Infrastructure. Anywhere.

SAFEGUARDING YOUR DIGITAL FORTRESS: A Deep Dive into Cybersecurity

In today's digitally interconnected world, the need for robust cybersecurity measures has never been more critical. With cyber threats evolving at an alarming rate, individuals and organizations alike must remain vigilant to protect their sensitive data and assets from malicious actors. In this blog post, we'll explore the latest cybersecurity statistics from 2023 and discuss how innovative solutions from industry leaders like **Centripetal** and **Hewlett Packard Enterprise (HPE)** can help fortify your defenses.

CURRENT STATE OF CYBERSECURITY

According to recent statistics, cyberattacks continue to proliferate, posing significant risks to businesses and individuals worldwide. In 2023 alone, there were over 5.1 billion reported data breaches globally, representing a staggering **67% increase** from the previous year. These breaches resulted in substantial financial losses, with the **global cost of cybercrime reaching an estimated $6 trillion** annually by 2023.

EMERGING THREAT LANDSCAPE

Cybercriminals are leveraging increasingly sophisticated tactics to infiltrate networks and compromise sensitive information. From ransomware attacks targeting critical infrastructure to phishing scams exploiting human vulnerabilities, the threat landscape is constantly evolving. In fact, in 2023, **ransomware attacks surged by 151%**, highlighting the growing menace posed by this malicious software.

CENTRIPETAL: HARNESSING GLOBAL THREAT INTELLIGENCE

In the face of these escalating threats, organizations are turning to innovative cybersecurity solutions to bolster their defenses. One such solution is offered by Centripetal, a leading provider of threat intelligence gateway solutions. By harnessing the power of real-time threat intelligence and proactive threat detection capabilities, Centripetal enables organizations to identify and mitigate cyber threats before they can inflict harm.

Centripetal's platform leverages a unique approach called **CleanINTERNET Threat Intelligence Gateway (TIG™),** which employs advanced algorithms and machine learning techniques to analyze network traffic in real-time. This proactive approach allows organizations to block malicious activity at the network perimeter, preventing threats from ever reaching their intended targets.

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HPE BACKUP AND RECOVERY SOLUTIONS

No matter how confident you are in your threat protection solution set, it is fool-hearty to not be prepared with robust data protection and recovery mechanisms as part of your comprehensive cybersecurity strategy. Hewlett Packard Enterprise offers cutting-edge backup and recovery solutions designed to safeguard critical data and ensure business continuity in the event of a cyber incident.

HPE's Backup and Recovery solutions provide seamless integration with existing IT infrastructure, enabling organizations to automate data backup processes and streamline recovery operations. With features such as data deduplication, encryption, and replication, HPE empowers organizations to protect their data assets against loss or compromise effectively.

LEVERAGING OUR PREMIER PARTNERSHIPS TO SAFEGUARD OUR CLIENTS

With premier partnership status with both Centripetal and HPE, along with decades of experience on the front lines of the ever-evolving cybersecurity landscape, CPP offers the best line of defense for companies of all sizes and across multiple vertical markets.

As cyber threats continue to evolve in sophistication and scale, the importance of robust cybersecurity measures cannot be overstated. If you haven't performed a recent cybersecurity audit and/or penetration test, reach out to your CPP representative to schedule one. Every day brings new threats, each more dangerous and potentially damaging to your company's most important assets. By staying informed about the latest cybersecurity trends and investing in proactive threat prevention and data protection technologies, we can collectively safeguard our digital fortress and preserve the integrity of our interconnected world.

About the Author

Paul O'Dell

Paul O'Dell is CPP Associates' Principal/Sales Director. With nearly 25 years in complex technology solution sales, Paul O'Dell held varied sales positions at a variety of pre- and post-IPO organizations including 3PAR, Xiotech Corporation, Berkshire Computer Products and Hewlett Packard Enterprise (HPE). While at the latter company, he was a Top 10 storage representative for nearly a decade.

A partner at CPP, Paul is responsible for leading the sales and marketing teams. His strong consultative nature and technical experience has also made him instrumental in developing CPP's proprietary Infrastructure Anywhere Assessment approach.

QUESTIONS:

For more information or a demo of Centripetal or HPE cybersecurity solutions, please contact us today at **866-277-4621.**

ABOUT CPP ASSOCIATES

Founded in 2008, CPP Associates is an award-winning IT Solution Provider serving mid- to enterprise sized organizations throughout the U.S. Northeast region. Our solution portfolio includes the most urgent technology needs today, including ***Cloud Optimization***, ***Intelligent Automation*** *(Front Office/Back Office),* ***Modern Infrastructure***, ***Cyber Protection and Recovery***, *and* ***Managed IT Services.***

With a 2:1 ratio of engineers to sales staff (the reverse of what is typical in the industry), we lead with technical acumen, a stringent analytical focus, and a vendor-agnostic perspective. With the highest level certifications and strong, long-standing relationships with the leading IT manufacturers – such as ***Hewlett Packard Enterprise***, ***Microsoft***, ***Fortinet***, ***Palo Alto Networks***, ***Morpheus***, ***Automation Anywhere***, *and* ***Artic Wolf*** *– we provide our customers with unparalleled expertise and "concierge-level" consulting and support 24/7/365.*

Our proprietary ***"Infrastructure Anywhere Assessment"*** *factors in more than 100 variables to determine the ideal approach for our clients to deploy "cloud-like" infrastructure to maximize agility with increased utilization while at the same time, meeting demanding business requirements with a focus on technology, service level, security, and costs. Keeping with our philosophy that "****high tech without high touch****" will ultimately fail, we are proud of the powerful human connection we establish with our clients which leverages the synergies of trust and respect and drives our respective success.*

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