



# WHAT KEEPS SMB LEADERS UP AT NIGHT



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Every Minute of Downtime = Lost \$\$\$

## Downtime

Downtime isn't just inconvenient—it's expensive.

For SMBs, even a minute offline can cost over \$5,600 (Gartner Study), draining productivity, revenue, and client confidence.

IT disruptions don't just slow operations—they undermine your reputation and business performance.



Think Hackers Ignore SMBs? Think Again.

## Cyberattacks

Cyberattacks on SMBs have doubled in the past 2 years.

SMBs are now the #1 target because they focus on businesses with fewer defenses. They don't guess, they exploit gaps.

One weak endpoint. One missed update. One click. That's all it takes to lose data, revenue, and client trust.



Non-Compliance = Costly Consequences

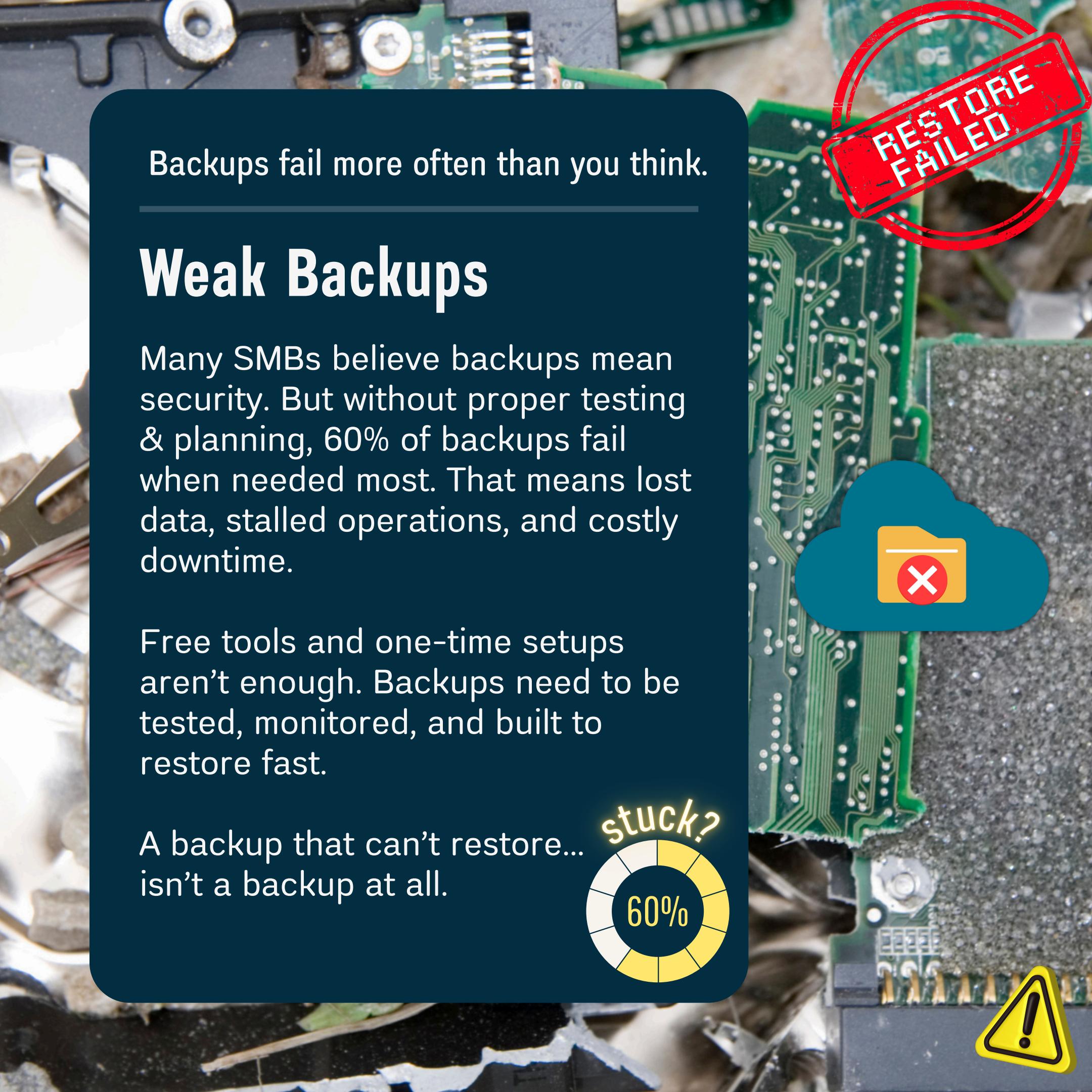
## Compliance Gaps

We Thought We Were Covered—Until the Audit.

Sound familiar? Many SMBs underestimate compliance risks.

Fines from HIPAA, CCPA, and SOC 2 violations can cripple SMBs. Even small gaps in data handling or documentation can trigger audits and damage trust.





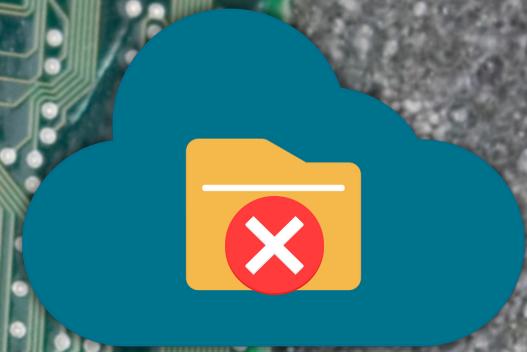
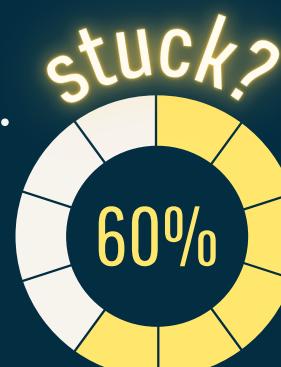
Backups fail more often than you think.

## Weak Backups

Many SMBs believe backups mean security. But without proper testing & planning, 60% of backups fail when needed most. That means lost data, stalled operations, and costly downtime.

Free tools and one-time setups aren't enough. Backups need to be tested, monitored, and built to restore fast.

A backup that can't restore... isn't a backup at all.



Hope is Not a Strategy.

## No IT Roadmap

Without a proactive IT strategy, SMBs stay stuck in firefighting mode. They just remain reactive in which:

- Tech debt compounds
- Risks escalate
- Growth stalls

Missed updates, patchwork systems, and vendor sprawl quietly chip away at performance.

Strategic IT isn't just about tools—it's about momentum.

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Sleep Better at Night with Fothion.

## Fothion is Your Solution

Fothion delivers peace of mind through proactive, managed IT services.

We protect uptime, secure data, and simplify compliance so SMBs can focus on growth, not tech stress. We make it happen through:

-  Predictable support
-  Trusted security
-  Scalable solutions

Let go of the late-night worries.  
We've got your IT covered.



*reliable  
secure  
scalable*

# YOUR 5-POINT CYBER RISK ASSESSMENT CHECKLIST

*Don't wait for a cyber attack to expose your vulnerabilities. Be proactive and use this 5-point checklist to evaluate and strengthen your cybersecurity posture.*

**1**

## **IDENTIFY WEAKNESSES**

Find the gaps and potential threats in your IT landscape that could compromise your business.



**2**

## **ANALYZE RISKS**

Evaluate the impact of potential risks on your business operations.



**3**

## **PRIORITIZE RISKS**

Fix the most critical issues first.



**4**

## **TAKE ACTION**

Implement a comprehensive mitigation strategy to strengthen your defenses.



**5**

## **REVIEW & MONITOR**

Regularly check for new threats and improvise your strategy accordingly.





## ***NEED EXPERT GUIDANCE?***

Let's assess your cybersecurity risks together  
and strengthen your business's resilience.

**BOOK NOW**



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