

# SMALL AND MEDIUM-SIZED BUSINESS CYBERSECURITY STARTS WITH PASSWORD SECURITY

Poor password security practices cost small and medium-sized businesses (SMBs) money and time and put them at high risk for data breaches. Keeper's zero-knowledge password management and security platform eliminates the need for password resets and enables IT administrators to monitor employee password use and enforce password security policies across the entire organization.

## How much do password resets COST YOUR COMPANY?



# 11 HRS.

are wasted every year entering & resetting passwords<sup>1</sup>

Poor password security puts SMBs **AT RISK FOR DATA BREACHES**

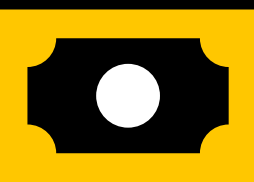


# 50%

of help desk support calls are for password resets<sup>2</sup>

# 80%

of successful data breaches are due to compromised passwords<sup>4</sup>



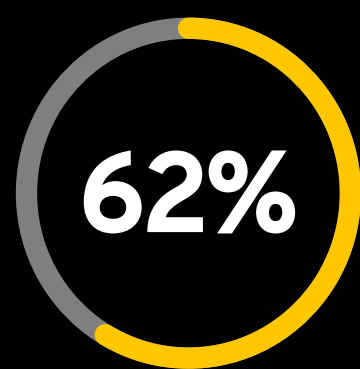
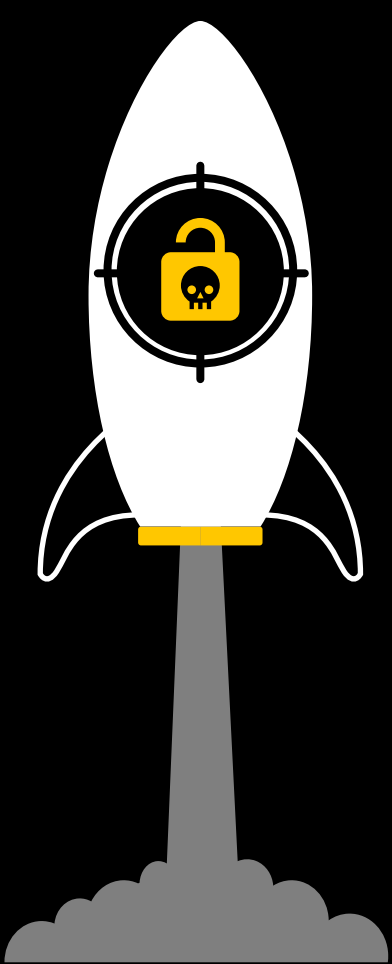
# \$70

is the average help desk labor cost for one password reset<sup>3</sup>

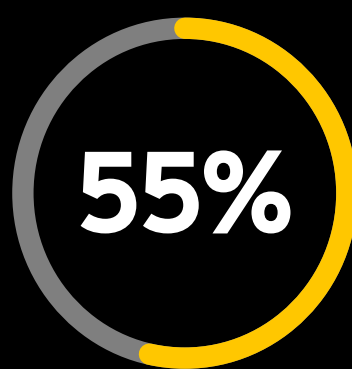
# 41%

of SMBs globally have had a password-related attack in the past year<sup>5</sup>

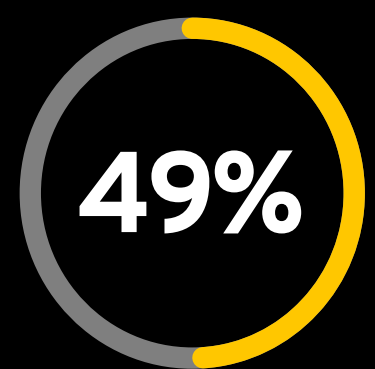
## Password-related cyberattacks on SMBs have **SKYROCKETED SINCE THE COVID-19 PANDEMIC BEGAN**<sup>6</sup>



of SMBs globally report an increase in phishing & social engineering



report an increase in credential theft

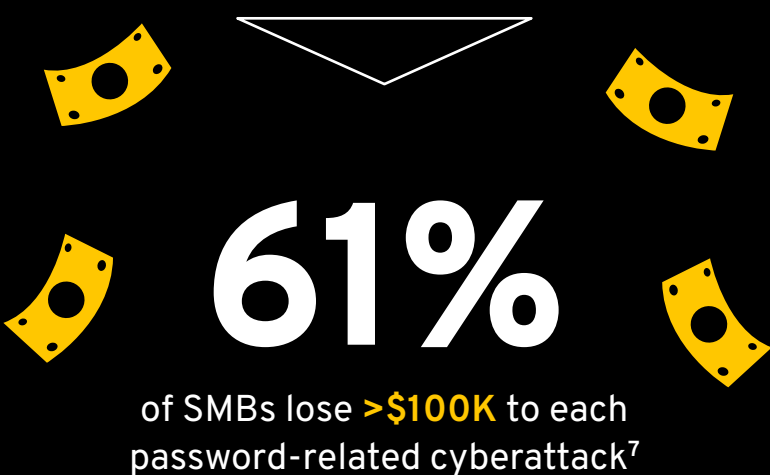


report an increase in account takeover attacks

## Can your company afford to **LOSE \$100K OR MORE?**

## AVERAGE DATA BREACH COSTS

per compromised record<sup>10</sup>



of SMBs lose >\$100K to each password-related cyberattack<sup>7</sup>



lose over \$250,000<sup>8</sup>



of lost business accounts is due to data breach costs<sup>9</sup>

Customer Personally Identifiable Information (PII)



Corporate Data



Intellectual Property



Employee PII



SOURCES:

<sup>1</sup>YUBICO <sup>2</sup>GARTNER <sup>3</sup>FORRESTER RESEARCH <sup>4</sup>VERIZON DBIR <sup>5,6,8</sup>KEEPER/PONEMON 2020 <sup>9</sup>CNBC <sup>7,10</sup>IBM/PONEMON