

# PROTECT THE APPLICATIONS THAT DRIVE YOUR BUSINESS

## SNAPSHOT

### THE STATE OF SMALL BUSINESS SaaS APPLICATION UTILIZATION

## SaaS Application Monitoring and Alerting

SaaS apps are critical to running an efficient business in today's work from anywhere environment. But they've also become a prime target for cyber attacks.

Given that the average cost of a security breach for a small business can range from \$120,000 to \$1.24 million<sup>1</sup>, it's important to have effective safeguards in place to protect the sensitive corporate data stored in these apps. We can help.

**130**

SaaS apps leveraged by businesses, on average<sup>2</sup>

**68%**

of small businesses have experienced a cyber attack in the last 12 months<sup>1</sup>

**88%**

of data breaches are due to employee error<sup>3</sup>



- Sensitive data lives in the SaaS applications that employees use everyday to be productive.
- Employees are constantly sharing data via SaaS application file-sharing and 16%<sup>4</sup> of all file shares are external to one's organization.
- Bad actors are actively attempting to gain access to your SaaS applications via phishing campaigns and brute force attacks.

These threats will not just go away. They will continue because the data in SaaS applications is valuable to bad actors and their attacks are successful enough to warrant continued effort. End users will continue to take shortcuts, share anonymous files, and bypass safeguards in the name of convenience and increased productivity.

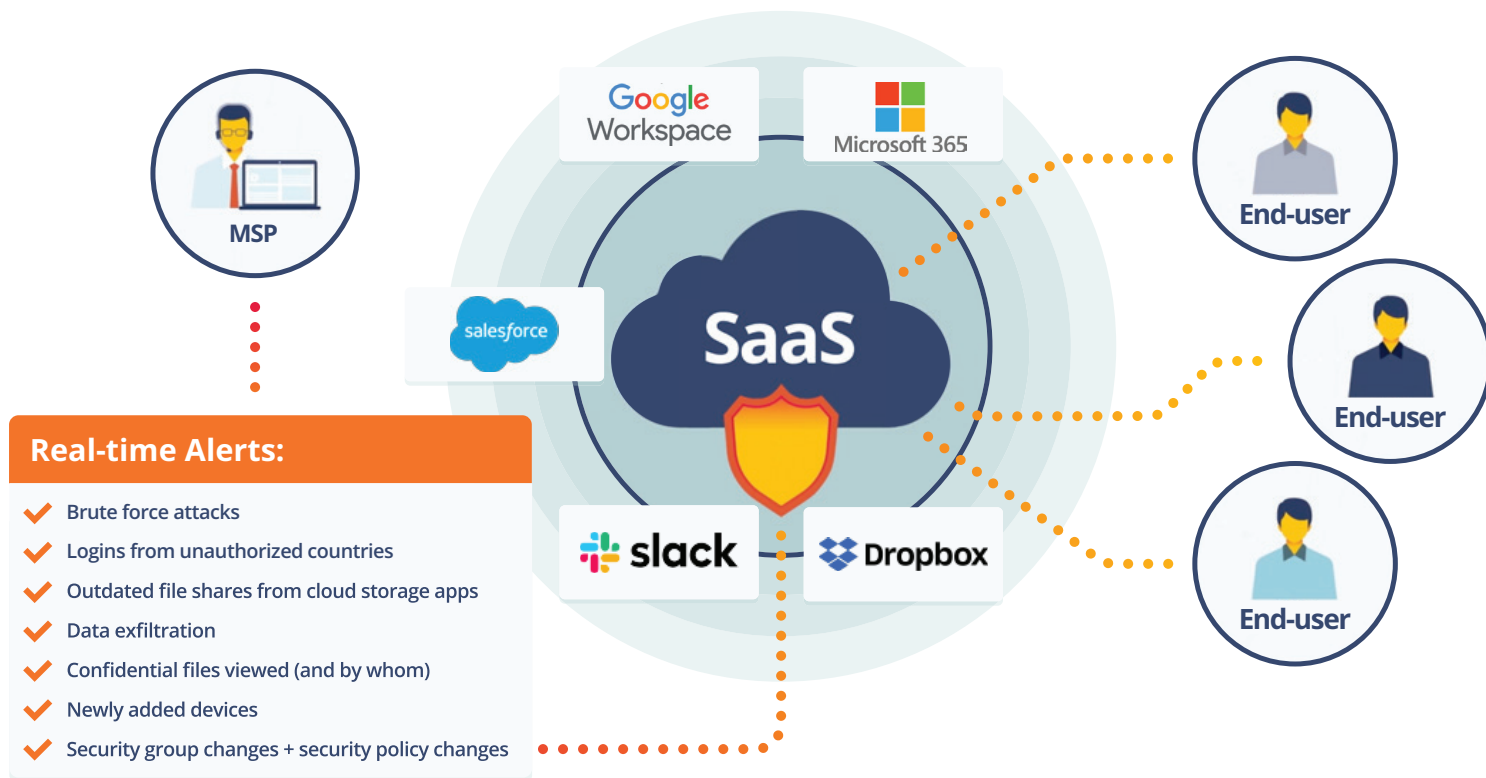
As a managed service provider (MSP), our absolute priority is protecting your end users and computing environments, while ensuring your compliance needs are met. And as cybersecurity attack vectors evolve, so do the solutions we provide.

<sup>1</sup> [The Cost of Cybersecurity and How to Budget for It](#), March 2023

<sup>2</sup> [2023 State of SaaS Ops](#), BetterCloud, November 2022

<sup>3</sup> [Security Today](#), July 2022

<sup>4</sup> State of SMB SaaS App Security, January-May 2021; derived from anonymized proprietary data gathered and analyzed by SaaS Alerts



In alignment with industry best practices and government recommendations, we urge all of our clients to implement SaaS monitoring and alerting software – with priority placed on protecting your most-utilized productivity applications, such as Microsoft 365 or Google Workspace.

## BENEFITS TO YOUR BUSINESS

### USER IDENTIFY VALIDATION

Ensure only authorized users on authorized devices can gain access to your critical company SaaS applications.

### MONITORING & DETECTION

Detect unusual user activity or behavior using powerful SaaS application monitoring tools.

### REMIEDIATION

Stop detected threats automatically to protect against data theft, data-at-risk, and bad actors.

**Contact us today to learn more about how SaaS application monitoring can keep your critical business applications safe from bad actors.**