We asked the Enterprise Strategy Group (ESG), an IT analyst research and strategy company, to examine the challenges your business customers are facing as they take on malware and other cyber threats at network perimeters.

ESG talked to 200 businesses in North America with 1,000+ employees, across multiple verticals, including:

Manufacturing  Finance  Retail  Healthcare

First, 50% of businesses spend 11-25% of their budget on cybersecurity.

In the last 2 years, 65% of businesses had up to 10 cybersecurity incidents.

Nearly 1 in 5 had 11 or more.

During that time, phishing attacks were the most common threats they faced...

...and 45% of businesses reported infections related to insider negligence.

The biggest losses suffered were:

- 33% of businesses reported remediation time
- Loss of productivity
- Disruption of applications/systems

Despite continually growing malware concerns, only 33% of organizations measure their cybersecurity efficacy on a continuous basis.

For the next two years, businesses are most concerned about:

As malware continues to evolve, it’s clear that many of your business customers still have work to do to ensure the security of their corporate assets and users.

Discover the smarter way to protect customers against modern threats at www.webroot.com/brightcloud.