

**BRAND TRUST AND
BUSINESS GROWTH AT
YOUR FINGERTIPS.
WHAT'S NOT TO LIKE?**
CYBER MATURITY AS A SERVICE

WHETHER YOU'RE A SOLE TRADER OR A LARGE, ESTABLISHED BUSINESS, PROTECTING YOUR BRAND AND CREATING CUSTOMER AND INVESTOR TRUST IS PARAMOUNT.

Business risk and business opportunity are different sides of the same coin and ensuring you have proper processes in place helps to foster trust in your company, increase sales, improve operational resilience and grow your brand.

And growth is good, right?

Most organisations don't see an investment in cyber security as a means of making profit and encouraging business growth. Rather it's seen as a cost or, even worse, just a thinly-veiled insurance policy. But they're wrong.

So, what do you do? Well, there are actual cyber insurance policies. But we don't think they're the answer either. Sure, a policy may cover you financially in the short term. It might provide some incident response assistance in the event of a breach or data loss. But is it protecting your business in the first place? Is it helping to prevent the attack? Chances are, it isn't.

Of course, you could go the other way and spend a small fortune and develop a cottage industry around securing your critical business systems. You'd enhance operational resilience for sure, but can you really afford to invest so heavily in something that isn't your core business? You could hire dedicated professionals, but is that proportionate to your need?

Do you understand your need? After all, you're an expert in your business, not an expert in cyber security.

So, what's the answer?

For us, it's simple:

- Invest wisely, understand your need before you spend real money on the thing.
- Employ expertise fractionally to reduce the cost and make sure you work with the right partner.
- Track the benefit of your investment, and illustrate progress on agreed outcomes that are firmly in line with your business objectives

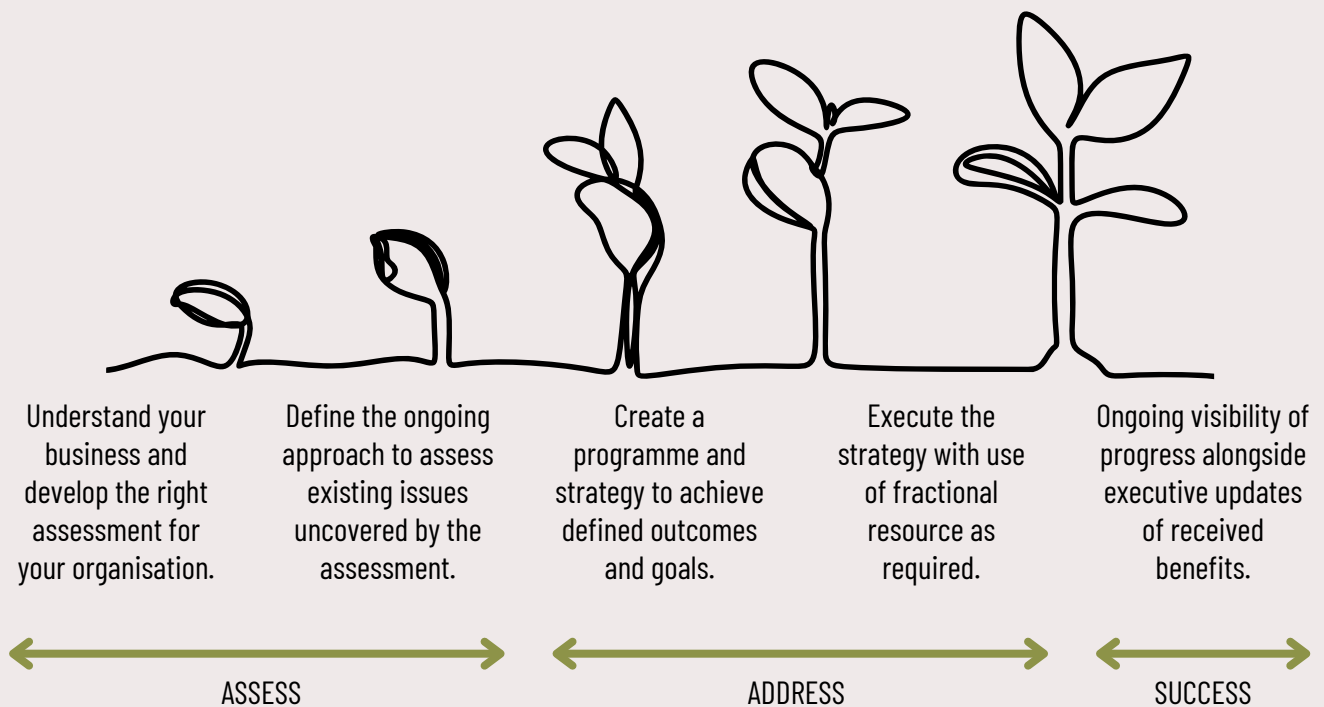
REMEMBER THE MANTRA: IT'S MORE EFFECTIVE TO GET HELP WHEN YOU NEED IT, NOT WHEN YOU DON'T.

HOW CAN WE HELP YOU?

First of all, we look to understand your business model. This forms the foundation of your cyber maturity strategy and ensures that any recommendations are relevant and proportionate to your needs.

This strategy defines remediation work required to enhance your current state and a roadmap for steady improvements for the future. Alongside our extensive partner network, we can offer services that are aligned to your organisational goals and desired outcomes.

Throughout the process, you'll have full visibility of how you're progressing and be able to see how your business is maturing as your outcomes are achieved. We're with you every step of the way to build a mature cyber security profile that keeps your data safe, your customers happy, and protects your brand.



FIND OUT MORE.

Get in touch today to learn more about our cyber maturity services.

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