

# All About...

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## EDR: A (Much) Smarter Way to Stay Safe

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You don't have to be a big corporation to suffer a major cyberattack. In fact, small businesses are now the most common targets for cybercriminals. Why? Because they're easier to get into – and more likely to pay up.

And while a Fortune 500 company might be able to eat the cost of a breach, most small businesses can't.

According to IBM's "Cost Of a Data Breach Report 2024", the average cost of a data breach is \$4.88 million. That includes downtime, lost customers, legal fees, ransom payments and the hit to your reputation.

Scary, right?

*But here's the good news:* There's a new tool that's helping businesses like yours catch cyberattacks before they do damage, and it's changing the game.

### A Smarter Way To Stay Safe

This tool is called **endpoint detection and response** (or EDR, for short). You don't need to remember the name – you just need to know what it does.

Think of it like a digital security guard that's always on duty.

While traditional antivirus software only blocks known threats, EDR watches everything happening on your work computers – every login, every file change, every strange behavior. If something suspicious starts happening (like ransomware trying to spread or someone logging in from a strange location), EDR steps in and shuts it down.

### Why It Matters More Now Than Ever

Cybercriminals aren't using the same old tricks anymore. They're getting smarter, faster and sneakier. They don't just try to break in. Now they log in using stolen credentials. They disguise malware as everyday files. They wait for just one mistake from an employee, and that's all it takes.

EDR stops those threats cold – before they take down your business.

### Not Just Smart – Sometimes Required

Here's something many business owners don't know: Cyber insurance providers are starting to require tools like EDR. If you don't have it in place, your insurance might not cover a breach. It's like trying to file a fire claim without having a smoke detector installed.

## Is Your Business Protected?

If you're not sure, let's talk. We'll walk you through what you need (and what you don't) and help you make sure your business isn't an easy target.

Better safe than sorry – especially when “sorry” could cost you everything.

Ready to see if your business could survive a \$4.88 million cyberattack? Let's not find out the hard way. Schedule a free discovery call with our team today. We'll walk you through your current cybersecurity posture and show you exactly where the gaps are – no tech jargon, no pressure, just clear answers.

**Click here to book your FREE Cybersecurity Assessment now.**

**Questions? Call our Glenside, PA office today at 267-699-2551. Or visit us on the web at [AOR-ITS.com](http://AOR-ITS.com) to learn more about our proven managed IT solutions, including cybersecurity, for small local businesses.**