The State of **Ransomware**

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Ransomware [ran-*suh* m-wair]

noun - malware planted illegally in a computer or mobile device that disables its operation or access to its data until the owner or operator pays to regain control or access.

With the ability to shut down an entire business, cost hundreds of thousands of dollars in damages, and ultimately put jobs on the line; ransomware protection is critical for businesses. Cyber criminals are experiencing drastic increases in success with ransomware infections in the last year.

In 2017...

4,000+
ransomware attacks happen per day.

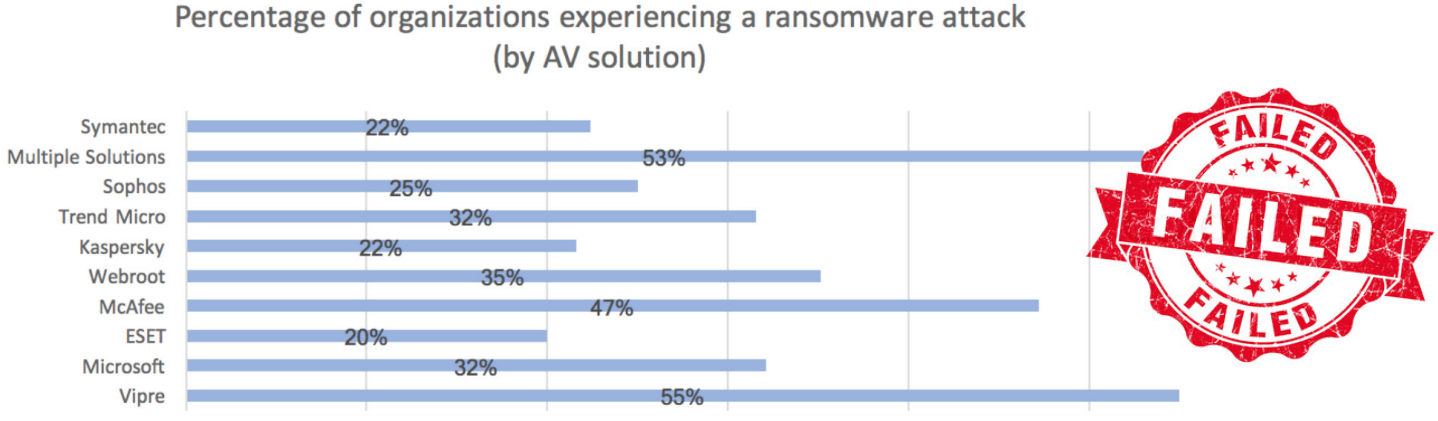
26%
of businesses get their data back.

$5 B
in damages from ransomware attacks.

73%
of businesses are targeted again.

Traditional Security Drops The Ball

Antivirus solutions employing a blacklist approach have dropped the ball when it comes to ransomware. With it exploding at such an alarming rate, it's impossible for these blacklist solutions to keep each new form of ransomware in their blacklist fast enough to block it for customers.



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Ransomware has a Daunting Future

Paying the ransom puts an inherint trust in cyber criminals to hold up their end of the transaction. At a time where only 26% of companies are getting their data back, this transaction continues to be a nonviable option. Ransomware's overall track record is getting even worse. Reinfection rates are beginning to skyrocket as 73% of companies are being attacked again after the initial infection.

Virus Bulletin's RAP Test 12/16
Industry Average: 64.35%

Prevention is Key

After a ransomware attack, recovery is limited to reliable backups or paying deceitful cyber criminals. The focus must be to prevent ransomware before it ever has the chance to execute. Using a default-deny approach with application whitelisting is regarded by experts as the best way to lock down your environment and prevent ransomware.

PC Matic Stops Ransomware Other AVs Don't

Our customers don't experience ransomware infections because we block all unknown applications by default. If an application is not on our Global Whitelist, it is not allowed to execute. This locks down each endpoint and ensures even the newest ransomware strains can't run or encrypt any data.

Proving our methods in Virus Bulletin's notoriously difficult RAP test, PC Matic scored a 99.97% when up against new unknown malware and ransomware. Traditional antivirus missed thousands of samples, averaging 64.35% proactively.

Ransomware Security Checklist

Default-Deny Security Approach	*Fileless Malware Protection*	*Vulnerability Patching*	*Realiable Offsite Backups*	*Effective User Training*
✓	✓	✓		

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