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Helping SMBs fight the threat of the Dark Web with NETGEAR Dark Web Intelligence

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FIGHT THE THREAT

It feels like hardly a day goes by without a major security breach hitting the news. It's a problem we can all identify with, whether on a personal basis or at work. Small businesses are at particular risk: recent research found that they are the victims of 58 percent of all malware attacks.

Of course, businesses are not ignoring the problem, far from: most already have some kind of network security in place, such as firewalls or virus detection. However, on their own, these products are not enough: it is like dealing with an illness when it has become critical, rather than looking for early symptoms and treating them early. By the time internal security systems discover an issue, the damage may well have already been done, sometimes with major implications.

Delays cost money

The longer a breach takes to detect, the more it costs. A study carried out by the renowned security specialists The Ponemon Institute found that in 2017, US companies took an average of 206 days to detect a data breach. That's over six months, giving hackers a lot of time to sell stolen data, for countless buyers to exploit it and to turn a data breach into a potential catastrophe. The same Ponemon study found that breaches taking longer to detect cost almost half as much again.

Delving into the deep web

Small businesses need to have more proactive, pre-emptive patrolling of all that sensitive data: email addresses, domains, credit cards and a variety of connected devices such as point-of-sale systems. The emphasis needs to be on looking for those potential risks, rather than waiting for them to come to us and that means scouring the Dark Web. Also referred to as the Dark Net, this is that part of the Deep Web where so many illegal activities take place. It is vast, unregulated and dangerous. People often refer to pyramids or icebergs to explain the scale of the Dark Web: the visible Internet is just the tip.

Even though government agencies around the world are working hard to help law enforcement fight the dangers of the Dark Web, this remains somewhere where a lot of valuable, illegally obtained data is traded. The problem for most small businesses and their service providers that the Dark Web is not a place most would want to visit. Navigating this deep ocean of anonymity and multiple layers require extensive expertise, plus it is potentially unsafe to visit.

Fortunately, the technology is available to trawl the Dark Web and it has been used by big organizations, such as financial institutions, for several years. However, the investment required for effective technology to intelligently scan the Dark Web in real-time has until recently been extremely high. That has now changed, with the introduction of NETGEAR Dark Web Intelligence, designed specifically for the needs of today's small businesses.

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INCREASE REVENUE

NETGEAR Dark Web Intelligence

NETGEAR Dark Web Intelligence is a service that browses the open, deep and dark web to deliver real-time, automated and actionable threat intelligence, which then alerts small businesses of any potential attacks and violations of their digital assets and identities from the dark web. This breakthrough brings sophisticated enterprise-grade technology previously only available to large organizations with big budgets, out of reach for any small business.

While the technology powering this new service is extremely advanced, the concept is simple: NETGEAR Dark Web Intelligence goes to the Dark Web – so that small businesses and their service providers do not have to – and looks for threats, for instance, whether email or domains have been misappropriated, ID or credit card details made available. By uncovering potential problems earlier, such as the point at which that information is up-for-sale, then action can be swiftly taken.

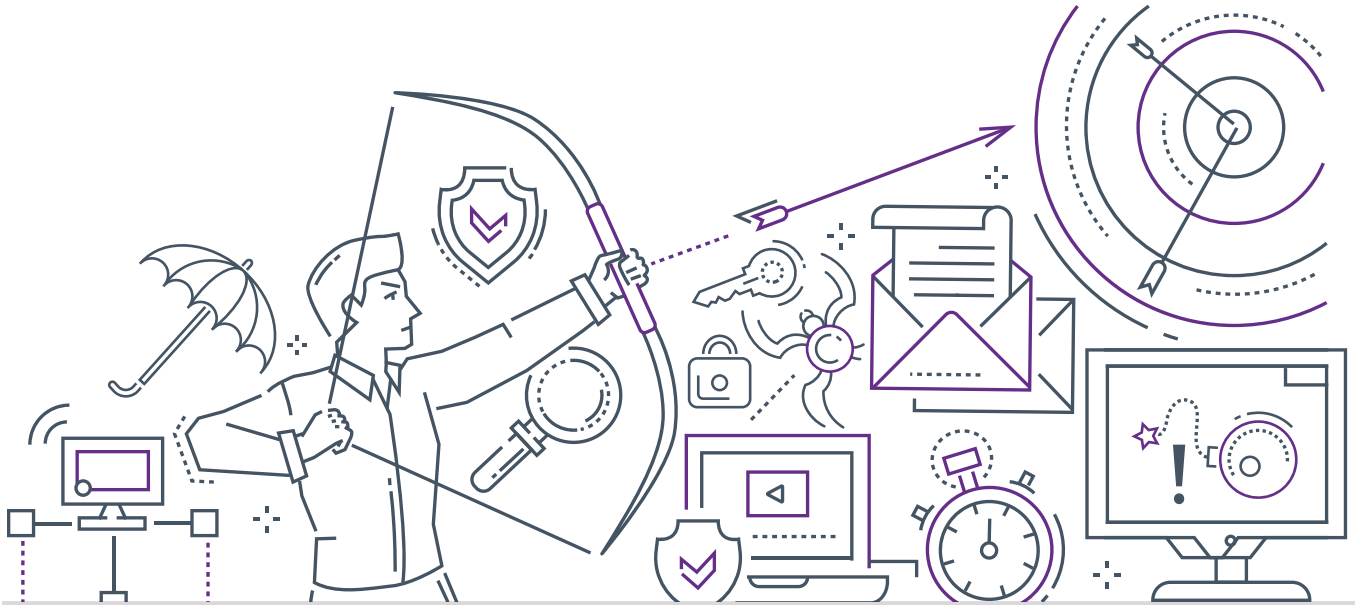
NETGEAR Dark Web Intelligence a cloud-based service that is completely independent of any hardware, making it easy to adopt. The customer simply needs to give the service provider the email addresses, domains, credit cards or credentials it wishes to protect. The service can also co-exist alongside existing security systems.

Creating revenue and new business for MSPs

NETGEAR Dark Web Intelligence also creates potential new revenue for Managed Service Providers (MSPs) or Managed Security Service Providers (MSSPs) wishing to expand their portfolios in this fast-growing market sector. For example, the global Internet of Things (IoT) security market size is expected to grow from USD 8.2 billion in 2018 to USD 35.2 billion by 2023, at a Compound Annual Growth Rate (CAGR) of 33.7% during the forecast period.

NETGEAR Dark Web Intelligence is the perfect complement to MSPs' existing offerings, such as network technology, virus and anti-phishing, or connected surveillance systems. This opens the potential for innovative business models, for example, charging SMBs a flat rate per month for a whole suite of network and security-related services.

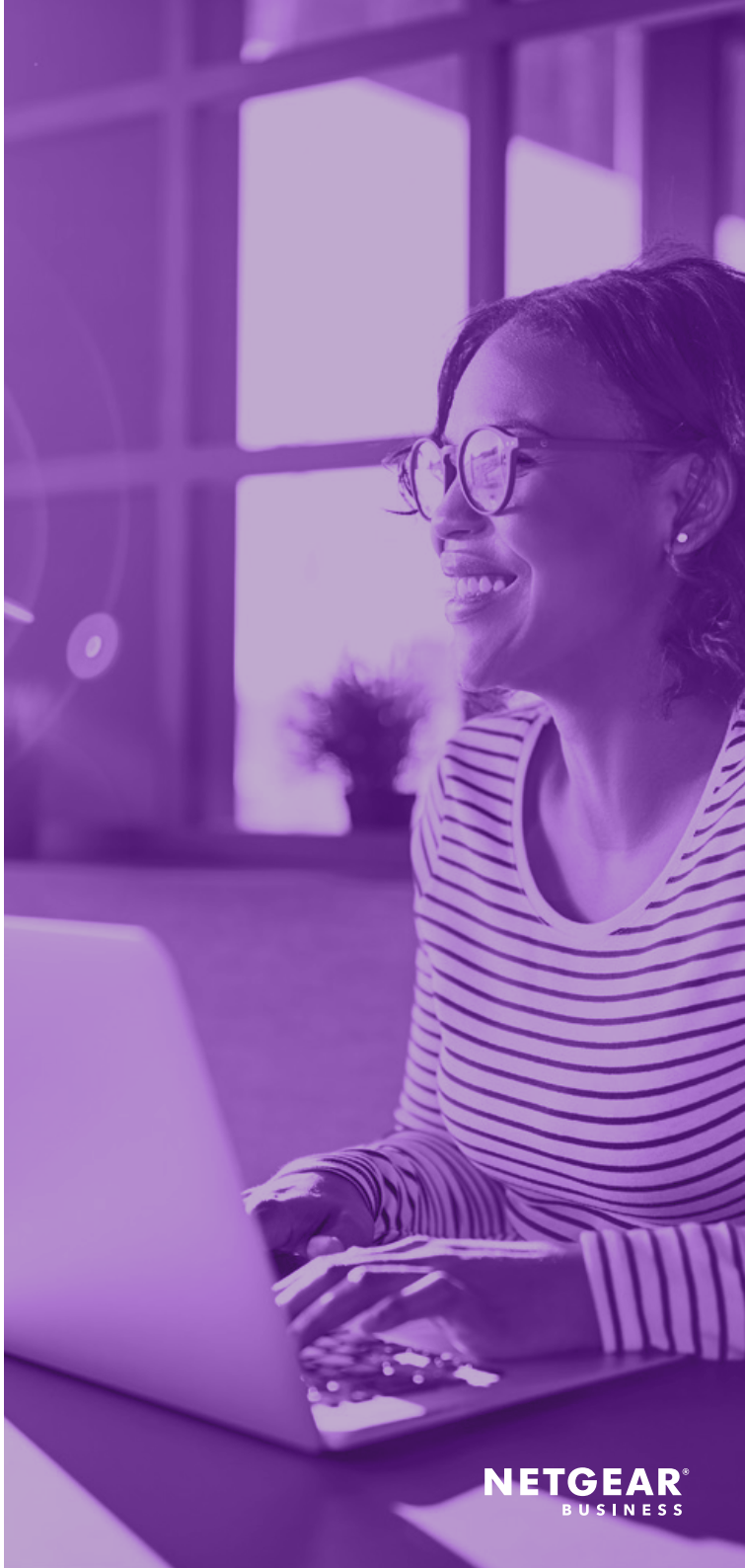
MSPs receive recurring revenue and on-going customer relationships on which they can build. All the maintenance and support is managed by NETGEAR, leaving MSPs to focus on creating and promoting new service packages, building their businesses and looking after satisfied customers.



Protecting SMBs from the outside-in

To small businesses, NETGEAR Dark Web Intelligence gives the assurance and confidence of pre-emptive action against any potential threats. Their businesses are being protected from the outside-in, helping to identify and mitigate possible risks, thanks to real-time and actionable insight.

All this can be achieved for minimal effort and investment: delivered as part of the services from a trusted MSP, there is no need for any impact on existing customer IT, plus if included as part of a regular flat-fee, the cost of having the Dark Web monitored on their behalf becomes a predictable cost for small businesses.



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How it works

Protection of everyone's privacy has been given paramount importance within the design of NETGEAR Dark Web Intelligence. All the customer's data is stored in a server, anonymized and protected. No NETGEAR personnel nor MSP personnel can see that data. MSPs are set up as super-users, with SMB customers set up as modules within the MSP's account. Adding more modules to the cloud-based platform is simple for the MSP, but each SMB end user will only have access to its own module. The MSP provides customer support at all levels.

Once in place, NETGEAR Dark Web Intelligence provides the following powerful advantages:

1. **Domain protection** – fight phishing and cybersquatting
2. **Email credential theft alert** – prevent a top cause of company site infiltration
3. **Credit card number theft alert** – early warning before a transaction attempt
4. **Personal identification number theft alert** – prevent criminal use of personal identification numbers

Building on NETGEAR's SMB heritage

NETGEAR Dark Web Intelligence is a perfect complement to the company's existing wide and deep portfolio of products and solutions designed specifically for small businesses. Building on expertise going back more than 20 years, NETGEAR has built a focus on making reliable, enterprise-class and industrial grade technology available to small businesses, without ever losing the sight of the importance of affordability and ease-of-use. NETGEAR Dark Web Intelligence is also an example of how the company collaborates with the growing MSP community, to help them create differentiated services and deliver advanced technology without needing to invest in extra infrastructure or dedicated personnel.

Sources: www.itgovernanceusa.com/blog/how-long-does-it-take-to-detect-a-cyber-attack
www.finance.yahoo.com/news/global-iot-security-market-size-212200749.html

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