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IT SUPPORT & CYBERSECURITY

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Protecting Trade Secrets & IP in the Digital Age:

A TECHSPERT INSIGHTS GUIDE

LITE GUIDE

FOR SMALL & MEDIUM-SIZE BUSINESSES

IT Protection Protocols and Procedures for Protecting Your Business

Understanding Trade Secret Protection & Cybersecurity Measures

A High Level Guide for Your SMB, Based on Expert Insights

Compiled by Tru Technical Partners:
Tried, Tested, Trusted & True *Techsperts*

Your Cyber-Savvy Silicon Valley IT Heroes
We Save the Day & Help Your Business Stay a Step Ahead

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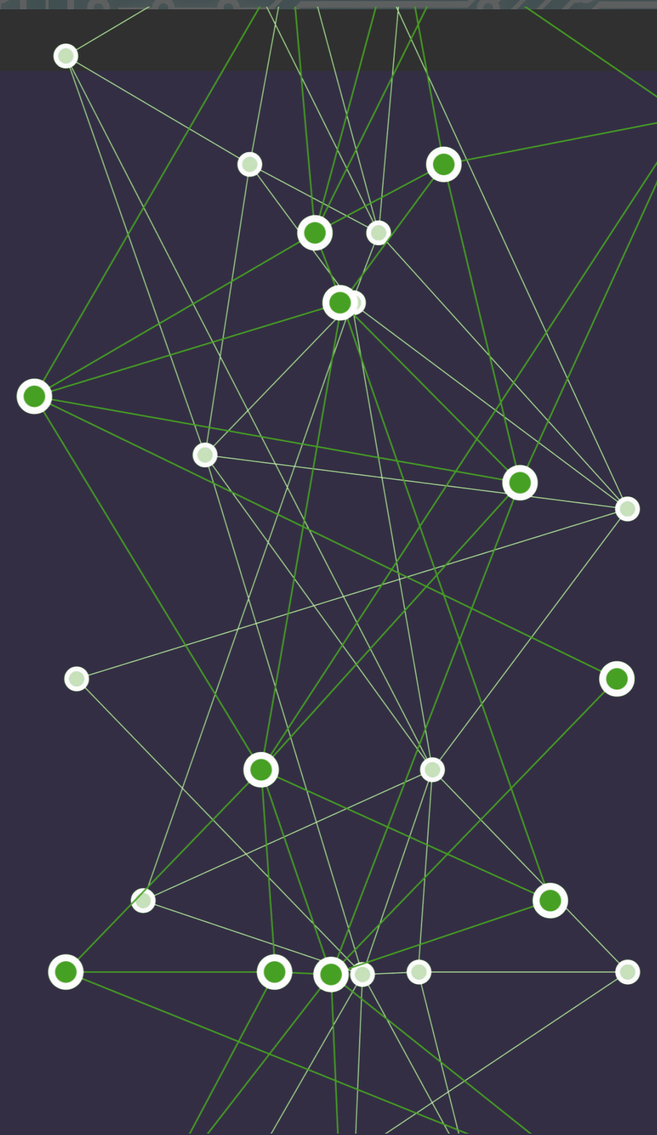
Guide Contents:



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TRADE SECRET PROTECTION:

What are trade secrets, and why are they important?

The IT Security Angle

Trade secrets are confidential pieces of information or Intellectual Property (IP) that give a company a competitive edge.

They can be anything from formulas and designs, to customer lists and marketing strategies.

Protecting them is crucial because losing them can damage a company's reputation, revenue, and future prospects.

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TRADE SECRET PROTECTION:

What are the biggest threats to your trade secrets in today's digital world?

The IT Security Angle

While insider threats have always existed, cyberattacks are becoming increasingly common, especially those targeting SMBs.

Phishing emails, malware, and ransomware attacks can all be used to steal valuable data, including trade secrets.

This high-level ***Insights Guide for Small and Medium-Size Businesses*** will give you the inside story on IT Protection Protocols and Procedures for Protecting Your Business's Trade Secrets & IP

WHY DOES IT MATTER?

Trade secret protection & cybersecurity measures

Timeline of Events - Cybersecurity & IT Downtime

What is Downtime in Cybersecurity?

The period when a system becomes inaccessible due to a cyberattack, disrupting normal business operations and causing financial losses.

PAST

- **2021**: Only slightly more than 50% of companies surveyed had disaster recovery plans.
- **2023**: Average cost of a data breach rose to $4.45 million (a 15% increase over three years, according to IBM).
- **2023**: Veeam reports 85% of ransomware attacks targeted small businesses.
- **2023**: Coalition reports record high insurance claims from ransomware attacks on small businesses in the first half of the year.
- **2023**: 73% of US small business owners reported a cyberattack.
- **2023**: Only 20-34% of organisations have adopted basic cybersecurity measures like multi-factor authentication.

PRESENT

- Cyberattacks are increasing, and SMBs are increasingly targeted.
- Downtime from cyberattacks is costly and disruptive, with estimates ranging from hundreds to thousands of dollars lost per minute.
- Many businesses lack adequate cybersecurity measures and disaster recovery plans.
- There is a growing need for cybersecurity awareness training and skilled IT professionals.

FUTURE

- Cyberattacks predicted to cost businesses $10.5 trillion by 2025.
- The increasing sophistication and frequency of cyberattacks necessitate robust cybersecurity strategies.
- Organisations must prioritize proactive cybersecurity measures, including employee training, business continuity planning, and investment in advanced security solutions.
- Collaboration between organisations, cybersecurity providers, and government agencies will be crucial to combating cyber threats effectively.

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WHY DOES IT MATTER?

Why cybersecurity is crucial for your business

Trade Secret Protection & Cybersecurity Measures

The True Cost of cyber attacks for SMBs

- Insurance claims from ransomware attacks hit a record high in 2023.
- Companies with frequent downtime have 16X higher costs.
- Small businesses should allocate 10-20% of IT budget to cybersecurity.

Tru Technical's tailored, cost-effective IT solutions will help your small or medium-size company stay one step ahead and protect your data from cyber criminals in today's competitive, risk-filled digital business environment.

21
Days

Average business disruption time due to cyberattacks.

238%
Increase

In cyberattack frequency due to working from home.

$427
Per Minute
Average cost of downtime for SMBs (2023)

14%
Of SMBs

Have a cybersecurity plan in place.

73%
Of SMBs

In the US reported a cyberattack in 2023.

HIGH-LEVEL OVERVIEW:

How can your company protect its trade secrets from cyber theft?

A Guide for Your SMB, Based on Expert Insights

Your company should implement a multi-layered approach to protecting your business's trade secrets and IP, including:

Access Control:

Limit access to sensitive information on a need-to-know basis. Not all employees need access to everything.

Strong Passwords:

Enforce strong, unique passwords and consider multi-factor authentication for added security.

Employee Training:

Educate employees about phishing scams, social engineering tactics, and the importance of data security.

Device Security:

Use company-issued devices with robust security software, or enforce strict policies for personal devices accessing company data.

Third-Party Vetting:

Ensure vendors and partners handling your data have adequate security measures in place.

Data Encryption:

Encrypt sensitive data both in storage and during transmission.

HIGH-LEVEL OVERVIEW:

What are the biggest threats to your trade secrets in today's digital world?

A Guide for Your SMB, Based on Expert Insights

Employees are often the weakest link in cybersecurity. You should regularly invest in up-to-date training programs that educate your staff about:

Phishing Attacks:

How to identify and avoid suspicious emails, links, and attachments.

Social Engineering:

How hackers manipulate people to gain access to sensitive information.

Data Handling Procedures:

Proper protocols for storing, transmitting, and accessing confidential data.

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HIGH-LEVEL OVERVIEW:

How can you protect your company from ransomware attacks specifically?

A Guide for Your SMB, Based on Expert Insights

Regular Backups:

Maintain offline backups of critical data to aid in recovery.

Incident Response Plan:

Develop a clear plan outlining steps to take if a ransomware attack occurs.

Security Software:

Use reputable antivirus, anti-malware, and email filtering solutions.

Employee Awareness:

Train employees to identify and avoid phishing emails that often deliver ransomware.

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HIGH-LEVEL OVERVIEW: What are some red flags that might indicate a potential cybersecurity threat?

A Guide for Your SMB, Based on Expert Insights

Suspicious Emails:
Emails from unknown senders, with unusual requests, or containing grammatical errors.

Unexpected Attachments:
Be cautious of unexpected attachments, even from known contacts.

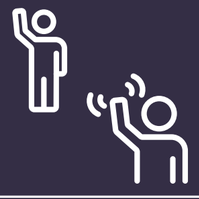
Unfamiliar Software:
Avoid downloading software from untrusted sources.

Unusual Account Activity:
Be alert for any unauthorized login attempts or changes to account settings.

HIGH-LEVEL OVERVIEW:

How can you protect your trade secrets when employees leave the company?

A Guide for Your SMB, Based on Expert Insights



To ensure that your company's trade secrets are kept safe when one of your employees leaves, you need to implement a clear offboarding process that includes:

Revoking Access:

Immediately disable accounts and access to all company systems and data.

Return of Company Property:

Retrieve any company-issued devices containing sensitive information.

Exit Interviews:

Remind departing employees of their ongoing confidentiality obligations.

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WHAT'S A SOLUTION?:

Is outsourcing cybersecurity to experts a good option for a SMB like yours?
Flexible, affordable & competent fixed fee IT support you can rely on 24/7

While implementing basic security measures is crucial for all businesses, outsourcing to specialized firms can be a cost-effective way to access advanced expertise and resources, especially for small and medium-sized businesses.

Tru Technical Partners is your tried, tested, trusted and true technology partner.

Our Cyber-Savvy Saviors and highly-skilled outsourced 'Techsperts' will take care of your IT headaches so you can relax and take care of business!

MEET THE EXPERT:

Truman is an expert in IT protection protocols and procedures, particularly those related to cybersecurity and trade secret protection. As a CIO and the CEO of True Technical Partners, Inc., an outsourced Managed IT Support and Cybersecurity firm, he specializes in:

- Guiding technology advancements for companies.
- Protecting companies' data from cybercriminals.
- Helping companies compete effectively.

Overall, his expertise lies in the practical application of cybersecurity principles to protect trade secrets and sensitive data for businesses of all sizes.

He emphasizes a multi-faceted approach that combines technology, policies, procedures, and employee training to create a robust security posture.

Truman Roe,
CIO and CEO of
Tru Technical Partners

Have more questions?

Get in touch with Truman to learn more about how Tru Technical's cost-effective outsourced IT protection and cybersecurity services can help your business stay a step ahead.

Visit www.trutechnical.com
or connect with him at
troe@trutechnical.com
or on LinkedIn.

TRU Technical Partners
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Tru Technical provides the same top quality, 24/7x365 IT support & services to small and medium-size businesses in the San Francisco Bay / Silicon Valley / San Jose areas that big companies enjoy — at an affordable and hassle-free fixed price.

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OUTSOURCED CYBER-SAVVY:

If your organization needs flexible, affordable assistance with your IT Management and Cybersecurity needs, Tru Technical can help.

Are you aware of the devastation a cybersecurity breach could cause to your business and its reputation? Not to mention the financial burden and legal ramifications for you personally and for your Board of Directors.

Can you afford the extreme business risk and legal issues of not having a strong cybersecurity plan — along with comprehensive cybersecurity insurance — in place; or if your company doesn't follow government compliance regulations? If the thought of this type of damage causes you anxiety, think of Tru Technical Partners.

We provide 24/7x365 monitoring for cyber protection, detection and response service by analyzing activity on networks, servers, endpoints, databases, applications, websites, and other systems, looking for anomalous activity that could be indicative of a security incident or compromise.

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We take responsibility for ensuring that potential security breaches are correctly identified and responded to.

- Cyber security breach detection
- Attack analysis
- Real-time response
- Forensic investigation
- Disaster recovery
- Documentation and restoration

Also, for personal and company identity theft, we monitor the Dark Web to identify compromised credentials that can be used to exploit companies, employees, C-level executives and personal data.

We provide full IT outsourced support of physical and virtual networks including:

- Help Desk (24/7x365)
- Servers, computers, and mobile devices
- Software applications
- Network infrastructure
- Cloud computing
- System administration
- We also specialize in cybersecurity including:
  - Security risk assessments
  - Network security (managed firewalls)
  - Perimeter security
  - Servers and all end nodes
  - Disaster recovery and business continuity
  - Network monitoring and predictive security intelligence