



665 Rodi Road Suite 305  
Pittsburgh, PA 15235  
Phone: 412.244.0440  
Fax: 412.244.9090  
[www.HMAmembers.org](http://www.HMAmembers.org)

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## **“The Scary Truth About Cybercrime” a NatCon Session Recap**

If you think your company is safe from the ever-evolving cyber threat landscape; think again. Every business is at risk. That’s why, at HMA’s National Conference & Expo in Austin, brothers Josh (left) and Jake (right) Pribanic, co-founders of LastLine Cyber, Inc., presented a session titled, *The Scary Truth about Cybercrime*. Here are the highlights.

### **The “Scary” Statistics**

- 76% of businesses have experienced a cyber-attack, to some degree.
- 90% of data breaches are a direct result of human error.
- The average cost of one cyber-attack is rising above \$3.8 million.
- By 2025, it is estimated that cyber-crime will cost the world \$10.5 trillion, annually.

### **Don’t be a Cyber-crime Stat!**

Be aware and understand the risks. Vulnerabilities are present in any organization. Outdated software, lazy password management, poor email security, and untrained users are only some of the prime targets for phishing (email spoofs), smishing (text scams), and other information security breaches. The Fix?

“True prevention begins with pervasive cyber security awareness.” Identify where critical information security risks exist. And identify and address unsecure practices by implementing employee training to educate on phishing, safe web-browsing, password security, malware, etc.

And most certainly, protect your assets by knowing when to call upon the “experts” for help. Remember, your employees are your last line of cyber-defense. When you teach them how to prevent cyber-attacks, you’ll be defending your business from the ever-evolving cyber-threat landscape.

Before addressing questions from the audience, Josh and Jake provided a “Hack HMA Members phishing email” demonstration, that was both eye-opening and concerning. Log into the Members Only section of [HMAmembers.org](http://HMAmembers.org) for this must-see presentation. And be sure to visit [LastLineCyber.com](http://LastLineCyber.com) to learn more about Pittsburgh-based LastLine Cyber, Inc.

