

Why Cyber Hackers Target SMBs and What to Do About It

Types of Cyber Attacks Your Business Needs to Avoid

We have heard reports of increased attacks on SMBs that use QuickBooks. Please take the time to study this information and call us if you need implementation help.

Cyber-attacks on small and midsize businesses (SMB) occur daily. More than half (55 percent) of companies with fewer than 1,000 employees have experienced a cyber-attack, and 43% of all attacks target small businesses.

It's clear all businesses need a strategy to protect themselves. Be it ransomware, DDoS (distributed denial of service), phishing or some other threat, any business that neglects its cyber security responsibilities is taking a huge risk. And the risk extends to the company's customers, partners and suppliers.

The seriousness of the threat, however, isn't always fully understood in the SMB sector. For instance, only 2% of small business owners in a CNBC/Survey Monkey poll in April 2017 cited cyber threats as the most critical issue they face. While small businesses have other concerns, they mustn't overlook cyber security.

Why you?

Why are cybercriminals interested in SMBs? After all, small and medium companies do not have the resources and deep pockets of the large enterprise.

Hackers target SMBs for several reasons. One is obvious: Any private data a company handles, such as Social Security numbers, medical records and payment card credentials, has a "street value" on the dark web. Cyber thieves steal the data and sell it to others who use it to access accounts and steal identities.

Sometimes cyber hackers are interested only in using a company's computers and turning them into bots to perpetrate massive DDoS attacks. DDoS works by artificially generating enormous amounts of web traffic to disrupt service to a company or group of companies. The hijacked bots help generate the traffic.

Hackers also target SMBs because today's businesses are digitally connected to each other to complete transactions and share information. Since larger companies presumably (although not necessarily) are tougher to penetrate, hackers target smaller partners as a way to get into the systems of large companies. This is what happened in the Target breach of 2014.

As for ransomware, it's such a popular method of attack because it often succeeds, generating plenty of revenue for attackers. No one is immune from ransomware attacks, from individuals to SMBs to enterprises.

For more detailed information on 8 Types of Cyber Attacks Your Business Needs to Avoid, please click link below for an article written by Megan Sullivan and published in the QuickBooks Resource Center. (<https://intuit.me/2zaoNJD>)

The Best Online Backup Services for 2019

[Click here to see the complete PC World rating and article.](#)

Secure Your Data with Online Backup Software

You can either tear out your hair when a disaster strikes your hard drive or you can prepare for it ahead of time, but data loss is as inevitable as death and taxes. An online backup service is one of the best ways to protect yourself against such threats as a crashed hard drive or accidental deletion. Natural disasters such as fires, floods, and earthquakes can also spell the end of your digital media and documents. Even if you're among the very few who diligently perform local backups at regular intervals, you could still lose data if you don't store backups offsite.

Online backup services scan your hard drive for files worthy of protecting, encrypt them for security, and send them up to the company's online servers. Once your files are uploaded, you can access and restore your data from anywhere. Though there's some overlap, online backup services shouldn't be confused with cloud storage and file syncing services like Box, Dropbox, Google Drive, OneDrive, and SugarSync. Those services do store files in the cloud, but they aren't designed to automatically protect all important documents and media files, let alone system files. Their strategy is generally to sync just one folder with all its subfolders to the cloud, and in some cases, to offer online collaborative document editing. Many backup services offer folder-syncing capabilities, but few syncing services offer full-scale backup functionality.

Here are links to several other articles on this subject.

- Computers in America's state capitals have 224% more infections than the rest of their home states. ([click here to read full article](#))
- Big Enterprise or Small Business, It Doesn't Matter: Hackers Are Coming for You, Right Now. ([click here to read full article](#))
- Hackers Are Targeting Small Businesses. Here's How to Protect Yourself. ([click here to read full article](#))
- Small Businesses Are Often a Target for Hackers. ([click here to read full article](#))
- Small Business Cyber Attack Statistics. ([click here to read full article](#))

Contact Us

Many events can affect your tax situation. With proper planning, you can avoid negative tax effects. Please contact us in advance if you experience the following:

- Pension or IRA distributions.
- Sale or purchase of a residence or other real estate.
- Significant change in income or deductions.
- Retirement.
- Job change.
- Notice from IRS or other revenue department.
- Marriage.
- Divorce or separation.
- Attainment of age 59 ½ or 70 ½.
- Self-employment.
- Sale or purchase of a business.
- Charitable contributions of property in excess of \$5,000