PQR

Using the cloud to secure your business

Things you can do right now
to increase security and resilience

It's dangerous out there

For small and medium-sized businesses, things are getting ugly:

→ **The ransomware boom** is hitting smaller and smaller companies.

→ **The black market for customer data** has created a big demand for *yours*.

→ **The increasingly mobile workforce** means lost and stolen laptops and smartphones have become a major source of data loss.

At the same time, privacy and data protection regulations are getting tougher, pushing up security costs (and, potentially, fines).

Against this backdrop, you'd think smaller businesses would be upping their security game.

They're not.

They're falling behind — with poorly secured servers, unprotected endpoint devices, and vulnerable storage and back-up processes.

You're not too small to get hacked

The thing that too few growing businesses appreciate is that a hacker doesn't need to take a special interest in your business to get through.

Most hackers take a spray-and-pray approach, targeting as many businesses as they can, making small amounts of money per breach.

And while most people aren't likely to open up a dubious email or click on a shady link, all it takes is one person in your company to do so for you to be compromised.

So in practice, the best way to think about security is to act like you *will be hacked*.

Between paying fines for breaches, finding bitcoin for ransomware, trying to get your files back and making do while you don't have them, the costs rack up quickly. So when it comes to security, an ounce of prevention is worth a pound of cure.

It's dangerous out there

> "You're likely going to get a virus of some sort at some point in time. What does the company have in place to mitigate your risk of not being able to work or losing data?"

Hope Blankenship, ransomware victim, *To The Rescue Bookkeeping*

There's hope

On the plus side, more and more growing businesses are moving their IT and files to the cloud. And it's a *much* safer place to be.

The cloud has shattered the traditional trade-off between security, usability and affordability.

Today, your most secure and most user-friendly IT option is also often the lowest cost option. That's a major shift in IT and a big opportunity for companies like yours.

We created this quick guide to help you raise your own security game — while getting all the other cloud benefits at the same time (cost, agility, mobility and user experience, for starters).

Let's go →

Three easy ways to improve your security

Cloud-based storage and computing lets you get out of the IT business and focus on doing what you do best.

It's also, as we're about to see, far more secure than your own servers and storage.

Here are three ways to take advantage of this extra security:

01
Move your files to the cloud

Cloud file sharing and storage saves you from an email nightmare – no more lost attachments, file size limits and unsecure collaboration.

More importantly, it puts the security of your files in the heavily-protected server room of an IT partner or technology provider – so you have a far safer back-up of all your files as well. It's the easiest of all the cloud security steps and it dramatically improves your security overnight.

02
Move your applications to the cloud

You may already use cloud apps like Salesforce, Gmail or Office365, but you can also put your most important on-site apps (the ones on your servers or locally installed on each computer) the cloud.

Application virtualization turns a non-cloud app into a cloud app – quickly and easily – so your users access it from a browser. Simpler. Easier to maintain. And way more secure.

03
Move your desktops to the cloud

Managing every PC one at a time is a huge burden – and results in unpatched, unsecure devices.

Cloud-based desktops mean everything is managed centrally. Your users can work on any computer, any browser, anywhere. And if they leave their laptop in a taxi, no harm done since nothing is locally installed.

All three of these are available to every size of business, today.

(Shameless sales pitch: we can help you on every step of your journey. We do it for lots of companies like yours!)

That's what you can do. Here's why you *should…*

Files → Apps → Desktops →
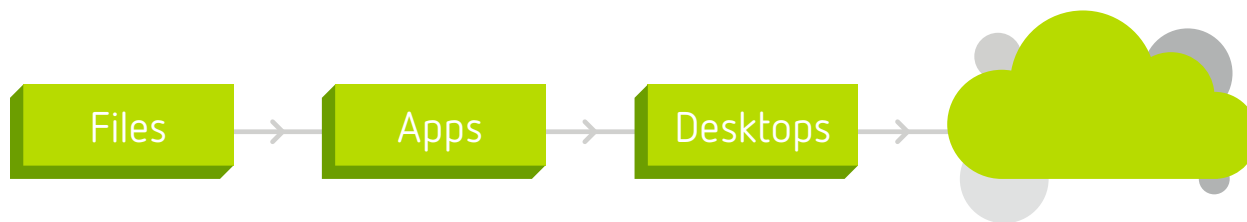
Why the cloud is more secure

When cloud-based apps and services were new, the big question for every business was:

"How secure is it?"

It's a great question: before you put your company's files somewhere, you'd better know it's a safe place.

Today, the question has been answered convincingly.

Because, as millions of businesses trust the cloud with their most sensitive files — customer records, bank account details, health records — people have realized this plain fact:

The cloud isn't 'just as safe' as your own on-site servers and data rooms. It's *much* more secure.

The question isn't, "Can I risk putting my business files and apps in the cloud?". The question is, "Can I risk NOT putting them in the cloud?".

Don't go it alone

Cloud services are much easier than on-site IT. But that doesn't mean they're zero-touch.

The best route is to work with a local IT service provider who can come into your office, learn about your business and suggest the best cloud journey for you.

(And stay around to manage it for you, day by day.)

Don't know any? You do now.

Get in touch!

Why the cloud is more secure

Here's why:

→ **Your files are protected by bank-grade security**
Your files are secure in transit and on cloud servers using full encryption. So even gaining access won't give the bad guys anything of value.

→ **Cloud storage is off site and remotely backed up**
It lives on servers behind heavily guarded, layered defences at the physical, network, server, application and data layers.

If your office suffers from a break-in, a fire or a flood, everything is still safe in the cloud. And you get automatic, remote back-ups, so if anything does go wrong, you're covered.

→ **Your cloud provider invests much more in security than you can**
Cloud companies employ world-class security experts to design and manage the resources to pass all regulatory compliance tests and go far beyond. Cloud data centers are monitored 24x7x365 and are always updated, patched and maintained.

Bottom line: if you're like most small or medium-sized businesses (and many big companies), cloud security is *orders of magnitude* better than yours.

The other cloud benefits

This guide is about security. But don't forget there are lots of other reasons to put your files, apps and desktops in the cloud:

Lower costs
No up-front capital spend — just predictable, monthly fees.

Greater agility
Scale as you need to. Never over-provision.

Less admin
No hardware or software to deploy, secure and maintain.

Easier mobility
With easy access from any device, desktop or mobile.

Not bad for 'extra benefits'!

SECTION 03

Sound bites

...

Trust the cloud

"Cloud providers have better security mechanisms in place and are more paranoid — and attentive — to security risks throughout their entire stack."

David Linthicum
InfoWorld, Dec 2015

"The CIA uses the cloud to handle sensitive data and workloads."

CNBC

"[By moving to cloud], end users benefited from fewer service disruptions and quicker recovery, reducing downtime by 72 percent and saving nearly $32,600 per application per year."

Charles Babcock
Information Week

"Using cloud services means that your data is better protected than if most of us tried to manage it on our own... Large-scale services are all much better than we are at avoiding data loss from gear failure, keeping software up to date, upgrading hardware, and constantly improving security."

Frank Gillett
Forrester Research

"Because it's one environment that's housing multiple businesses, we've spent the time to harden that thing to near-government or military-grade standards."

Scott Fluegge
JDL technologies

"Some banks such as Capital One are intending to move most of their data into the public cloud by 2018."

David Trossell
IT Pro Portal

Time for action

Let's review where we've been:

Your business is facing more threats than ever before. The cloud makes it easy to protect your files, apps and desktops.
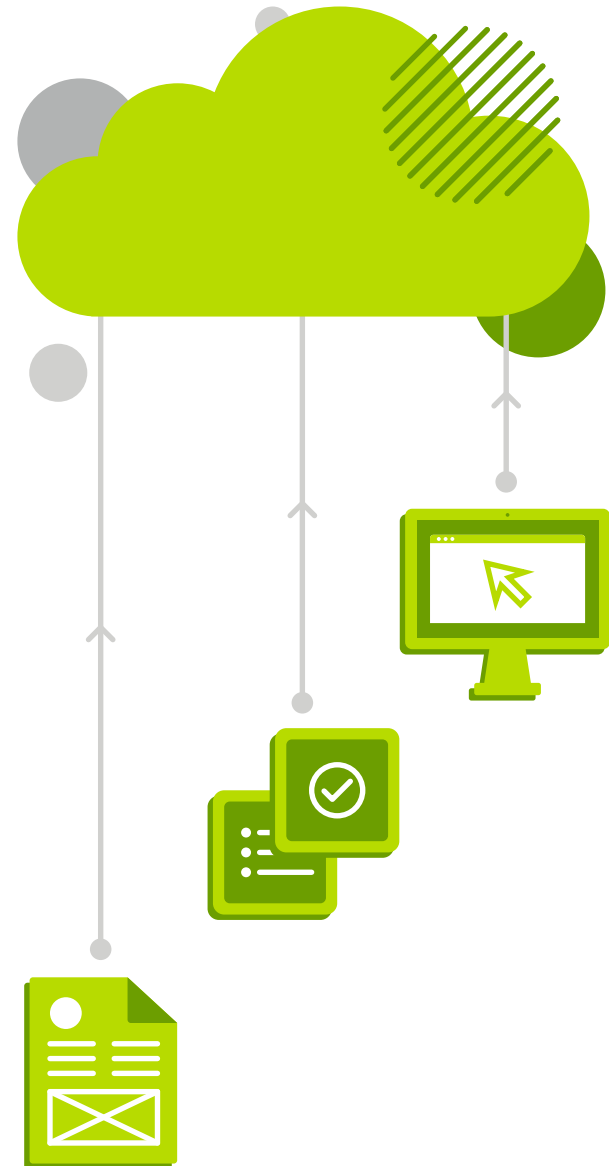
And the cloud is *easier* to run and pay for than your on-site IT set-up.

Your cloud journey

The three big steps for any company are well understood and well-traveled:

→ **Move your files to the cloud.**

→ **Move your applications to the cloud.**

→ **Move your desktops to the cloud.**

With each step in this journey, your business gets more secure, more agile and more manageable.

Next steps

To really understand how the cloud can help your business and integrate with your people and processes, it pays to talk to an expert.

We're experts.

And we'd love to come in to talk about your business, assess your cloud readiness and make recommendations for a smart, controlled journey to the cloud.

Staying with the status quo is no longer sustainable.

The cloud awaits.

Further reading

→ **10 things ShareFile can do for your growing business**
If you're getting started on your cloud journey, moving your files to the cloud is the best place to start. Read our mini-guide to find out why so many growing businesses love ShareFile, and what to expect from it.

About us

PQR

Als cloud integrator adviseert, levert én beheert PQR hybride cloud-omgevingen voor een groot aantal klanten in heel Nederland. Dankzij jarenlange kennis op het gebied van veilig en beheersbaar beschikbaar stellen van data, applicaties en werkplekken, inclusief bijbehorende managed services, transformeert PQR infrastructuren tot stabiele en dynamische werkomgevingen. PQR heeft diepgaande kennis van de verticale markten educatie, overheid, profit en zorg.

CONTACT US

Address

Papendorpseweg 99, 3528 BJ Utrecht

Phone

030 662 9729

eMail

info@pqr.nl

CiTRIX | Partner Service Provider