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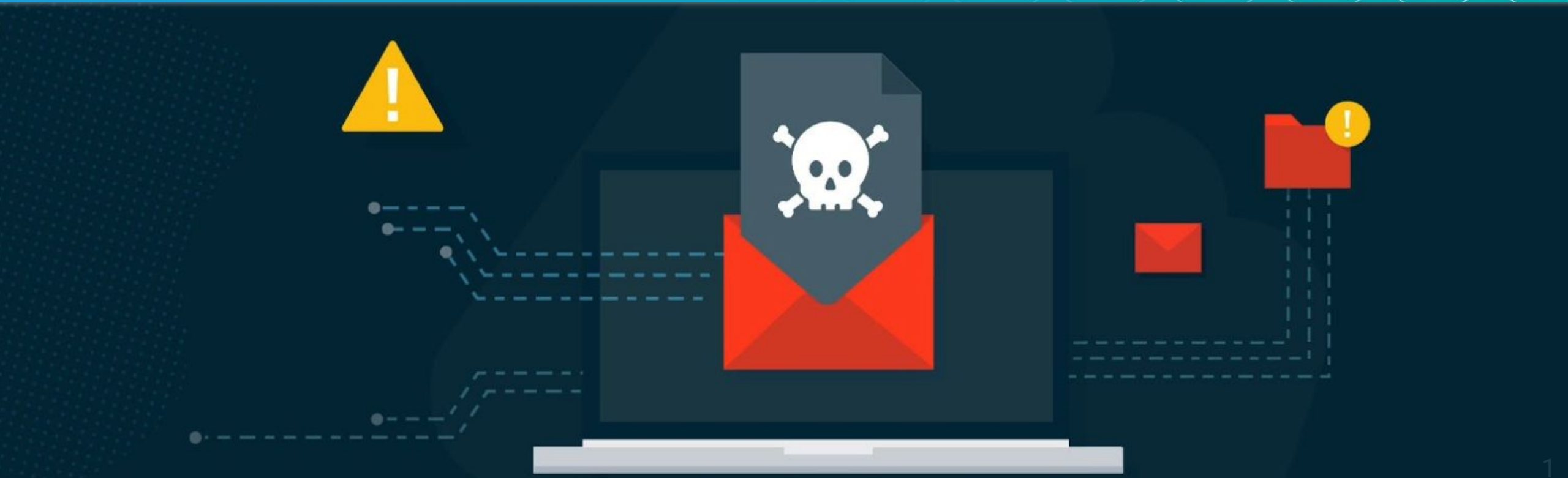
State of the Industry

Ransomware Report



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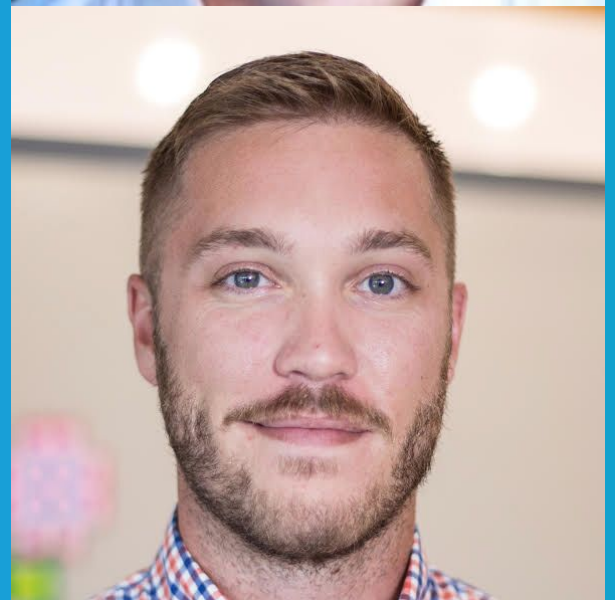
Dale Meredith

Cyber Security Speaker, Author, Certified Hacker

Pluralsight



Ian Gillespie

Senior Sales Engineer

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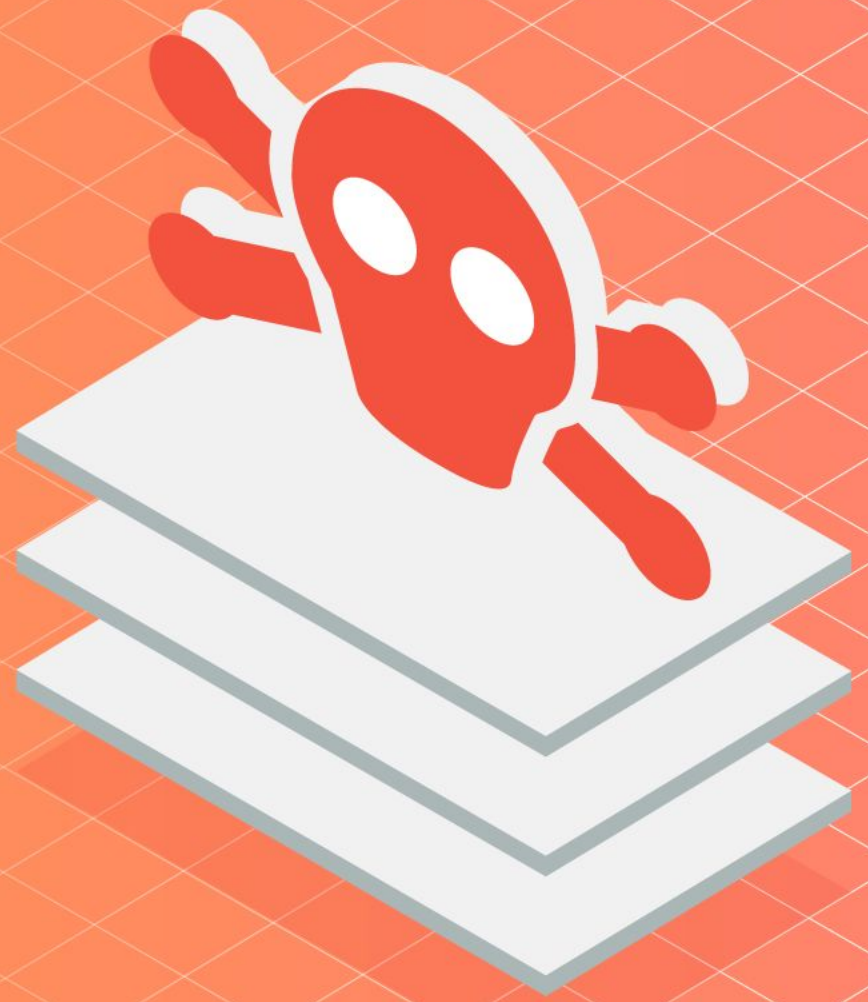
YOUR DATA IS AT RISK, NO MATTER WHERE IT LIVES



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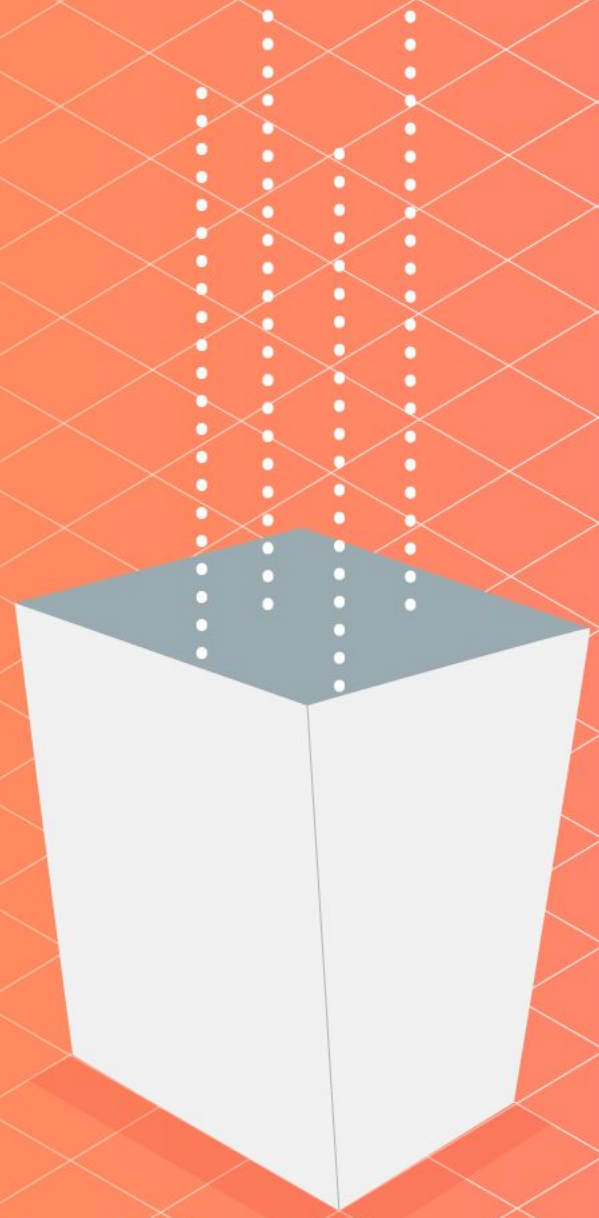
1 IN 3 COMPANIES HAVE EXPERIENCED DATA LOSS IN SaaS APPLICATIONS



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SaaS DOES NOT Have Your Back

"Microsoft has no liability for the deletion of Customer Data or Personal Data"

- Microsoft SLA

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Data Collection

- 2,400+ Information Technology Service Providers (ITSPs)
- Each ITSP represents a few to a few hundred businesses
- All unique and proprietary information collected by Backupify

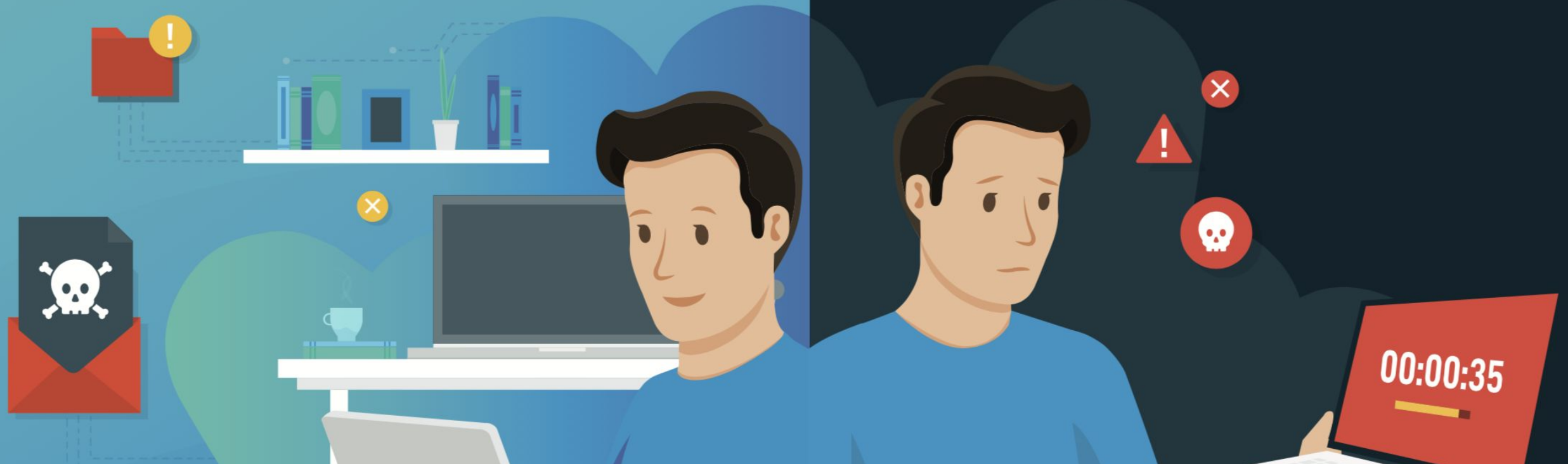
Only 36% of ITSPs

report clients "highly concerned" about ransomware.

89% of ITSPs

think they should be.

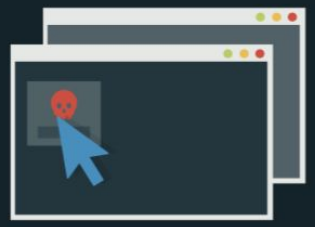
Here's why...



Top Ransomware Delivery Methods:

66% of ITSPs
Report Phishing Emails

24% of ITSPs
Report Malicious Websites/Web Ads



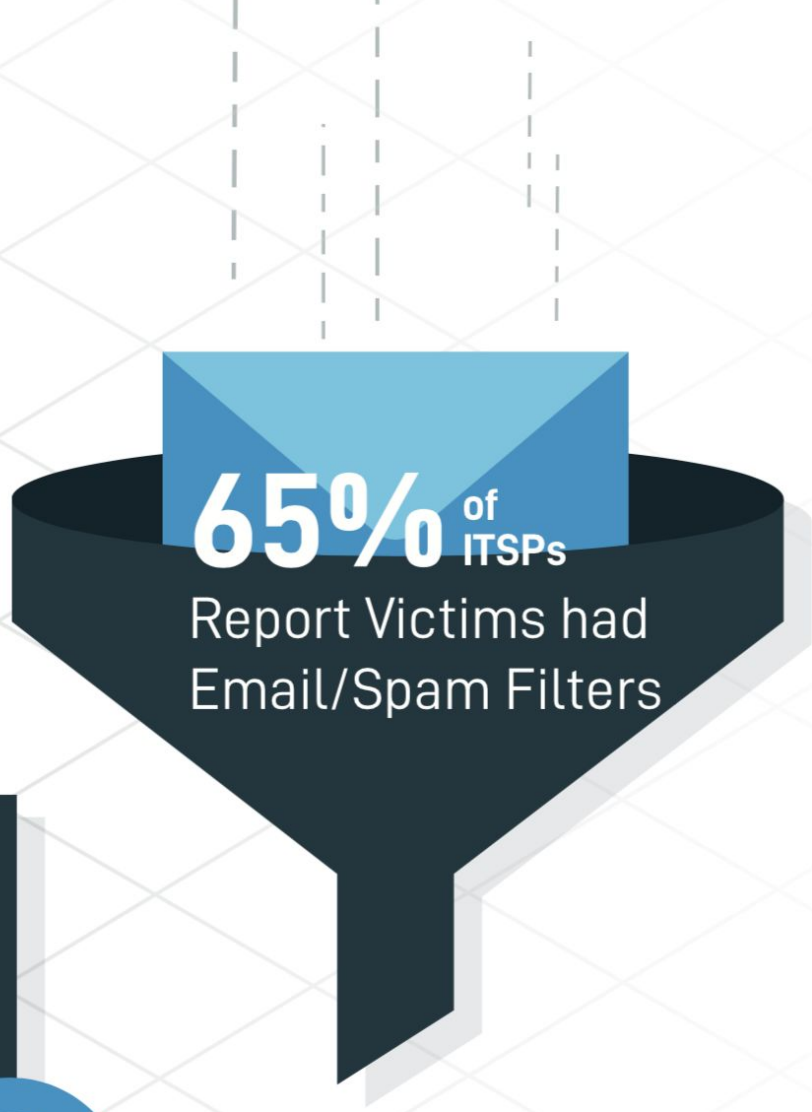
21% of ITSPs
Report Clickbait

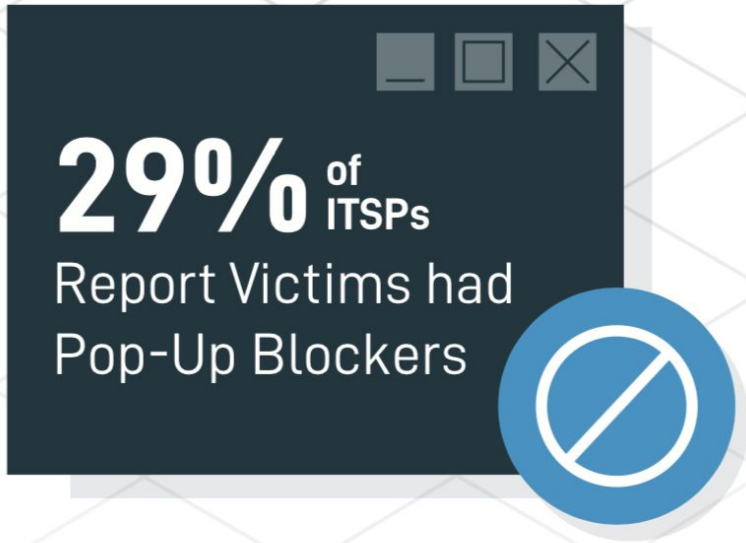
Top Cybersecurity Vulnerabilities:

33% of ITSPs
Report Lack of End User Cybersecurity Training

28% of ITSPs
Report Poor User Practices/Gullibility

28% of ITSPs
Report Weak Passwords/Access Management





Takeaway: As no single solution is guaranteed to prevent ransomware attacks, a multilayered portfolio is highly recommended.

Ransomware Attacks Will Significantly Increase **42%**

Ransomware Attacks Will Somewhat Increase **37%**

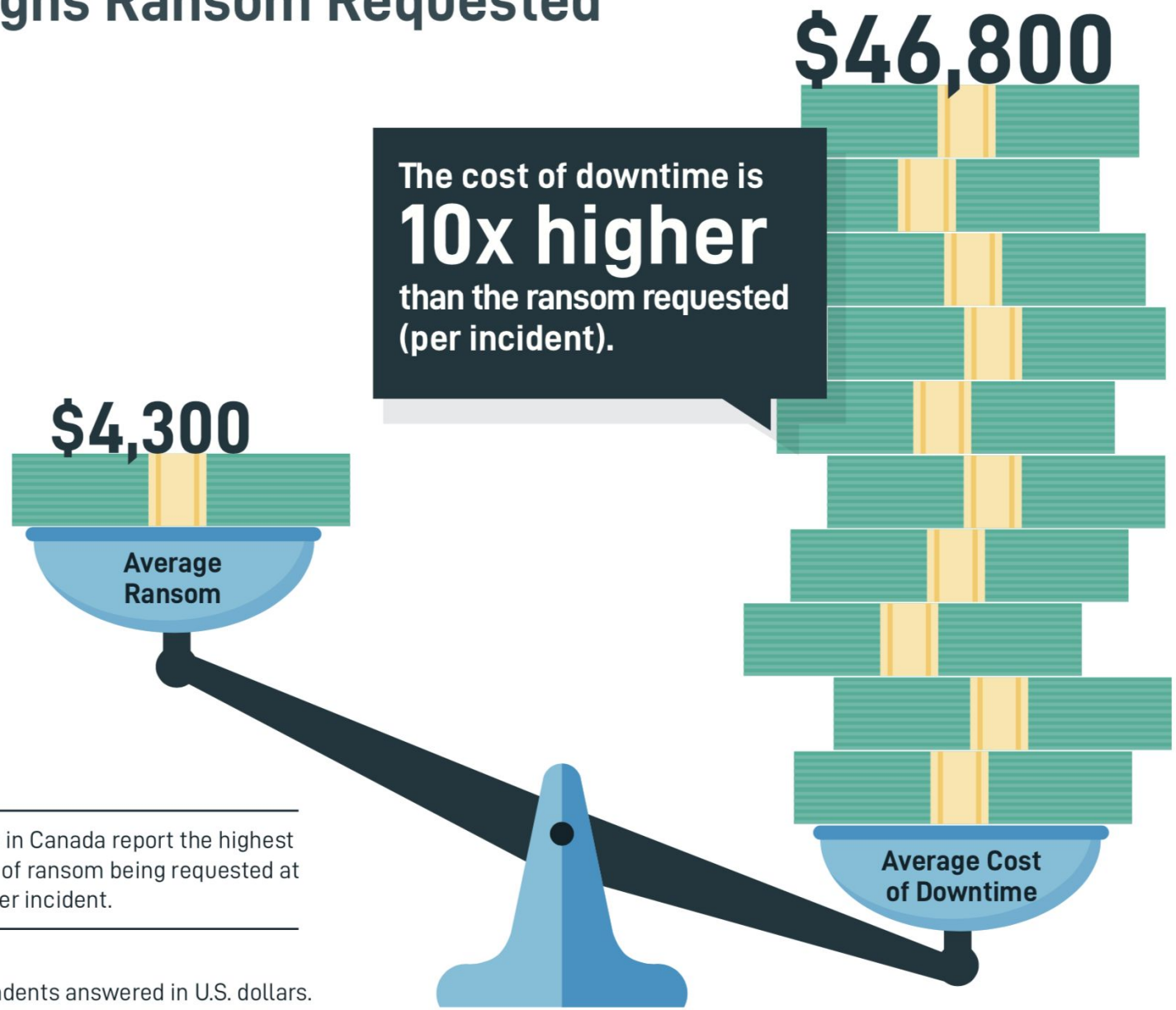
Ransomware Attacks Will Stay the Same **13%**

92% of ITSPs Report Attacks Will Continue at Current, or Worse, Rates

Ransomware Attacks Will Somewhat Decrease **6%**

Ransomware Attacks Will Significantly Decrease **2%**

Cost of Downtime Significantly Outweighs Ransom Requested



Geo Trend: ITSPs in Canada report the highest average amount of ransom being requested at roughly $6,600, per incident.

*All survey respondents answered in U.S. dollars.

Untrained Users can make Mistakes

- A User Deletes a file and waits 31 days before telling anyone
- A User Disables Versioning in their OneDrive because it “Wastes Space”
- A User Uploads a file from their home computer which has no Virus or Malware protection
- A User clicks through a Link in an Email or Document and triggers a Ransomware attack

Securing Your Data

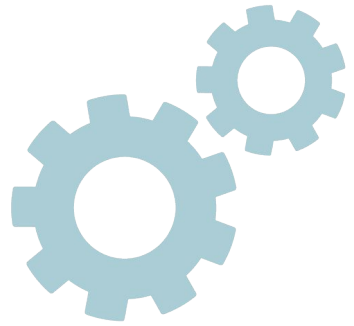
- End users are your first line of defense - keep them trained
- Backup, backup, backup
- Update, update, update
- Trust no one … seriously

- Enable the ‘show file extensions’ option in the Window settings on your computer
- If you discover an unknown process on your system, disconnect it immediately

Securing Your Data

- **Rule #1: Don’t pay the ransom. Have a DR plan that is effective and tested.**

- **Rule #2: If you pay, don’t assume you’ll get your data unlocked and even if you are given the key, those systems target cannot be trusted. Format and reinstall.**



Securing Your Data

- Why is it still #1?
- Why are so many attacks not reported?
- Why is it so hard to find a single solution against ransomware?
- When is it possible to decrypt files that were encrypted?
- What about mobile devices?

So What Are Your Options?

1 DO NOTHING

When data loss does happen, hope that you can use the recycling bin.

2 WORK WITH LIMITED RECOVERY FEATURES

Litigation Hold

Not automated; time consuming; lack of guarantee

Not Recommended by Microsoft

3 GUARANTEE CONTROL OF DATA WITH 3RD-PARTY SOLUTION

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Backupify for O365: Simple. Automated. Secure.

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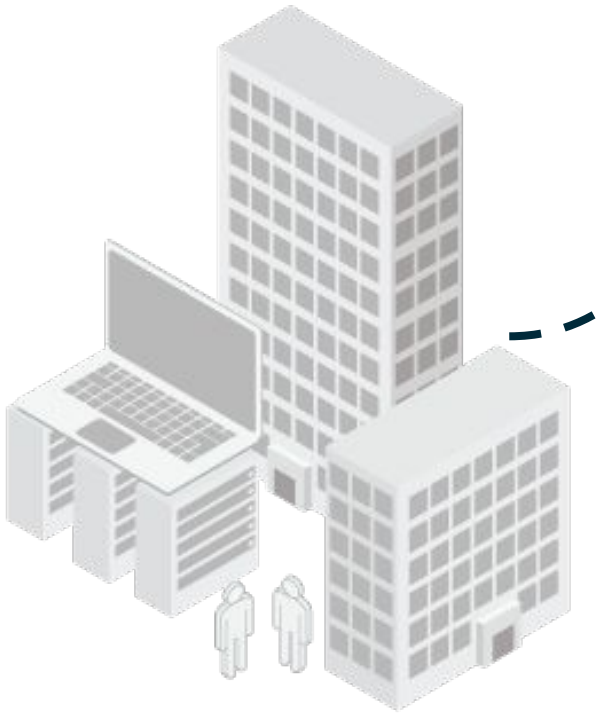
Office 365 Backup?



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Backupify Use Cases:

- **Ransomware Recovery**
- **Malicious/Accidental Deletion**
- **Compliance/Retention**
- **User Lifecycle Management**
- **Best Practice**

The Datto Cloud

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How It Works

- 3 Backups per day, covering Office 365
- Entirely API based
- Private cloud with unlimited storage
- Per user pricing model
- Data Encryption, SOC 2 Type II, GDPR
- Configurable retention policies

Find out how Backupify can help protect your Office 365 data.

Request a demo from one of our cloud-to-cloud experts today.

www.backupify.com
Phone: 888-694-6979
Email: backupify-sales@datto.com

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Don’t Take Our Word For it: The Backup Plan

“Email is the heart of the company so we needed a great backup plan. Backupify has been all of that and more for us.”

– Larry Cooke, Sr. Manager Infrastructure and Client Services at Corel