

**INSURANCE AGENCY
SECURITY & COMPLIANCE**

5 TIPS TO REDUCE YOUR AGENCY'S RISK ONLINE



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INTRODUCTION

Cyber Security in 2021: We're All Vulnerable

As an independent agency, you own the technology...and the risks! The issues and challenges associated with cybersecurity — the measures taken to protect computer systems against unauthorized access or attack — come up almost daily in your work and home lives these days. Media headlines highlight the latest breaches of confidential information, exposing millions of personal information records. Executives lose their jobs because of these incidents. Companies sometimes see a sudden drop in their stock market value. Others must pay a “ransom” to get their hijacked information back. And for smaller organizations, their very existence as a business may be threatened.

Despite billions of dollars spent each year on sophisticated technology to help protect critical information assets, hackers and malicious insiders continue to steal information with seeming impunity.

SECURITY BREACHES: HOW DO THEY HAPPEN?

The vast majority of breaches in cybersecurity are the result of human errors or actions that often occur without people even being aware of what they have done. Technology alone can't protect your identity or sensitive information. Hackers and other threat actors target humans, seeking ways to trick them into giving up vital information unknowingly. They do this because it's the easiest way to get at valuable data in a process known as social engineering. So, it's not surprising that exploited humans are the weakest link in the cybersecurity chain and yet the best hope for preventing a cybersecurity disaster.



10 STEPS TO REDUCE YOUR AGENCY'S RISK ONLINE

Insurance Agency Security & Compliance

5 ALARMING CYBER SECURITY FACTS AND STATS

There is a hacker attack every

39 seconds

Companies that experienced web-based attacks:

64%

Global average cost of a data breach:

\$3.9 million

On average, cybersecurity breaches due to human error:

95% of the time

Since COVID-19, the US FBI reported cyber crimes have increased by

300%

Cybersecurity issues are becoming a day-to-day struggle for businesses. Recent trends and cybersecurity statistics reveal a huge increase in hacked and breached data from sources that are increasingly common in the workplace, like mobile and IoT devices.

Ginni Rometty, IBM's chairman, president and CEO, said: "Cybercrime is the greatest threat to every company in the world." And she was right. During the next five years, cybercrime might become the greatest threat to every person, place and thing in the world. With evolving technology comes evolving hackers. Our best defense is to stay informed and learn from, albeit scary, but useful cyber security statistics and facts.

Understanding the cyber terminology, threats and opportunities is critical for every person in every business across all industries. By providing advanced cyber training and education solutions in all departments of your business, from marketing and sales to IT and InfoSec, you are investing in your company's protection against cyber threats.

file:///Users/person/Downloads/Wiley_Cybersecurity_For_Dummies_Thycotic_Special_Edition.pdf

PROBLEM #1: MACHINES ARE RUNNING SLOW

First things first, don't panic. Slow-moving desktops and lethargic laptops are more normal than you think — unless you started working on a new computer at some point in the past few months, chances are you're actually using one right now. But that sluggishness is simply due to your normal activity, as well: running programs, surfing the Internet, and slowly filling up your hard drive. Archway tips:

- Shut down or quit any programs you aren't actively using, and stick with just one browser window if you can.
- Start simple by emptying your computer's trash.
- Move to Webroot/Windows Defender significantly improves speed
- Altering a computer's startup log is an extremely advanced procedure recommended only for IT experts, so work with a trusted tech partner.
- Never entrust your business' critical data and computers to free anti-virus or anti-spam solutions — and don't expect just one layer of security to keep you and your employees safe from data breaches, ransomware, malware, phishing, and other forms of cybercrime.

"Online security is complicated, and threats are constantly changing. What worked yesterday may not work today, and hackers work tirelessly to stay one step ahead of basic security protections. We're thankful that Archway's team takes proactive steps to prevent threats before they happen."

Milo LeBaron III
CEO
LeBaron & Carroll



PROBLEM #2: WORK FROM HOME ISSUES

A Gartner survey of company leaders found that 80% plan to allow employees to work from home full-time after the pandemic.

Remote work poses technological challenges that many small businesses aren't prepared for.

The COVID-19 pandemic has brought about a lot of focus on work-from-home and associated productivity challenges. However, IT support challenges continue to remain in the shadows.

The biggest challenge in providing IT support for remote workers is perhaps the inability to "drop-in". IT support is not always about technical problems, many times the assurance of a face-to-face chat relieves most of the stress associated with puzzling problems. Remote support tools have limitations and problems that require physical inspection remain a challenge.

Archway includes Logmein Professional for all our clients, which provides for included remote access. In addition, we include Patch Management and Security stack for all agency employees' home PC's, as Cyber Criminals are targeting home desktops.



PROBLEM #3: DAILY IT ISSUES INTERRUPT WORKFLOW

- **Archway Proactive IT Support means less downtime**
- **24X7 Place to call when help is needed**



Computer downtime means lost working time. Even though the time can be "made up", the original working hours are lost for good.

It also means our overall level of performance suffers. It can lead to missing project and delivery deadlines, which in turn results in dissatisfied customers, colleagues and employer. And of course, computer downtime interrupts our focus and concentration. The result is more stress, not just for ourselves, but for everyone affected.

At Archway, we deliver unparalleled, secure Managed IT Services, strategically designed and supported by a team of proven, experienced IT engineers and technical staff- **24/7/365**. We know your insurance agency relies upon fast, efficient service and communications every minute of the day.

"My employees can't say enough about how nice and helpful the new IT service from Archway has been. The service has been very positive and employees are comfortable reaching out to Archway instead of me, which is the best feature!"

Marc Salerno
Salerno Brokerage Corporation





PROBLEM #4: AGENCY SALES WITH TECHNOLOGY

- **Most agency management systems do nothing to automate the sales function**

We believe that your insurance agency's technology should give your agency a competitive advantage.

Our team of insurance technology specialists allow us to advise, plan, implement and support your agencies specific technology vision and mission.

Tip: Archway provides advice on free / inexpensive products other best practices agencies are using to increase sales

- **Track Information:** You can track interactions, motivations, and life changes of each individual you work with, and you can collate this information, allowing you to report on trends in your field.
- **Follow Up With Customers:** Choose technologies that not only help you maintain your data but allow you to set reminders, generate your own forms, and make data collection simpler.
- **Understand Your Data:** Do you really understand your clients? While personal interactions provide a lot of clues about what your clients need and want, hard data can also be very useful as you work to direct your insurance marketing ideas.

PROBLEM #5: AGENCY COMPLIANCE

In today's data-driven world, information security is paramount for Insurance Agencies. Without proper security, data breaches can occur, resulting in costly financial and sales data losses, as well as leaks in private client information.

In response, there are several security regulations in place to help agencies improve their information security.

- Some states require patch management, managed IT
- At Archway, we include Zix Encryption for our clients- the best product for agencies due to its ease of use and unparalleled security.

"Our strategic relationship with Archway Computer allows us to continue our rapid growth and expansion trajectory without concern for whether our technology needs will be met. They continue to deliver exemplary service and support for our growing environment across the country."

**Roy 'Caz' Caswell
EVP, Chief Information
Officer
The Liberty Company
Insurance Brokers**



ANY QUESTIONS?

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**FROM ALL OF US AT THE ARCHWAY TEAM,
THANK YOU!**

