

All businesses large and small are racing against challenges not only to remain secure and relevant today, but also to attain and sustain long-term excellence.

Investing in security is not just about being defensive, but rather cybersecurity provides the critical foundation organizations require to protect themselves, enable trust, move faster, add greater value, and grow.

Unfortunately, many companies are hitting speed bumps which are causing them to slow down. One contributing factor is the complexity of managing an aging infrastructure whose foundation could have been set decades ago and pairing it along with the adoption of the emerging technologies of today. Not only can all of this orchestration cause hiccups in operations, but it can also create gaps that can be exploited by hackers running a \$1 trillion economy – one of the largest addressable markets on the planet.

In September 2016, The National Center for the Middle Market (NCMM) conducted a survey which included 1,000 C-Level executives in middle market companies to capture insights around cybersecurity and its impact on the current state of business and future growth initiatives.

Not surprisingly, the research found that 86% of respondents noted cybersecurity as being important due to its contribution to revenue growth particularly as they looked to expand into international markets or increase their workforce.

With innovation driving Mid-Market growth (via new products & services), it was alarming to see that the majority (55%) of companies admitted to not having a Cyber Risk Strategy or that it was outdated beyond a yearly review. Perhaps these companies are not aware that the new technologies they are adopting are often key attack vectors for hackers or they are unsure about how to get started with the creation and implementation of a Strategy.

Whether cybersecurity is managed through the traditional IT team, a dedicated security team, or outsourced, a Cyber Security Strategy is critical. You must first start with an accurate evaluation of your risk. We have recommended two resources for you below to help you get started on the process:

[CISCO THREAT SCAN FOR YOUR BUSINESS](#)

[CYBERSECURITY SELF-ASSESSMENT](#)

At Cisco, our goal is to help customers gain truly effective security with more Integrated Threat Defenses that fully address the challenges facing security organizations today. We believe that cybersecurity must be simple, open and automated to enable organizations to focus on their core business as they take advantage of a new world of digital business opportunities.

To read the full study conducted by NCMM, please go to:

[NCMM CYBERSECURITY REPORT](#)