

# SMEs can now profit from good, affordable Cyber risk protection



## Business today relies on IT and the Internet

We all rely heavily on IT and the internet to do business nowadays. But it doesn't come without risks. Understanding what they are and what we can do about them appears complicated and expensive. But if a simple and affordable solution was available, how could you benefit from it?

## Good risk management can keep customers & win new ones

Customers and suppliers are aware of Cyber threats too, and will want confidence that they are not putting themselves at risk by working with you. Can you give them that confidence? We believe that businesses that can will gain competitive advantage over those who can't, and so win and keep more customers and receiving preferential treatment from suppliers.

Some organisations demand even more, for example ISO 27001 accreditation, which can't be gained without demonstrating Cyber risk management. In that case it is a fundamental and formal requirement to compete for business.

## But isn't managing Cyber risks complicated and expensive?

Up until now the management of Cyber risks has been perceived as being very expensive and beyond the reach of most SMEs. But not anymore thanks to Security Dialog.

## Security Dialog has transformed Cyber risk protection for SMEs

Security Dialog has been formed specifically to address the concerns of UK based SMEs. We believe our approach is more closely aligned to the needs of the SME community than any other. Our service identifies Cyber vulnerabilities within your systems. We aren't auditors who will tell you what's wrong and leave it to you to fix it. Instead, we are expert technically-oriented business people; we want to help you grow your business, secure in the knowledge that you have protected your systems and sensitive data, so your customers and suppliers can have confidence in the security of your systems.

A vertical graphic on the right side of the page. At the top, it features a cluster of speech bubbles in green and blue. Below this, the text reads: "Cyber security is a hot topic when it comes to new business tenders". Underneath the text are several data visualization icons: a pie chart, a bar chart, a line graph, and a scatter plot. Further down, the text says: "Security Dialog evaluates your risks & monitors your systems". Below this is an icon of a laptop displaying a dashboard with various charts and graphs. At the bottom of the graphic, the text reads: "Provision of timely reports of abnormal and suspicious events".

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## The Security Dialog Approach



We have a new and unique service based approach that lets you first understand the threats that you may be exposed to, and then gain on-going protection from the risks. It's a scalable "pay-on-demand" service so you only pay for what you use. There are three simple steps.

### Step One - A Security Dialog

This step involves a short workshop where you tell us about your business and the systems you use to support and protect it. We create a diagram of your systems and your business. Together we identify possible cyber threats, the likelihood of them being realised, the impact they would have and any relevant compliance issues. This is used as the framework for Step Two.

### Step Two - Initial Risk Assessment

We then connect some or all of your IT and communications systems to our monitoring service so we can start to see what is happening on your systems and whether there are any concerns from a risk and compliance perspective. This is completely secure; there should be no impact on the performance of your systems.

We will monitor these events over a period, usually 1 month, analyse what is happening and keep you informed with reports on a regular and timely basis, including recommendations for remedial action in the event of issues being found. If there is nothing unusual to report we will still let you know for peace of mind.

### Step Three - Ongoing Risk and Compliance Monitoring

Based on the results of step two, we provide you with the ongoing managed services that you need, no more, no less. As time passes and your business evolves, these services can be re-tuned, with the monthly costs being adjusted accordingly.

Options are easy to understand and include things such as the hours of service availability, the period that you want your data kept, the frequency of reporting etc. As simple as choosing your domestic TV and broadband options.

No fixed contract terms or lock-ins

We hope that you would continue to value our Cyber Security Management Service & the compliance and risk protection it is delivering for you.

However, you are not locked into any long-term contracts - you just pay monthly for as long as you want to use our services.

You could get a Government Grant of up to £5000 to get started with us.

