

CYBER SECURITY

Simple Steps for Greater Manchester SMEs to Stay Safe and Thrive Online



The Problem

1/3

Cyber Attacks Are Common

Over a third of UK SMEs (~36%) experienced a cyber incident in 2024. No business is "too small" to be targeted

£21k

Real Money On The Line

The average breach costs a small business ~ £4,200 - funds that could be spent on growth; and it's as high at £21,000 for medium-sized businesses

trust

Beyond Money

A hack can mean downtime, lost data, and damaged trust. Clients may lose confidence if their information is compromised



Business Benefits Why Cyber Security Matters



Stay Up And Running

Prevent costly downtime and keep your doors open (business continuity)



Build Customer Confidence

Show you safeguard data, which protects your reputation



Save Money Long Term

Avoid fines, cleanup costs and losses - security is cheaper than a breach

Leadership It's Not Just IT's Job



Cyber Security Is A Boardroom Issue

It's not just an IT concern, but a critical business responsibility for executives



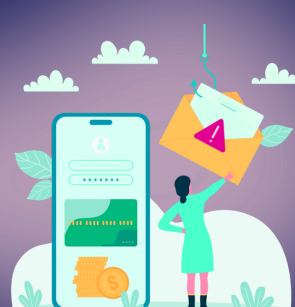
Lead By Example

When owners and managers prioritise security, it creates a culture where everyone takes it seriously



Shared Responsibility

Every employee plays a part in keeping the company safe, but leadership must set the tone and provide training/support



Quick Wins 5 Simple Actions Anyone Can Take



Strong Passwords

Use unique, hard-to-guess passwords or passphrases for each account



Multi-Factor Authentication (MFA)

Add extra layers of protection to logins



Update Regularly

Keep devices and apps updated to fix security flaws



Think Before Clicking

Watch out for phishing emails and suspicious links



Back Up Your Data

Ensure important files are backed up securely (offline or in the cloud)

Did You Know?

82%

"It's A High Priority"

82% of SMEs say cyber security is a priority, but many still lack basic protections

79%

Involve Phishing

79% of breaches involve phishing scams sent via email



£17.5m

Or 4% Annual Turnover

Fines for breaches can be as high as £17.5 million or 4% of annual turnover (whichever is higher)

96%

Cyber Essentials certification

96% of businesses with Cyber Essentials certification say it boosts customer confidence

21 hours

Downtime For Your Business

Cyber attacks cause an average of 21 hours downtime for SMEs



Take a Cyber Health Check

Book a professional cyber security audit for your business. **Apex offer this as part of our Cyber Security Sphere**



Consider Cyber Essentials

Could your business get value from the government-backed certification and build customer trust?



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