

Checklist: 5 Cybersecurity tools to empower your business

Traditionally, technology has served as the foundation for data protection. Yet, as cyber threats continue to evolve, so do the tools businesses need to prevent them.

Antivirus software and differentiated passwords are an excellent start but hardly cover the sophistication necessary to properly secure business data today.



What's securing your business?

- 1 Firewalls or NGFWs with Intrusion Protection (IPS)
- 2 DNS protection
- 3 Endpoint protection
- 4 Email Gateway Security
- 5 Cloud-based security



1 Firewalls or NGFWs with Intrusion Protection (IPS)

Securing your Network

They're often the first line of defense for most organizations, and rightfully so, they're easy to adopt and implement, with little impact on daily operation.

The [best firewall solutions](#) for small business:

- Puts up a barrier between your trusted internal network and untrusted outside networks, such as the Internet.
- Controls access to your company's resources and prevents the loss of company data.
- Prevents disruption of business-critical applications and services due to security breaches.



2 DNS protection

Protecting all network communications

While firewalls may be the first line of defense for networks touching the Internet, DNS protection is the first line of defense for all network communications that interact with your business, even from the firewall.

Good [DNS protection](#):

- Allows speakers in a network conversation to ensure they are not communicating with a bad actor or a network target that has been hijacked or redirected (it's one of the easiest ways to steal data and normally something a firewall will never see.)
- Defends clients from speaking to malware sites, malvertising links and ransomware sites – (all of the above have an IP address that is mapped to a NAME|URL|URI with DNS.)
- Provides protection from 'questionable' sites that may be using an IP address being seen for the very first time on the Internet.



3 Endpoint protection

Protecting employees' devices

Laptops and mobiles are the most vulnerable endpoints for small businesses. The average time to respond to a cyber attack for an SMB has increased, not decreased. As malware becomes more evasive, traditional antivirus falls short in protecting your endpoints.

The [best endpoint security](#):

- Works to actively uncover advanced threats like malware and ransomware.
- Allows administrators to approve which mobile devices, laptops, or desktops can access the network.
- Quickly stops threats from spreading and provides fast-track remediation.



4 Email Gateway Security

Protecting employees' email

Customers of all business sizes face the same daunting challenge: email is simultaneously the most important business communication tool and the leading attack vector for security breaches. It only takes one inadvertent click to bypass a security solution that may have cost millions to acquire and deploy.

The key to a good [email security solution](#) is:

- Detect and prevent access to embedded code, malicious URLs, phishing and fraudulent emails.
- User training - a critical element of safe email use and just like a “chain only being as strong as its weakest link” normally a business’s security posture is only as good as the training and awareness of the humans that use the business assets.



5 Cloud-based security

Securing quickly and cost-effectively

By transitioning data to the cloud, small businesses can tap into enterprise-grade security solutions without having to onboard their own internal teams and infrastructure.

- Cloud-based solutions involve no hardware or software, so they can be quickly and easily deployed and normally for far less expense than hosting the system yourself.
- Cloud-based solutions are not immune to attack, so it is important to consider requesting the maximum protection level the cloud provider has to offer.
- Regulations such as PCI and HIPAA may sometimes cause challenges when using cloud storage so make sure the storage is considered ‘compliant’ before signing anything.

To learn more about these and other cybersecurity solutions for your growing business, visit the [Small Business Security Resources](#) page.