CYBERSECURITY SIMPLIFIED

WHAT YOUR SMALL BUSINESS NEEDS TO KNOW

CO-HOSTED BY:

TRI·LAKES CHAMBER OF COMMERCE AND VISITOR CENTER

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FACILITATORS:

Rodney Gullatte
Founder, Firma IT Solutions

PRESENTED BY:

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Education to Cover Your Assets

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POWERED BY SBA U.S. Small Business Administration

About the Facilitator...

Rodney Gullatte, Jr
Certified IT Professional
Owner of Firma IT Solutions & Services
SBDC Cybersecurity Consultant

Firma IT Solutions was started by community leader and US Air Force Veteran, Certified Ethical Hacker and Network Defense Architect, Rodney Gullatte, Jr. When the job market would not cooperate in Key West, FL, he decided to take matters into his own hands and start a business. With a background in Information Technology and Cybersecurity that includes Department of Defense, retail, healthcare, casinos, utility companies and more, Rodney has developed a company that brings enterprise technology solutions to small businesses. Law firms, accounting firms, architect firms, museums, and marinas are just a few of the clients that Firma IT Solutions has transformed. From workstations and servers to cybersecurity and enterprise wireless networks, Firma IT Solutions has a wide scope of services to create data integrity and system security that all small businesses desperately need. The company started in Key West and thrived there four years before Rodney's wife received military orders to Colorado Springs. As a leader in the Key West community, Firma IT Solutions has grown since Rodney left in August 2015 to come to Colorado Springs. Now Rodney has established himself in Colorado Springs as a member of the Southern Colorado Women's Chamber of Commerce, President of BNI Strategic Alliances Chapter, Board of Rotary District 5470 as Public Image Chair, Board of Rotary Club of Colorado Springs as Director of Local Community Service Projects and Service Fund Trustee. He is also proud member of Colorado Springs Chapter of The eWomen's Network.

His latest accomplishments are becoming a Cybersecurity Consultant for the Pikes Peak Small Business Development Center, Board Member with the Better Business Bureau of Southern Colorado, winner of Colorado Springs Business Journal Best in Business 2017 #1 Cybersecurity Company and recipient of the Colorado Springs Business Journal Rising Stars Class of 2018 award. Rodney leverages his multiple affiliations to help grow his sphere of influence to help others succeed. This philosophy of "Givers Gain" has brought him success in business and among the community. He believes that educating the business community about cybersecurity will help create a CyberSafe Community which is a program his company sponsors with our local Fox21 News.

To register for assistance: www.pikespeaksbdc.org/consulting

Pikes Peak Small Business Development Center
Phone: (719) 667-3803
Email: sbdc@elpasoco.com
Website: www.pikespeaksbdc.org

Slide 1:

CYBERSECURITY SIMPLIFIED

What Your Small Business Needs to Know

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Slide 2:

THE PIKES PEAK SMALL BUSINESS DEVELOPMENT CENTER HAS BEEN DEDICATED TO HELPING EXISTING AND NEW BUSINESSES GROW AND PROSPER FOR MORE THAN 30 YEARS.

FREE CONSULTING | PRACTICAL TRAINING | BUSINESS RESOURCES

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Slide 3:

Pikes Peak SBDC Proudly Presents

Cybersecurity Simplified:
What your small business needs to know

FACILITATED BY:

RODNEY GULLATTE, JR.
CERTIFIED ETHICAL HACKER
CERTIFIED NETWORK DEFENSE ARCHITECT
FOUNDER, FIRMA IT SOLUTIONS
PIKES PEAK SBDC CYBER CONSULTANT

AS SEEN ON

21 CYBER SAFE COMMUNITY

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Slide 4:

Topics of Discussion

- Introduction, What is a hacker?
- How are they getting in?
- How do we keep them out?
- Examples of real-world risks
- Questions

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Introductions

- Who are you?
- Where do you work?
- What is your position at your company?
- Why are you here today?
- What concerns you the most about cybersecurity?

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What is a hacker?

- Black Hat
- White Hat
- Gray Hat
- Suicide Hacker
- Script Kiddie
- Cyber Terrorist
- State Sponsored Hacker
- Hacktivist

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Cybersecurity Fundamentals
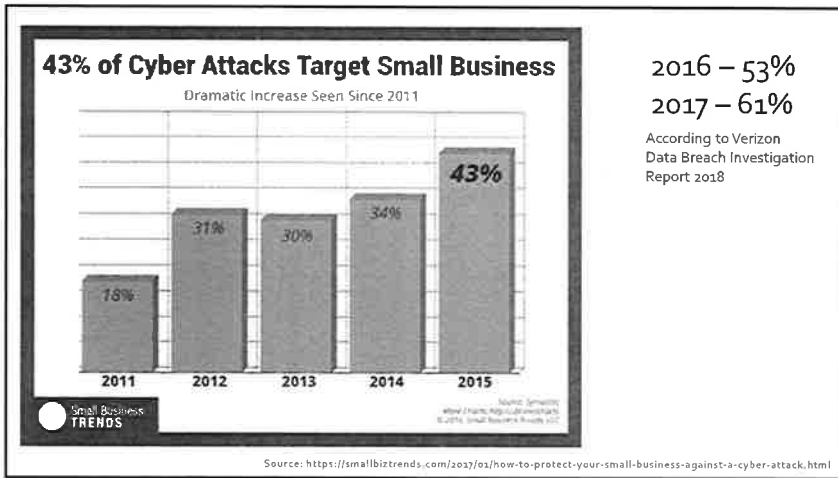

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How are they getting in?

Vectors

- Advanced Persistent Threats
- Botnets
- Cloud Computing
- Insider Attacks
- Mobile Threats
- Viruses, Worms, Ransomware, malware

Types

- Operating Systems
- Misconfiguration
- Application level
- Defaults

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43% of Cyber Attacks Target Small Business

Dramatic Increase Seen Since 2011

2016 – 53%
2017 – 61%

According to Verizon
Data Breach Investigation
Report 2018

18% 31% 30% 34% **43%**

2011 2012 2013 2014 2015

Small Business TRENDS

Source: https://smallbiztrends.com/2017/01/how-to-protect-your-small-business-against-a-cyber-attack.html
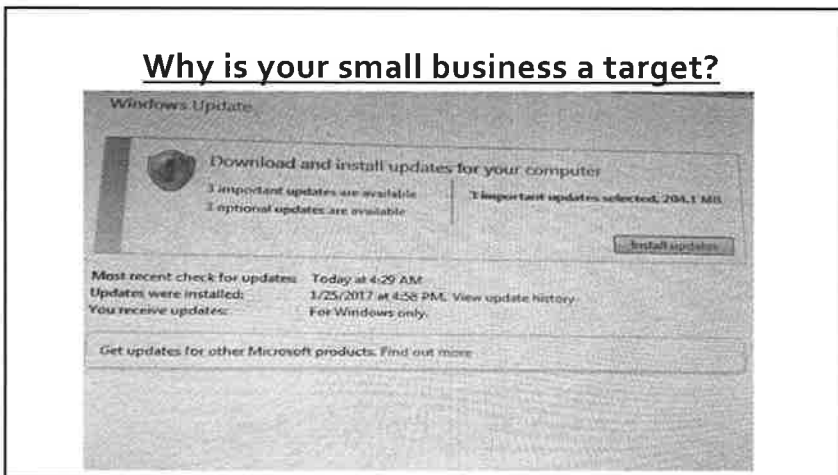
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The Facts!

- 61 percent of cyber attacks target small business.

- Only 14 percent of small businesses rate their ability to mitigate cyber risks, vulnerabilities and attacks as highly effective.

- 60 percent of small companies go out of business within six months of a cyber attack.

- 48 percent of data security breaches are caused by acts of malicious intent. Human error or system failure account for the rest.

Source: https://smallbiztrends.com/2017/01/how-to-protect-your-small-business-against-a-cyber-attack.html

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Why is your small business a target?

Windows Update

Download and install updates for your computer

3 important updates are available
3 optional updates are available

3 important updates selected, 204.1 MB

Install updates

Most recent check for updates: Today at 4:29 AM
Updates were installed: 1/25/2017 at 4:58 PM. View update history
You receive updates: For Windows only.

Get updates for other Microsoft products. Find out more

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Why is your small business a target?

Small businesses are not serious about their cybersecurity

You have the information hackers want

Content doing what you have been doing and hope it doesn't happen do you.

Source: https://smallbiztrends.com/2017/01/how-to-protect-your-small-business-against-a-cyber-attack.html

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Protection?

- Get Cyber-Liability insurance
- Better Password Strategies
- Speak with an expert. Contact the SBDC and get a cyber consult with one of our consultants.

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Pas$WorDz!

- Complexity Requirements
- No Dictionary words
- No words turned into symbols
- Change every 90 days
- Multi-Factor Authentication
- Lie on Secret Questions
- Password Safe Programs

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Firmware

- Embedded software inside your hardware devices

- Murai Worm
- IoT Hacks
- Update Network Devices
- Russian Router Hack

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Wireless Networks

- Fake Access Points

- Poorly Configured Guest Networks

- WPA2 Krack of Fall 2017

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Firewalls and Defense in Depth

- Host based protection vs network based protection

- Basic Firewall vs UTM

- Defense in Depth

- Can't rely on automated solutions.

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FREEZE YOUR CREDIT!

Equifax	Experian (formerly TRW)	Trans Union
For a copy of your report: P.O. Box 740241 Atlanta, GA 30374-0241 (800) 685-1111	For a copy of your report: P.O. Box 8030 Layton, UT 84041 (800) 682-7654	For a copy of your report: P.O. Box 390 Springfield, PA 19064 (800) 916-8800
To dispute data in your report: P.O. Box 740256 Atlanta, GA 30374-0256 (800) 216-1035 or 685-5000	To dispute data in your report: P.O. Box 2106 Allen, TX 75013 (800) 422-4879	To dispute data in your report: P.O. Box 34012 Fullerton, CA 92634 (800) 916-8800
To report credit fraud: (800) 525-6285	To report credit fraud: (800) 301-7195 (fax)	To report credit fraud: (800) 916-8800

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Data Encryption

- Encrypt Data in the Cloud

- Encrypt Data at Rest and In-Motion

- Computer Attack with no Encryption

- Website Encryption

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Right vs Wrong Antivirus

- No Norton. Symantec Enterprise Software is ok

- No free AV. You get what you pay for

- AV is not enough

- You need UTM

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Email Security

- Stop using free email for business
- Check email sender
- Phishing emails
- Use domain keys (DKIM)
- Use Encrypted Email
- Don't register personal accounts with business email
- BBB Scam Tracker - https://www.bbb.org/scamtracker/us
- BBB Scam Tips - https://www.bbb.org/scamtips

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Social Engineering

- Talk to your staff about it

- Phishing over telephone, email, snail mail, in-person

- Social Media

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Content Filtering

- Web Filtering.

- Block known dangerous websites

- Block certain types of traffic

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Backups

- Critical aspect of Cybersecurity

- USB Drives are not a good idea

- Cloud Backups

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The Cloud

- Free services are not for business!

- Encrypt your data

- Create your own cloud

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PCI Compliance

- Stop swiping cards

- Segment your network

- PCI Compliance Questions

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What can you do real quick?

- Don't send money without confirming with management first
- Use www.virtru.com for email encryption
- Use www.lastpass.com for password management
- Use Office365 Business for your company email needs
- Make sure your Windows computers are using Windows 10 Pro
- Use ASUS RT-AC68u for UTM and VPN on a small budget
- Update and Backup your computers regularly

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Schedule a Consult

- Schedule an appointment with the Pikes Peak SBDC to speak to a cybersecurity consultant

- Call (719) 667-3803

www.pikespeaksbdc.org

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Pikes Peak Small Business Development Center

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