

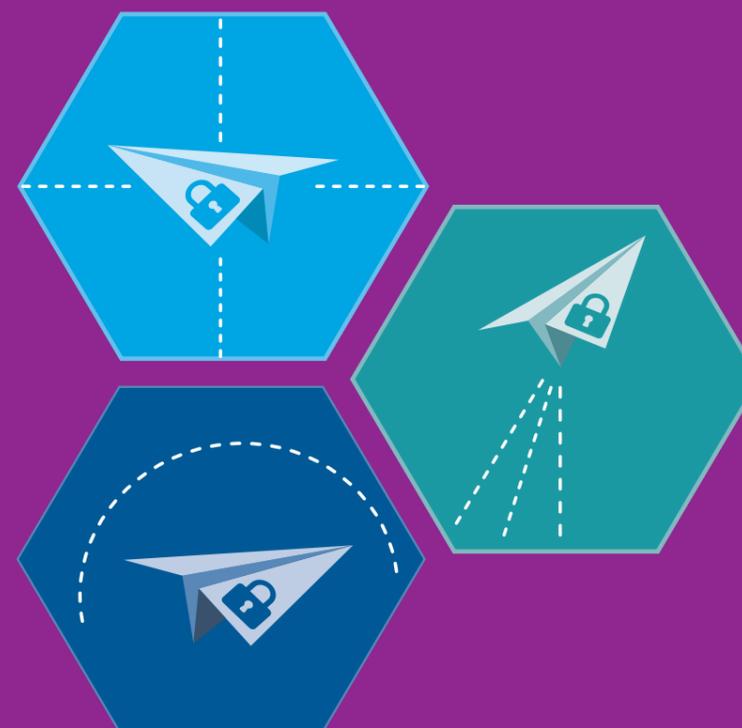
avatu

www.avatu.co.uk
phone 01296 621121

 LinkedIn: Avatu

 Twitter: @AvatuCyber

Email security: So you think you've got it covered...

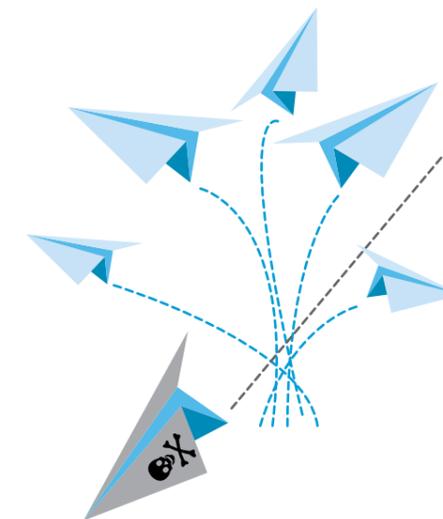
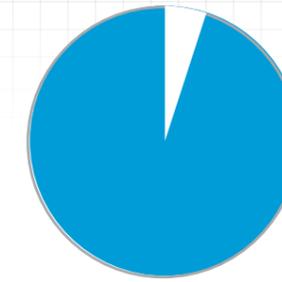


avatu
e-m-s

Email is an unavoidable business communication tool, used all the time by almost every business, including yours.

But this also means it's become the biggest vulnerability when it comes to data security.

A staggering
90%
of ALL data
breaches start
with an email.

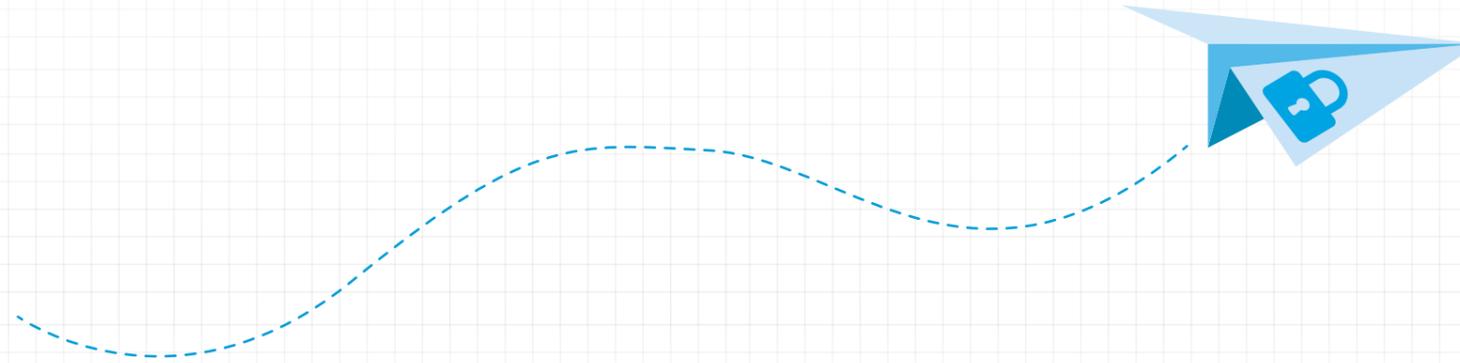


6 out of 10
of medium-sized
businesses have
experienced a
DATA BREACH
in the last year.

Many smaller, medium-sized organisations think they've got their email security 'already covered'. But the evidence says this is wrong.

Are you sure you've got it covered? Or do you need to look at it again?

Fortunately, there's a new product which can **simply and easily and significantly change things for you** – at a cost much less than even the smallest data breach.



Simple, easy-to-deploy and cost-effective email security solutions which SIGNIFICANTLY increase protection in the area where you face the most risk.

Solutions cost less than dealing with even the smallest average reported data breach.

We originally developed Avatu e-m-s for ourselves, by collecting together the best of the best. But we're now offering it to other small and medium-sized companies, at a price they too can afford.

| Reputations and fines with the ICO are still on the line

Companies often think they've 'got it covered' by their firewalls and anti-virus software or by outsourcing to an IT company or cloud-based product such as Microsoft 365 ...but the evidence shows, they are still at substantial risk.

Rudimentary protections - such as firewalls and anti-virus software - will only protect you so far.

This is especially true for cloud-based systems such as Microsoft Office 365 or Gmail, which have only basic inbuilt protections, and many vulnerabilities remain.

And if you outsource, your provider will rarely be a security expert, and your security will only be as good as the security they have in place. **Your reputation will still be on the line.**

Smaller companies can't cope with unexpected costs in the way bigger ones can

Email is a big problem, even for smaller companies – AND SMALLER COMPANIES FACE HIGHER COSTS, relative to size, than larger organisations.

Larger organisations can absorb unexpected costs. It can be a dent in profits. But even short breaks in operations or large unexpected costs or reputational damage can absolutely cripple a smaller organisation. It can even kill it.

Average cost of a data breach in the UK is £3,000,000+
This covers all sizes of businesses

Median cost of a breach in the UK for medium sized firms is £9,720*

Median cost of a breach in the UK for larger firms (with more than 250 employees) is £22,700*

* The NCSC – the government's cyber security experts – believe that organisations' **may be undervaluing the true cost** and impact of cyber security breaches'. And the real costs could be much higher. We believe this mainly covers the cost of clearing up after an incident. It does not take into account items such as loss of business, ICO or other regulatory fines and loss of reputation.

Hard to find an answer in a confusing marketplace

There are thousands of different security products on the market. Many small and larger organisations don't have specialist security teams and don't know where to start.

Our in-house technology team have looked at many different options and cherry picked the very best to create special email security packages, which suit the business demands and the cost restraints of small and middle-sized organisations.



Introducing **avatu** **e-m-s**

Although email security problems are far from simple, there are simple, easy-to-deploy and cost-effective solutions available which will **SIGNIFICANTLY** increase your protection in the area where you face the most risk.

Avatu e-m-s has been created with small and medium sized organisations in mind. In fact, we developed it for ourselves first. And now we've decided to offer it to other organisations too.

We thought if it's good enough for us...

Created with
small and medium
sized businesses
in mind

With Avatu e-m-s you have **best-in-breed** protection - the protection employed by larger companies - but at a scale that suits your smaller business, and your smaller budgets.



Some important things you need to know about Avatu e-m-s:

- It significantly **increases protection** in the area where you face the most risk
- There are varying levels of protection to **suit your need, risk and budget**
- **There's no need for a specialist security or large IT team**
- It provides comprehensive protection for your business by **protecting your data, systems and valuable reputation**
- It helps **GDPR compliance**
- We've introduced **transparent pricing** so you know just where you stand
- **They cost less than you think**
- **It's created with smaller businesses in mind.** You get best-in-breed protection - the protection employed by larger companies - but at a scale that suits your smaller business, and your smaller budgets
- There are **managed service options available** so – if it suits you best – you need to do nothing other than monitor the reports

It had to be good enough for us, and we're a security company (and an SME too).

About Avatu and about



We're a company with **more than 20 years' experience** in investigations and security. Our clients include **all the UK's police forces** and many other large - and smaller - businesses.

We developed the e-m-s range because we wanted to improve our security arrangements. **As a security company**, we have to have the **best defences possible** to protect our business, data and reputation. **But we're a smaller company so cost is a significant factor too.**

Our in-house technology team looked at many options and we cherry-picked the very best to create Avatu e-m-s, which we've now started to offer to other people too.

To talk about which Avatu e-m-s service would be best for your organisation, call our security team on 01296 621121 or email: cybersecurity@avatu.co.uk

Sources in this document include:
IBM Cost of Data Breach 2019 and Cyber Security Breaches Survey 2019 for the Department for Digital, Media and Sport.

For more information

The Avatu logo, featuring the word 'avatu' in a lowercase, blue, sans-serif font.

Phone: +44 (0) 1296 621121 | Email: info@avatu.co.uk

LinkedIn: Avatu Twitter: @AvatuCyber

www.avatu.co.uk