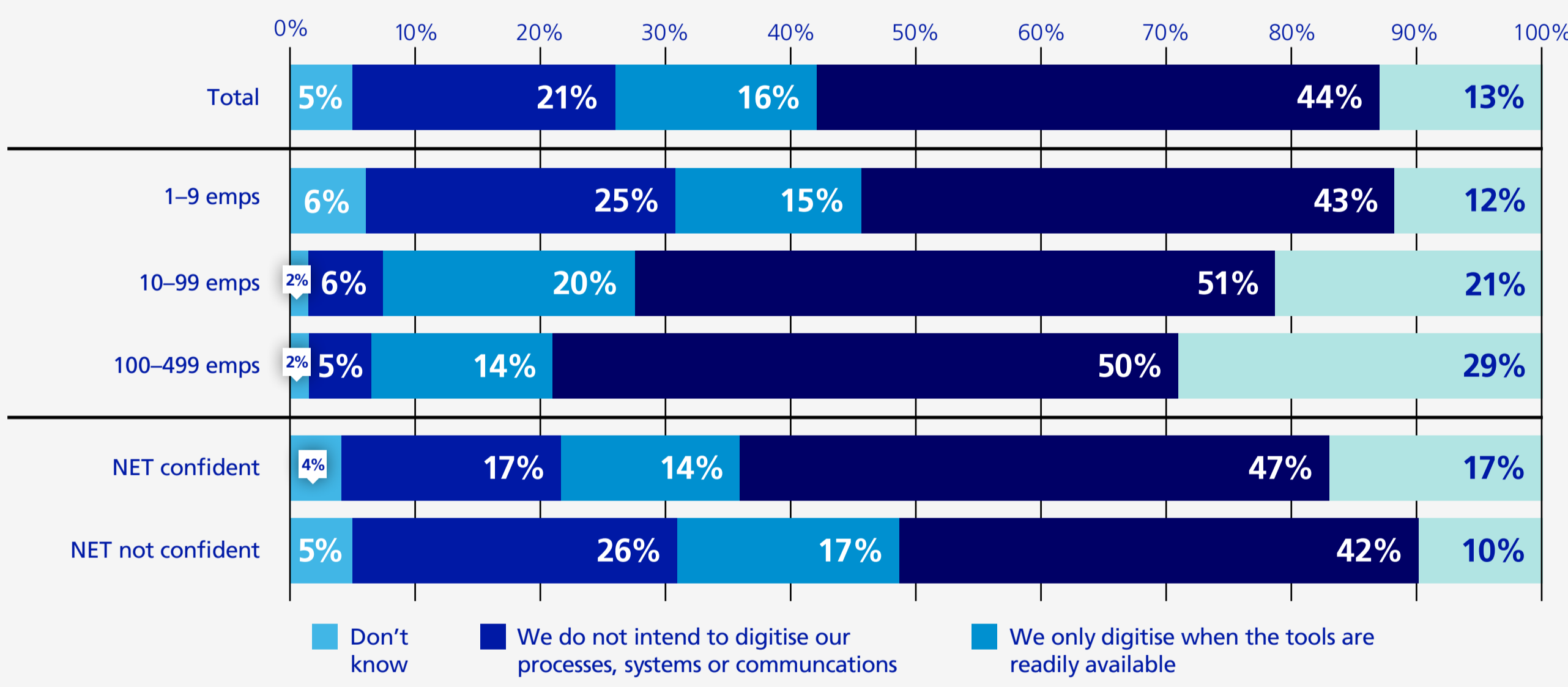
Retaining your customers is one of the best ways to maximise their value and maintain your businesses core revenue.

## Tip 3 Work anywhere, protect everything

Working from anywhere increases your chances of a cyber threat. A new 'cyber everywhere' mindset is needed to secure your business in the new normal and mitigate the risks. But securing your business with a tool like McAfee will protect your workers against these threats.

- 85%** of enterprises let workers use personal devices with access to corporate data
- 88%** of UK data breaches are caused by human error

### Business attitudes towards introducing digital ways of working



Source: GfK Business Enterprise Study | Q4 2020  
R01: which of the following statements best reflects your organisations attitude towards introducing digital ways of working to its processes, systems and communications? N=1518, 1-9 emps N=812, 10-99 emps N=420, 100-499 N=286, Confident N=774, Not confident N=400. All data based on the sample of businesses 1-499 employees.

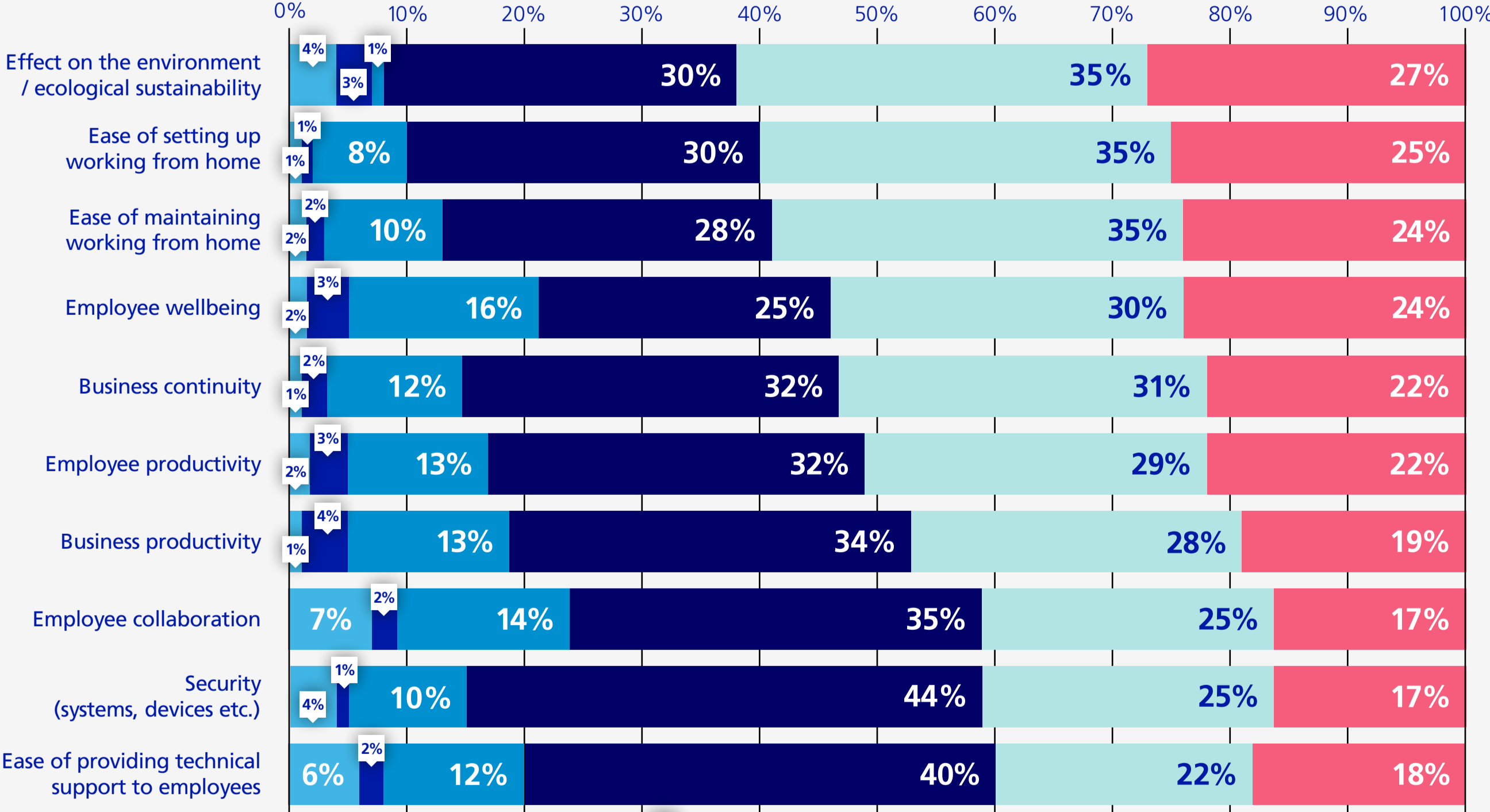
Making sure people have the right technology to work from home is not only vital for long-term productivity, but is also important for improving employee experience, health and wellbeing.

## Tip 4 Securely onboard new starters with O<sub>2</sub>

Onboarding new employees remotely can pose more than a few challenges, especially as the popularity of bring your own device (BYOD) increases.

Businesses aren't yet confident about onboarding new employees remotely and staff don't get the training they need of the business' security processes.

### Business ratings of working from home (WFH)



Source: GfK business enterprise study, December 2020.

With O<sub>2</sub> and Welcomm you can rest safely in the knowledge that our team of dedicated experts will help you onboard your new starters remotely with total ease. We put employee wellbeing at the heart of remote working.



## Feel secure. Breathe easy with O<sub>2</sub> for security.

When you're growing and dreaming up your next big move, the last thing you need is a security breach to take you several steps backwards. With our security products and digital experts on-hand, we are your peace of mind so you can focus on what really matters.

To find out more about how we can help you make your business secure, please get in touch at [CustomerCare@welcomm.co.uk](mailto:CustomerCare@welcomm.co.uk) or give us a ring on 0800 064 64 64

Source: <sup>1</sup> <https://www.cnbc.com/2019/10/13/cyberattacks-cost-small-companies-200k-putting-many-out-of-business.html>  
<sup>2</sup> <https://www.csoonline.com/article/3440069/uk-cybersecurity-statistics-you-need-to-know.html>