MEET YOUR PRESENTERS

Christina Wade, Area Vice-President

Born and raised in Lorain, Ohio, Christina has never met a stranger. As a member of the Lorain County Chamber of Commerce, she serves on the Membership Committee, extending a warm welcome to all new members. Additionally, she is an active member of Manufacturing Works Cleveland and Lorain County Manufacturing Sector Partnership engaging in networking activities and fostering connections within the community. cwade@integrated.net

Leroy Ladyzhensky, Principal

Leroy is co- owner of Integrated Network Concepts, an IT services firm based in Avon Lake, Ohio. With two decades of leadership in a company established in 1991, he specializes in IT networking, security, and disaster recovery, helping organizations build resilient and secure technology infrastructures. Leroy combines technical depth with an approachable, executive presence, guiding clients through complex challenges while ensuring reliable business continuity. His longstanding commitment to IT excellence has supported the growth and stability of numerous businesses across the region. leroy@integrated.net

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

Cybersecurity 101:

Understanding the Risks, Protect Your Data

Presented by Integrated Network Concepts

Avon Lake, OH

INTEGRATED NETWORK CONCEPTS

Your Trusted IT Partner

CYBERSECURITY IN THE NEWS

Jaguar Land Rover Sales Plunge Following Cyberattack

-THE WALL STREET JOURNAL, *Oct. 7, 2025*

Cyberattacks hit 91% of universities and 43% of businesses in last 12 months in the UK — survey suggests more than 600,000 businesses, 61,000 charities affected

- tom's HARDWARE, *Oct. 6, 2025*

Major local hospital network faces system-wide tech outage due to cybersecurity attack

- LOCAL 12 WKRC, *May 20, 2025*

5.4 million hit in major healthcare data breach — names, emails, SSNs and more exposed

- tom's guide, *July 14, 2025*

Almost 1 billion Salesforce records stolen, hacker group claims

- Reuters, Oct. 3, 2025

A Cyberattack on Jaguar Land Rover Is Causing a Supply Chain Disaster

- WIRED, *Sept. 22, 2025*

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

Headlines: Is Cybersecurity really needed?

Small businesses being targeted by hackers:

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

Quick Poll

Enter into the chat…

On a scale of 1-10 how confident you are in your current cybersecurity practices?

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

Myths of Cybersecurity

Attacks are rare.

My business is small.

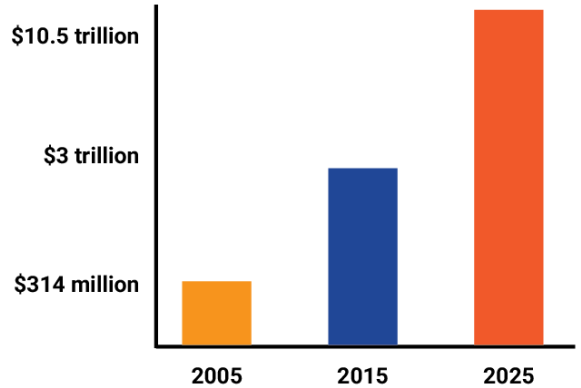
My business doesn’t have time to prioritize cybersecurity.

We don’t collect sensitive information.

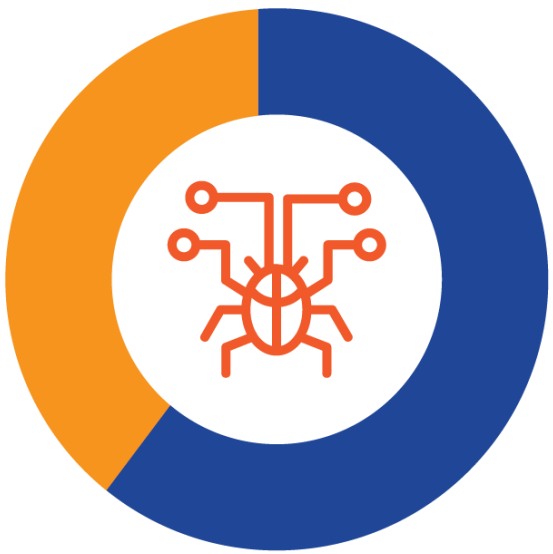
INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

CYBERSECURITY IN NUMBERS

$10.5 TRILLION *estimated global cost of cybercrime by 2025*



61%



of small businesses report at least one cyberattack in the past year

43%

of cyberattacks target small & medium sized businesses

Source: Ohio Secretary of State

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

Small Businesses in the U.S.

- 99.7% of US employer firms are small business
- 1 - 500 employees
- 49.2% of private sector employment
- Have valuable information that cybercriminals can leverage, but often lack the security infrastructure to protect it

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

Quick Poll

Enter into the chat…

Have you or someone you know had a business affected by a cyber incident?

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

Understanding the Risk

Cybersecurity Risk

Privacy Risk

Legal Risk

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

Understanding the Risk

Financial Risk

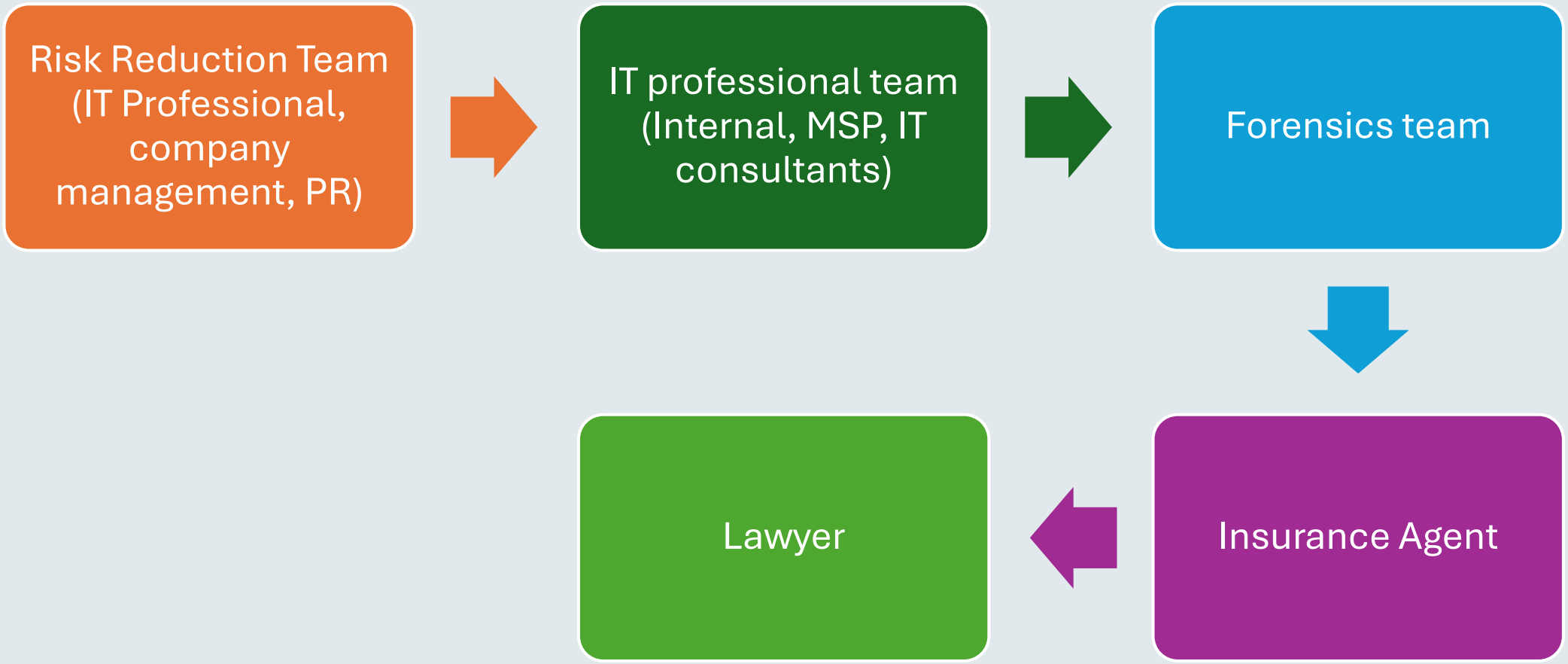
Operational Risk

Reputational Risk

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

BUILD SUPPORT TEAM FOR PREVENTION

(order of engagement)



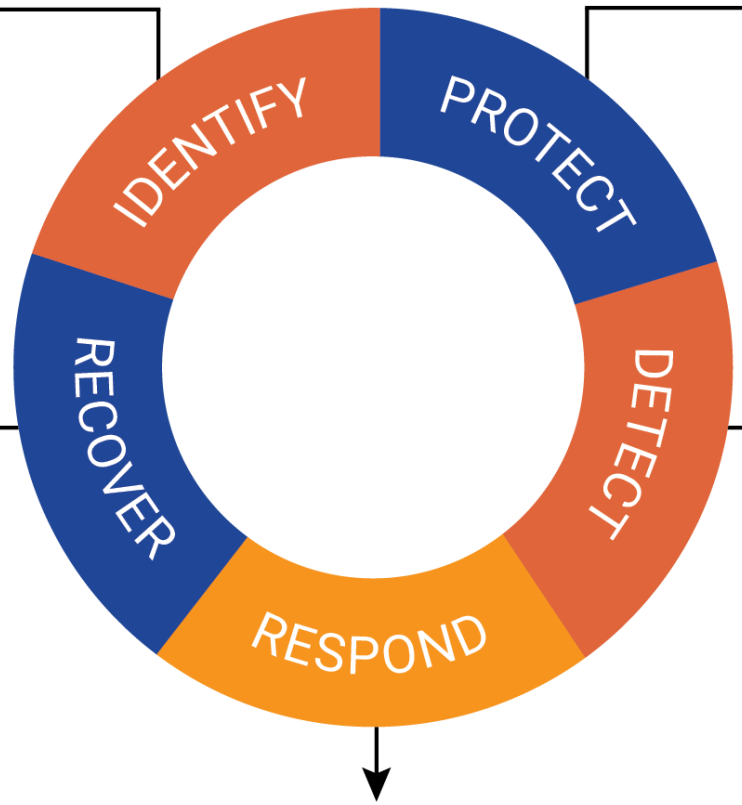
INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

MANAGING RISK -Lifecycle for managing risk

National Institute of Standards and Technology recommends companies Identify, Protect, Detect, Respond and Recover

What does my small business need to secure?

What steps can I take to secure our digital space?



How do we ensure we can continue to be effective if an attack happens?

How will I know if we experience a cyberattack-or an attempted attack?

How will we respond if a cyberattack happens?

Source: Ohio Secretary of State

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

TYPES OF CYBER THREATS

Attacks happen in 2 ways - Systems OR People

Malware Threats

malicious software that is deliberately designed to cause damage to a computer, server, client or computer network. It can include viruses and ransomware.

Ability to spread from one computer to another

Locks victim out of computer or encrypts target data until ransom is paid

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

Email Threats

Phishing is a type of social engineering attack that uses email or malicious websites to infect machine.

Phishing emails appear as they are coming from a legitimate organization or known person

Often entice user to click on link or open attachment

FBI Internet Crimes Complaint Center released an annual report in April of 2025

21,442 complaints of business email compromise reporting over $2 BILLION in losses.

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

THE LAYERED APPROACH TO PROTECT SYSTEMS AND PEOPLE

Firewall

Virtual Networks

VPN

Anti-Virus EDR

DNS Filtering

Patch Management

Data Backups

Email Filtering

Employee Training

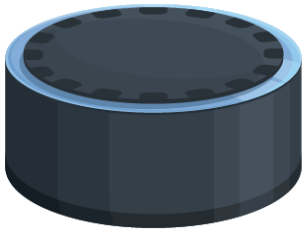
Multi-Factor Authentication

Web Filtering

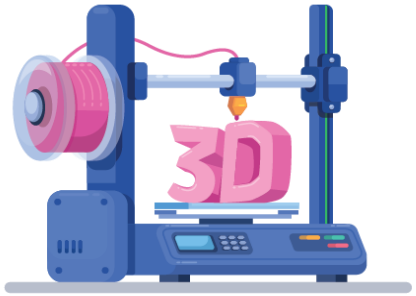
Anti-Virus EDR

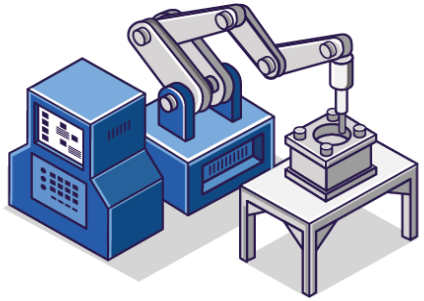
Security Policies

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner



ENTRY POINTS OF ATTACK





INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

Quick Poll

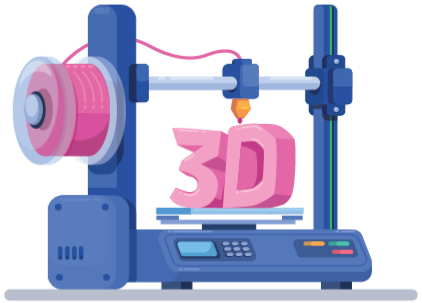
Enter into the chat…

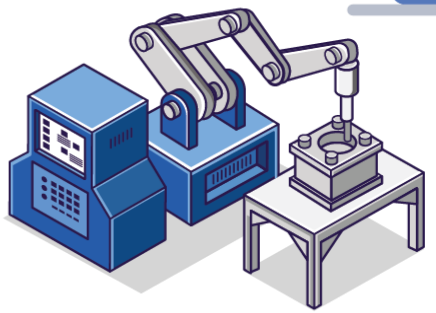
Do you have manufacturing equipment that runs on out-of-date software?

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

AGING EQUIPMENT, Modern Threats

- Runs outdated software
- Too costly to replace
- Limited or no security updates
- Vulnerable to cyber attacks
- Not compatible with modern backups
- Solution: Separate, secured network





INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

VULNERABILITIES

- Poor password practices
- Clicking on malicious links in phishing emails
- Browsing unsafe websites
- Downloading malicious files
- Failure to take prescribed steps to protect sensitive data
- Failure to keep systems updated and patched

Quick Poll

Enter into the chat…

TRUE or FALSE

I don’t need back ups because everything I do is on the cloud or because it’s on Office 365.

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

TRUE COST OF RANSOM ATTACK

Average Ransome typically **$400,000**

Typical legal fees **$100,000**

Typical Restoration fees **$100,000**

Cost of Cybersecurity **PRICELESS!**

(fraction of the expense)

**Does not include downtime or damage to reputation*

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

RESPONSE PLAN

DETECTION AND INITIAL RESPONSE

ANALYSIS

RECOVERY

CONTAINMENT

ERADICATION

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

POST MORTEM AND PREVENTION

POST-INCIDENT ACTIVITIES

LEGAL AND COMMUNICATION ACTIONS

CONTINUOUS MONITORING AND IMPROVEMENT

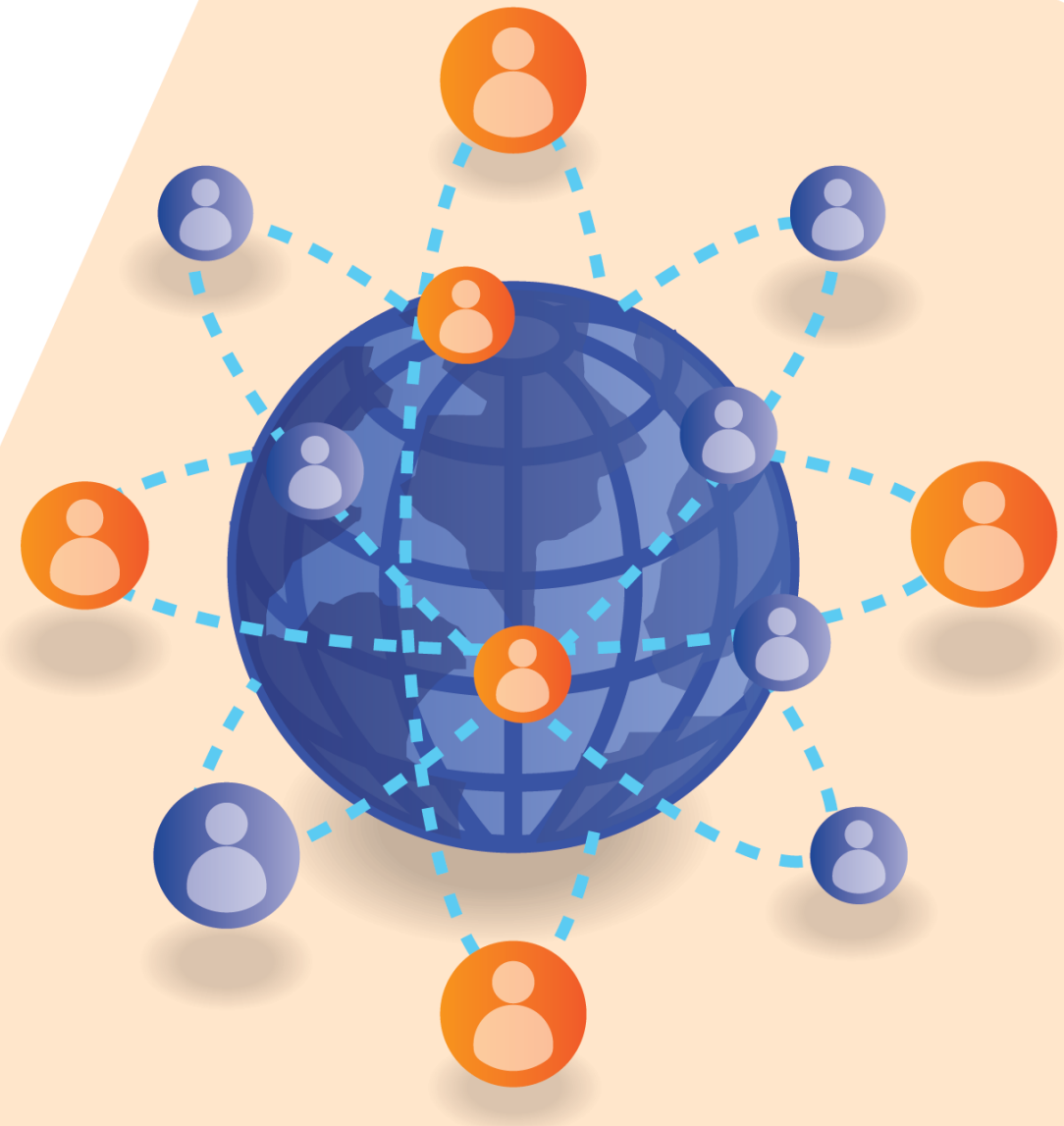
Quick Poll

Enter into the chat…

If you lost access to all company data for 48 hours, could you still operate?

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

BACKUP & RECOVERY: Your Safety Net



- Regular Backups
- Secure Storage
- Fast Restoration
- Business Continuity
- Tested & Verified

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

IDEAL BEST COMPANY PRACTICES

1. Regularly update or enable auto updates on both the operating system and applications that are installed on your computers and other devices to protect them from attack.

2. Know and understand all devices connected to your networks. This includes your Wi-Fi networks, cloud-based storage such as Dropbox or Google Drive, and local networks.

3. **Ensure all accounts are configured with multifactor authentication, where possible, including social media accounts.**

4. Deploy a border firewall* and endpoint firewalls* to protect your internal network from the internet and your endpoints from each other.

5. **Regularly back up critical systems and data, following the 3-2-1 rule. 3 versions of your data, 2 different media and 1 offsite**

6. Document information flows. It's important to not only understand what type of information your enterprise collects and uses but also to understand where the data is located and how it is used.

7. Deploy malicious code detection and prevention solutions such as antivirus or anti-malware software.

8. Develop an incident response and business continuity plan.

9. Use strong, unique passwords for every account. Don't share passwords. Require individual accounts for employees using computeres and business applications.

   For administrative functions, require a seperate account that is not the person's everyday user account.

10. **Conduct cybersecurity awareness training for employees.**

11. Limit access to sensitive systems and data to only those personnel who absolutely need that access.

12. Use caution with email attachments and untrusted links and watch for suspicious activity on your accounts.

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

RESOURCES

- **Center for Internet Security (CIS)**
  CISecurity.org
- **Federal Bureau of Investigation (FBI)**
  FBI.gov/Investigate/Cyber
- **Federal Trade Commission - Data Security**
  FTC.gov/DataSecurity
- **Homeland Security - Cybersecurity & Infrastructure Security Agency (CISA)**
  CISA.gov
- **Homeland Security - Stop. Think. Connect.**
  DHS.gov/StopThinkConnect
- **National Cybersecurity Alliance**
  StaySafeOnline.org
- **National Institute of Standards and Technology (NIST)**
  NIST.gov
- **Ohio Secretary of State Office of Public Integrity**
  Ohio.Sos.gov/PublicIntegrity
- **Small Business Administration (SBA)**
  SBA.gov/ (search "Cybersecurity")
- **Inltegrated Network Concepts (INC)**
  Integrated.net

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

CLOSING THOUGHTS

Hope and denial are not a strategy

Follow the 3-2-1 rule

3 versions of your data, 2 different media and 1 offsite

Put your incident response plan on paper!

INTEGRATED NETWORK CONCEPTS
Your Trusted IT Partner

QUESTIONS

INTEGRATED NETWORK CONCEPTS

Schedule a free consultation!

Scan the QR code
to schedule your **FREE** 1 hour
Cybersecurity Risk Assessment.
A $500 value!

INTEGRATED
NETWORK
CONCEPTS
Your Trusted IT Partner