apex
Computing Services

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 lost 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
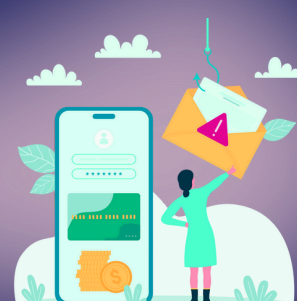
Lead By Example
When owners and managers prioritise security, it creates a culture where everyone takes it seriously

Shared Responsibility
Every employee plays a part in keeping the company safe, but leadership must set the tome 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 wit 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**

CYBER ESSENTIALS
Consider Cyber Essentials
Could your business get value from the government-backed certification and build customer trust?

apex
Computing Services
www.apexcomputing.co.uk
enquiries@apexcomputing.co.uk
0161 233 0099