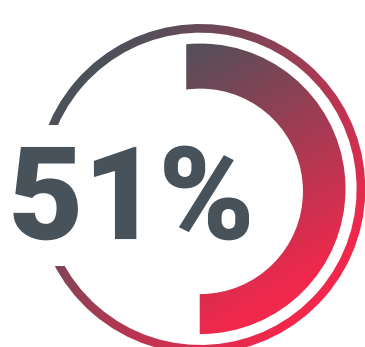# CYBERSECURITY HELP WANTED

THE 5 PILLARS OF SECURITY

Cybersecurity is a pressing issue for companies of all sizes and industries—and the threats are only increasing. The ready availability of automated hacking tools, made more potent by AI, means attacks by unscrupulous actors are more dangerous than ever before.

Cybersecurity is the **TOP** operational concern cited in Keypoint Intelligence surveys of IT decision makers,[1] and **47%** of IT buyers plan on outsourcing some aspects of their cybersecurity operations to a trusted partner.[2] Reasons include lack of **IT bandwidth** in-house, **lower cost** compared to full-time IT staffing, and the desire for **specialized IT security expertise**.[2]

51%

of organizations surveyed plan to increase security investments as a result of a breach.[3]

Top areas identified for additional IT spend include:

✓ **Protection** from malware, ransomware, and phishing attacks[4]
✓ **Endpoint** monitoring and **response**[3]
✓ Protection of **documents, data, and information**[4]

Unprotected **endpoints** on your network—which may include printers and MFDs—can be a **ticking timebomb**, as they can be viewed as an easier target than a network server but still allow access to the corporate **network** and **information**.

[1] Keypoint Intelligence IT Decision-maker Studies (November 2020, August 2022, August 2023)
[2] Keypoint Intelligence IT Decision-maker Study (August 2024)
[3] IBM Security 2023 Cost of a Data Breach Report
[4] Keypoint Intelligence IT Decision-maker Study (August 2023)
[5] Cybercrime Magazine article "60 Percent Of Small Companies Close Within 6 Months Of Being Hacked" (January 2019);
https://cybersecurityventures.com/60-percent-of-small-companies-close-within-6-months-of-being-hacked/

THE 5 PILLARS OF SECURITY

DEVICE SECURITY
DOCUMENT SECURITY
PRINT SECURITY
CYBERSECURITY
INFORMATION SECURITY

Canon U.S.A.'s Five Pillars of Security presents a portfolio of cybersecurity products and services in a comprehensive way that groups solutions in functional areas. Cybersecurity is a key component of our Five Pillar approach.

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