

# HOW TO **PROTECT & PROMOTE** YOUR COMPANY IN A FAST PACED HIGH TECH WORLD



# THE PROBLEM

PwC - **ANNUAL REPORT**

**CYBERSECURITY THREATS** have become the highest ranked concern troubling CEOs.<sup>[1]</sup>

## **THREATS INCLUDE:**

Ransomware, Data Theft, IP Theft, Bots and Botnet Attacks, Malware, Phishing, Denial of Service, DNS Tunneling, Email Compromise, AI Attacks, Password Attacks, and many more!



**RISKS**

# THE PROBLEM

## WHETHER LARGE OR SMALL...

- Average cost of a data breach for **Large Companies** is **\$4.24 million dollars!** Average length of time to contain data breach **287 days.** <sup>[2]</sup>
- **43%** of **Small Businesses** get cyber-attacked. Of those attacked, **60%** will go out of business within **six months.** <sup>[3]</sup>



**RISKS**

# THE PROBLEM

## RETHINKING HUMAN RESOURCES

RISKS

**Stanford Research** finds that 88% of data breaches are caused by human error – employees and contractors.<sup>[4]</sup>

**RedTeam Security** releases stats on employees causing Data Breaches...<sup>[5]</sup>



**71%**  
Inadvertent data  
breach/leak  
(e.g., careless user causing  
accidental breach)



**68%**  
Negligent  
data breach  
(e.g., user willfully ignoring  
policy, but not malicious)



**61%**  
Malicious  
data breach  
(e.g., user willfully causing harm)

# THE PROBLEM

## US CYBER SECURITY - CYBER CRIME <sup>[6]</sup>

- **89.7%** of US organizations saw at least one successful attack over a one-year timeframe.
- **81%** of US firms faced phishing attacks in 2020.
- Only **52%** of US workers know what phishing is.
- **One quarter** of US organizations paid the ransom of a Ransomware Attack.
- **75%** give family members and friends access to work-issued devices.

For more cases visit: [ProTectSolutions Crimes](#)



## ADDITIONAL COMPUTER THREATS & LIABILITIES

# In-House Threats and Liabilities

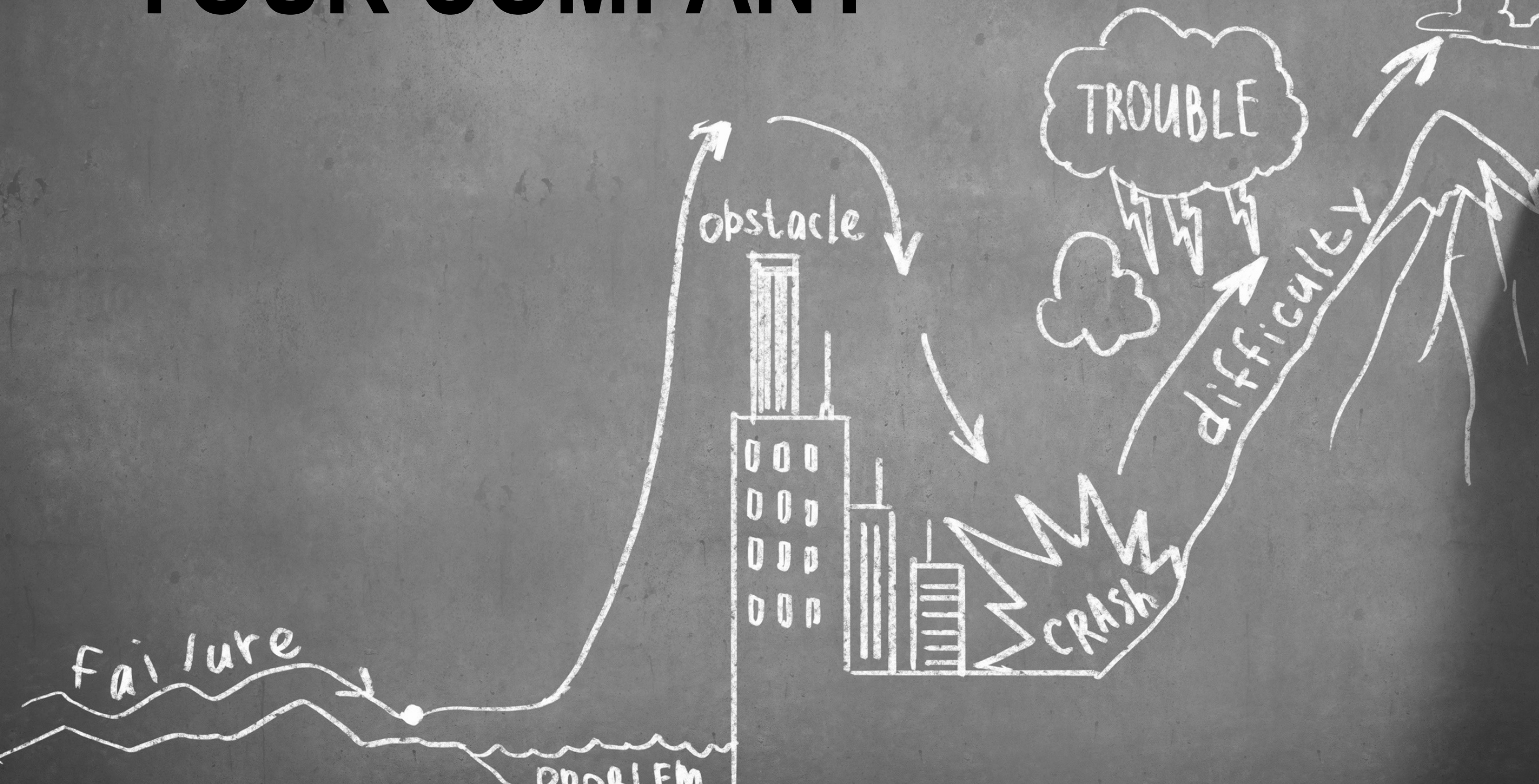
- **Software Piracy** - \$150,000 per infraction,
- **Inappropriate use of IP** - \$100,000,
- **Laptop Misuse** – VA Hospital case, \$20 mil,
- **Social Engineering** – Nigerian scam: \$82 mil,
- **Bad Press** – 87% of U.S. business executives [from large and small companies] are worried that cyberthreats could have an impact on their company's growth prospects. <sup>[7]</sup>
- And many more cases...



**RISKS**

# WE CAN HELP YOUR COMPANY

SUCCESS



## ✓ WHO ARE WE

- ✓ What we've created
- ✓ How can we help

1. We are an **educational software company** comprised of dedicated and award-winning educators, designers, and programmers.

2. We've received: **Emmy Awards, AXIEM, Calop, Cheta, Communicator, International Milia d'Or** and **International CINDY Awards**.

3. Our programs were purchased by institutions around the country including: **US Army, MIT, Stanford, Georgia Tech, Penn State, Virginia Tech, Purdue, Ohio University, Colgate, Baylor, Brigham Young University, Monash University, College of William and Mary, Indiana University...** and many more.





✓ Who we are

## ✓ **WHAT WE'VE CREATED**

✓ How can we help

The solution - an educational program called:  
**10-Rules for Working in the Information Age**

**10-Rules** significantly increases your company's resilience to cyber attacks, as well as reducing liabilities associated with everyday misuse of computing and information technologies.

In short, **10-Rules** drastically **PROTECTS** and **PROMOTES** your company.

**10-Rules** was made possible through grants from the National Science Foundation.



## 10-Rules will:

- ✓ Who we are
- ✓ What we've created
- ✓ **How we can help**

- **PROTECT** your business by reducing cyber risks and liabilities associated with cyber attacks as well as misuse of computing and information technologies.
- **HELP** your business **COMPLY** with the latest Federal Sentencing Guidelines.
- **PROMOTE** your business through I.C.E. Certification.



# THE SOLUTION

## 10-RULES TRAINING PROGRAM

**10-Rules** is an online, enjoyable, training program that will help your company comply with Federal Sentencing Guidelines, reduce your cyber risks and liabilities, and provide I.C.E. Certification. Areas addressed:

- Computer Security,
- Information Privacy,
- Software Piracy,
- Social Engineering,
- Avoiding Computer Injuries,
- Netiquette, and
- more ...



**REWARDS**

**STILL THINKING...**

## 10-Rules **Benefits & Rewards:**

- **Protect** your company from cyber attacks and in-house computer related risks before they emerge,
- **Reduce** fines & penalties by complying with Federal Sentencing Guidelines,
- **Promote** your business in your community through ICE Certification,
- **No I.T. Costs,**
- **Affordable...**and for a limited time, **Get 10-Rules for FREE!!** (Ask your sales rep for details.)



**REWARDS**

A group of business professionals in a modern office setting. In the foreground, two men in suits are shaking hands. Behind them, a woman and another man are clapping. The scene is brightly lit with large windows in the background.

**Now, Let's Talk About  
Your Company!**

---

[info@protectsolutions.us](mailto:info@protectsolutions.us)

(954) 372-1222



# 10-RULES

## FOR WORKING IN THE INFORMATION AGE

# REFERENCES:

---

[1] Cyber threats: A year in retrospect

<https://www.pwc.com/us/en/services/consulting/cybersecurity-risk-regulatory/library/cyber-threats-year-in-retrospect.html>

[2] *Cost of a Data Breach Report 2021* by the Ponemon Institute and IBM Security

<https://www.ibm.com/security/data-breach>

[3] 43% of Cyber Attacks Still Target Small Business

<https://smallbiztrends.com/2019/05/2019-small-business-cyber-attack-statistics.html>

[4] Psychology of Human Error 2022

<https://www.tessian.com/research/the-psychology-of-human-error/>

[5] Employees Caused Damaging Data Breaches

<https://www.redteamsecure.com/blog/danger-ranks-7-times-employees-caused-data-breaches>

[6] Top 10 cyber crime stories of 2021

<https://www.computerweekly.com/news/252510733/Top-10-cyber-crime-stories-of-2021>

[7] What Every CEO Needs to Know About Cybersecurity

<https://www.business.att.com/content/dam/attbusiness/reports/decodingtheadversary.pdf>