

GET THE GREEN LIGHT FOR RANSOMWARE PROTECTION

Want buy-in from your business decision-maker? Understand their needs. Speak their language. Deliver the data they need to take action.

1

PAINT A PICTURE OF YOUR RANSOMWARE RISK

Share risk-related stats and attacks on your industry. Facts are more powerful when paired with emotional stories.

2

FOCUS ON BUSINESS CONTINUITY IMPACTS

Share quantifiable impacts on revenue, media coverage, compliance, and employee productivity.

3

DRIVE HOME NEW CONSUMER BEHAVIOR FINDINGS

Leverage our ebook, “Ransomware’s Stunning Impact on Consumer Loyalty and Purchasing Behavior,” for compelling new insight.

4

POSITION RANSOMWARE PROTECTION AS A COMPETITIVE ADVANTAGE

Tell them 43% of consumers are willing to pay more if you can secure their data.

5

GET DECISION-MAKERS EXCITED ABOUT THE BRAND

They tend not to care about features and technical specs—they want to know the strength of a brand’s reputation.

6

ARM YOUR DECISION-MAKER WITH INFORMATION

Share our one-pager, “Think your consumers will forgive a ransomware attack?” for high-level insight that can drive action.

7

GET A TECH-SAVVY ADVOCATE ON BOARD EARLY

Your director of IT or your CIO can help shift C-suite conversations from cost of investment to business value.

WE’RE HERE TO HELP. +1 844 639-6792