

SURVIVING THE RISE OF CYBERCRIME

**A NON-TECHNICAL
EXECUTIVE GUIDE**

EMAIL IS THE NEW BATTLEGROUND

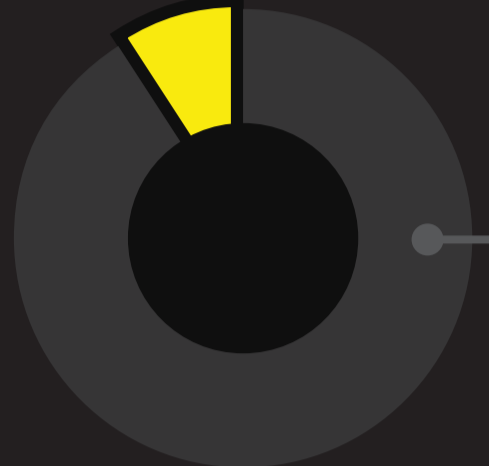
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More than 205 billion emails are sent every day

Two-thirds of all emails are spam, ranging from harmless junk to malicious ransomware



A massive **91% of cyber attacks** start with an email

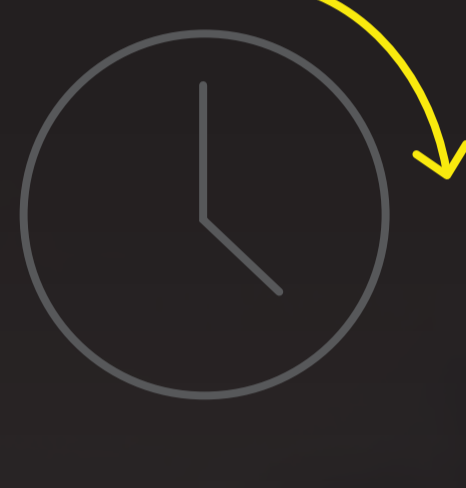


They usually take the form of phishing



[where scammers try to trick the victim into giving away information such as log-ins, passwords and credit card details]

The average **cost of a cyber attack to a business is \$276,323** and takes 23 days to resolve



EVERYONE IS A TARGET

Bank robberies are old news **Today, heists happen online**



Cybercriminals generally want to make a **quick buck**

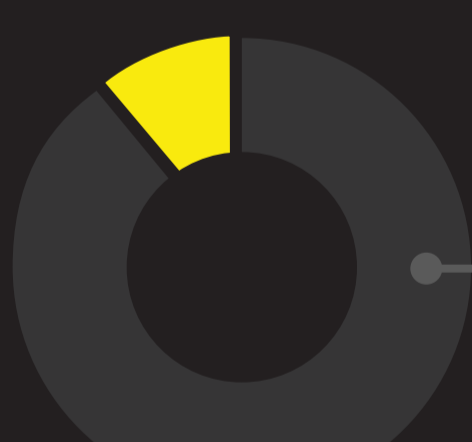
They leverage brands that we know and trust. **Telstra, eBay, ANZ, Target, ATO**

Email is a cheap, easy and common method of attack



Will your organisation be fooled?

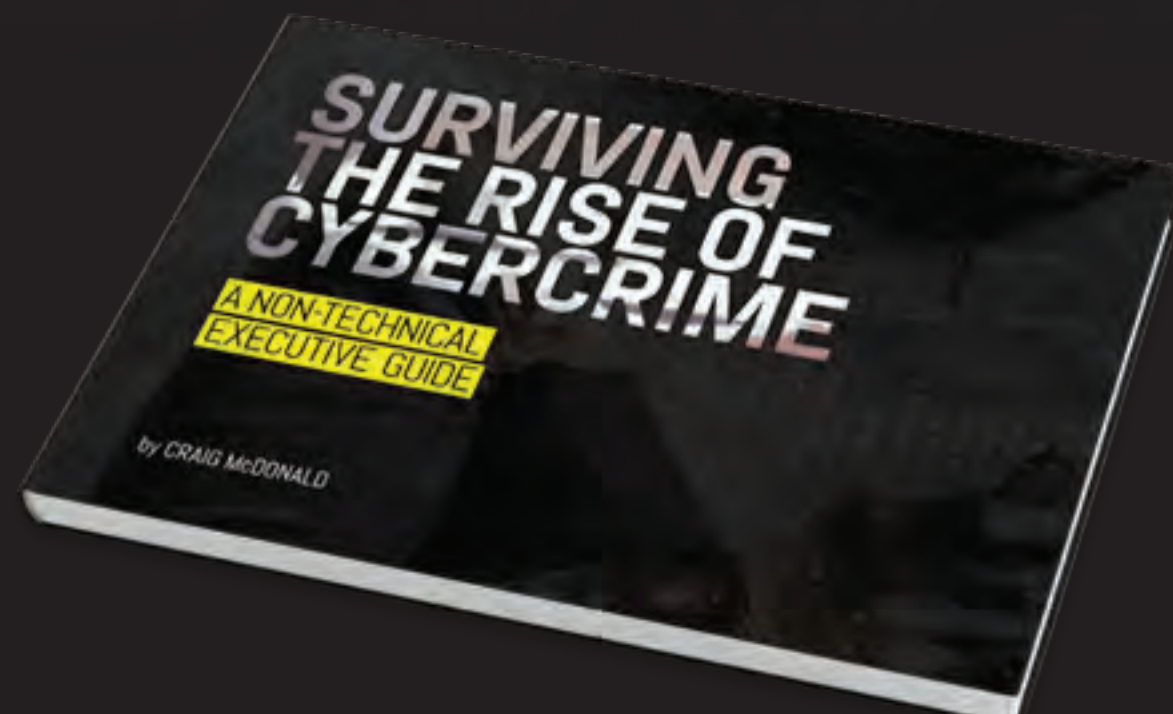
Fraud emails can be hard to detect.



94% of IT experts were duped by a phishing scam

Just one person clicking a malicious link is all it takes to infiltrate an **entire computer network**. From there, criminals can steal all types of valuable information or **hold a business to ransom**.

IS YOUR ORGANISATION PREPARED?



Download the free executive survival guide

survivingcybercrime.com