



Take the journey with

Complacency Greg and

Visionary Monica and

discover how to leverage

better systems

access controls.



## The Problem

Visionary Monica and Complacency Greg are business owners and local competitors. They're having a meeting with Tim, a Managed Service Provider, who is walking them through enhancing their security with Multifactor Authentication (MFA). Tim says it can help keep bad guys from stealing their data or installing ransomware on their company systems, but Greg isn't sure about it at all.

"You mean I have
to put in my password PLUS
an access code that's sent to my
smartphone? Sounds like extra
steps. It's just going to slow me
down. After all, my password's
good enough."

"Well, Greg, it's up to you, but evidence has shown us that passwords alone aren't enough to keep the bad guys out of your systems."



"I think it makes sense, I have my smartphone with me all the time anyway, and somebody once told me that cybercriminals can use something called 'brute force attacks' to discover passwords. A second barrier to entry is logical - I'm in."

## Ransomware by the Numbers **2021**

**37%** hit with ransomware - of organizations surveyed<sup>1</sup>

**32%** had to pay ransom to get data back<sup>1</sup>

Only **65%** of encrypted data restored after ransom payment<sup>1</sup>

Ransomware
"industry" set to steal

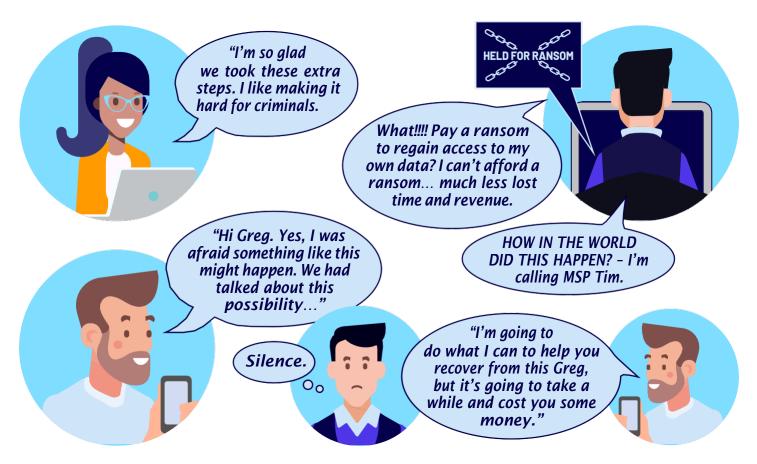
20 Billion

this year<sup>2</sup>

A business is attacked with ransomware every

11 seconds<sup>2</sup>

## And so, over the next few days, MSP Tim went to work updating all of Monica's systems with Multifactor Authentication access protocols.



In the meantime, across town, Monica and her team are working at full throttle. Picking up the jobs – and the money – that Greg and his team are leaving on the table because they're locked out of their systems.

## **Multifactor Authentication (MFA)**

Not a nuisance. – Not a waste of time. – A critical defensive tool in your fight against criminal access to your systems.

1(source: Cybercrime Magazine - https://cybersecurityventures.com/global-ransomware-damage-costs-predicted-to-reach-20-billion-usd-by-2021/ - Accessed 2021-07-07)