Technology

Why Cyber Security for Businesses is More Critical

by John Beckner
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To function properly in the modern world, every company needs to be an active member of the internet. Every single part of a business has slowly, but surely, become digital. Users have come to expect everything from storage to communication to be an online component of a larger service, which is why cyber security is something that no business should ever neglect. Cyber Security is one of the largest growing industries today, along with Artificial Intelligence, Mobility, Big Data, and Internet of Things.

Online security is becoming so necessary that Trescon, a consulting firm for international business events, held the second Big Cyber Security Show and Awards. It focused on the increasing need of cyber security, and included honoring individuals who performed excellently in their field." Without proper security, a company has a significant competitive disadvantage, " says Achim Neumann, President of A Neumann & Associates, LLC a New jersey based East Coast Mergers & Acquisitions firm that helps consult their clients on the importance of Cyber Security when preparing a business to be bought or sold.

Cyber Security Necessities

More and more people are accessing the internet on a daily basis. 62% of the urban and 53% of the rural population, to be more specific. Because of the increased internet access, however, there is an increased spike of cyber-threats. With "Digital India" becoming a widely accepted notion, cyber security is something that shouldn't be ignored.

There are a lot of different security risks that the average user has to deal with. Things like spam, bots, and malicious software are a daily problem to deal with. These threats will only increase in both frequency and intensity as the digital infrastructure improves. Companies with India face a 500.000$ annual loss on average because of these threats.

These companies can no longer afford to turn a blind eye to these cyber-threats, especially after attacks like from Ransomware and WannaCry. Due to data leaks and exposing, companies in India should have a much more increased focus on cyber security.

Cyber Security Recognition

In 2017, the first Big Cyber Security Show hosted hundreds of cyber security experts, as well as business people. Over a 150 CTOS, CIOs, CEOs, and experts attended from all across the nation.

Industry Experts and Leaders

On this year's event, as well as the last year's, numerous cyber security experts were present. The event hosted several panel discussions, chats, keynote addresses, as well as technical presentations. The increasing threats for cyber security were discussed, but also different strategies and tactics on how to defend from these threats more effectively.

Even the CEO of Tresco, Muhammad Saleem, addressed his opinion and stated that no company or organization is always completely safe from any and all cyber-threats. He cautioned people to be aware of new and growing technology, and not to accept stagnation.

The "Big CISO Awards" were always part of this year's event, where several leaders and cyber security experts were honored and congratulated for their hard work. During this event Trescon acknowledged their part of protecting companies from cyber-threats, and that they'll keep on protecting everyone's personal and business data to the maximum.

The entire event was sponsored by several technology partners like Rediff Enterprise, Smokescreen, Reddington-IBM, and several other.

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