

Pivotree Cybersecurity Watch: Essential Security Services for Your Digital Customer Experience



The Perfect Storm for Cybercrime



Soaring digital commerce activity



Sophisticated criminals and attacks



Increased third-party risks and complex integrations

> Digital reliance during the pandemic has driven cybercrime up 600%.¹

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Leading Types of Attacks



Internal threats

Cybercriminals use social engineering to gain access to high-level accounts or insider long-term financial trust.



Third-party compromises

Intruders enter supplier systems, partners, or vendors so they can infiltrate your systems.



Ransomware breaches

Cybercriminals tailor ransomware code specific to your data and environment. An attack can be activated within seconds of access.

> A ransomware strike occurs every 10 seconds.²

What's the Damage?

The time and money needed to address a breach can be immense.

> The average cost of a data breach in 2020 was \$3.86 million.³



> The average total cost of a data breach increased by nearly 10% year over year.⁴

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Steps to Fight Back



1) Anticipate

Understanding how your digital commerce ecosystem may be susceptible to cyber attacks is critical to building an effective cybersecurity program.



2) Protect

Start by protecting your web applications from risk and vulnerability. Remember that cybercriminals have become advanced in how they exploit your web applications.



3) Monitor

Identify your business critical systems and monitor network traffic, user behaviour, application / data access, and any other critical control points for suspicious activity or policy violations.



4) Respond

When an indicator of compromise is suspected or discovered, it is critical to respond immediately.

> Customer PII cost an average of \$180 per lost or stolen record in 2021. In 2020, customer PII cost \$150 per lost or stolen record, representing an increase of 20%.⁴

Can a Cybersecurity Service Provider (CSP) help?

A Cybersecurity Service Provider (CSP) can help you manage security – but most don't specialize in digital commerce. (Think desktops and email servers)

So, what can digital commerce companies do?

Meet Pivotree Watch:

A foundational solution for holistic cybersecurity, delivered by digital commerce pros.



Best of breed technology

All integrated under a single ecosystem backed by our skills and support.



Digital commerce expertise

Comprehensive visibility keeps you safe from a successful attack.



No more hidden costs

Avoid the harmful costs that erode your profits – lines fines, repairs, lost sales, and damage to your brand.



A frictionless experience

Trust is a core pillar of frictionless digital commerce. Cybersecurity Watch helps you stand out as the easy choice for shoppers.

Cybercrime is Rising - But Not on Our Watch.

Learn more at our webinar:
**The Foundations of Cybersecurity
for Digital Commerce**

October 26 at 1:00 PM CDT

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