



Solving the security puzzle

With cyber-attacks on the increase, businesses need to find more effective defence.

A UK business faces a cyber-attack every 45 seconds[†]

It's an alarming statistic. But, unfortunately, not surprising. As businesses become more digital, the cyber threat grows. And security becomes more critical.

The obvious response is to add yet more layers of security. But that means more alerts and more staff needed to manage them, leading to spiralling costs and, more critically, a skills shortage.

This is causing serious problems. More than **30%** of medium-sized business leaders say the lack of available cyber-security talent is causing a sharp rise in data breaches. And more than **50%** of large business leaders believe this shortage is exposing them to the massive increase in email scams and ransomware attacks.

Yet almost **60%** of companies say they still wouldn't consider outsourcing their security to an external company.

The issue of control

The desire for businesses to keep security in-house is understandable. Nobody wants to give up control. But does maintaining control make you more effective at managing risk?

While many believe their current security setup is failsafe, the increasingly complex threat landscape – coupled with the skills shortage – is leaving businesses dangerously exposed. They simply don't have enough skilled people to find and fill the gaps in their security. And that's if the threat is even spotted in the first place: tests conducted by Mandiant showed that only 9% of attacks generated a security alert.

It's time for a new approach

Security can no longer be about reacting to threats and papering over the cracks as they appear. Staying in control means taking a proactive stance: identifying vulnerabilities and securing them with scalable, tailored solutions that evolve with the threat landscape. But you can't do it alone. You need a partner you can trust to shoulder some of the responsibility.

Which is why we've changed the way businesses can buy security. We offer a co-managed or fully managed security service, which comes with a single management wrap and **24/7/365** support. Our tiered managed-service framework protects your devices, network and cloud services – with constant monitoring over your entire estate. And there's an entire ecosystem of products and services from market leaders that you can draw on as your needs change.

Why BT?

We're world leaders in security. We employ 3000 cyber-security experts and have more than 70 years' experience protecting the UK's critical infrastructure and 98% of FTSE 100 companies. We can help you find the weaknesses in your defence approach and plug the gaps. So you can focus your investment, and your people, on where it matters most.