



# Protect What You've Built: Must-Knows for Small Business Owners

Digital transformation and cyber resilience go hand-in-hand as data and systems are the lifeblood of companies. Organizations that transform data protection and ransomware defense alongside other initiatives can get ahead of the curve.



## When Ransomware Attacks—Not if

Cybercriminals are aware of the importance of digital systems to business continuity.

75%

of companies suffered a ransomware attack in the previous 12 months<sup>1</sup>

#1

Cybersecurity incidents were the #1 source for server outages<sup>2</sup>

65%

of SMBs cite ransomware as one of the top three biggest threats to organizational viability<sup>3</sup>

## No Safe Harbor for Small Business

Surveys reported that there was no significant deviation across industry, geography, or size among organizations that reported being hit by cyberattacks in 2024. Cyberattacks are equal opportunity. Small and mid-sized businesses are:



48%

more likely to report additional extortion attempts or other fees beyond the initial demand than enterprises<sup>4</sup>

25%

more likely to pay a ransom than enterprises<sup>5</sup>

19%

more likely to report experiencing broad impact of ransomware than enterprises<sup>6</sup>



## Recovery and Protection Gaps are Common

Businesses are vulnerable to ransomware demands and operational damage from data loss.



85%

of businesses recognize an **availability gap** between how fast they can recover vs. what business processes require<sup>7</sup>



76%

recognize a **protection gap** between how much data they can afford to lose and how often their data is protected<sup>8</sup>

## Level Up Resilience

To protect today's data and systems — and to keep business operations resistant to and recoverable from attacks — organizations can't rely on legacy protections. Those that transform their data protection technology will get ahead of the curve.



### Top three areas for investment to modernize data protection for digital transformation<sup>9</sup>



**Disaster recovery** to get critical systems back online and reduce potential costs after outages.



**Data governance, risk, and compliance** to keep data secure, available, documented, and recoverable.



**Ransomware protection** to protect data with immutable, encrypted backups with hardened access.

Learn more about modern cyber resilience for organizations like yours here.

#### Sources

- <sup>1</sup> Survey conducted in late 2023. Veeam, Data Protection Trends 2024 Report
- <sup>2</sup> Survey conducted in late 2023. Veeam, Data Protection Trends 2024 Report
- <sup>3</sup> ESG, sponsored by Veeam, Veeam Is Transforming IT with Cyber Resilience, 2024
- <sup>4</sup> ESG, sponsored by Veeam, Veeam Is Transforming IT with Cyber Resilience, 2024
- <sup>5</sup> ESG, sponsored by Veeam, Veeam Is Transforming IT with Cyber Resilience, 2024
- <sup>6</sup> ESG, sponsored by Veeam, Veeam Is Transforming IT with Cyber Resilience, 2024
- <sup>7</sup> Veeam, Data Protection Trends 2024 Report
- <sup>8</sup> Veeam, Data Protection Trends 2024 Report
- <sup>9</sup> ESG, sponsored by Veeam, Veeam Is Transforming IT with Cyber Resilience, 2024