WHY STARTUPS FAIL

CLICK HEADLINES BELOW TO LEARN MORE

1. They’re Apathetic About Security
2. They Lack Data Management Foresight
3. They Lose Focus as the Business Matures
4. They Fail to Develop an Effective Disaster Recovery Plan
5. They Run Out of Cash

THE PROBLEM: Startups often believe their small size means threat actors will overlook them or that basic endpoint security is sufficient to protect them. In truth, robust security solutions help drive startup growth by reassuring potential customers and partners.

THE SOLUTION: When it comes to security, the smartest startups focus on speed and growth: How quickly can they detect a security breach, mobilize their response and get operations back to normal? They also recognize that trusted data can be a source of growth for the business, rather than merely an expense. Learn how to protect your early-stage company.

$2.35 MILLION
The average total cost of a data breach in smaller companies in 2020
Source: IBM “Cost of a Data Breach Report 2020: July 2020

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