

# Will Your Business and Clients Be Involved in the Data Breach Crisis?

By Robert Wilson, CEO Secured Communications

How confident are you that your video meetings, files, messages, and calls are truly private? We regularly see headlines about high-profile hacks and data breaches, and most businesses have been affected in some way, regardless of the size.

Over the past 12 months, 31 billion data records were compromised. The average cost of a data breach continues to skyrocket, surpassing \$8 million in 2020, and corporations are reporting that unauthorized intrusions are more common than ever before. These trends are well-established and accelerating at an alarming pace.

There are lots of buzz words swirling around the media about cybersecurity, the most

common one being encryption. Ironclad encryption doesn't help if you don't employ best practices to protect your organization. There are key points to focus on to avoid costly breaches:

## **Avoid allowing the use of social-media platforms**

Require that employees use systems you approve.

## **Keep everything in one application**

Each time a user switches apps, there's an opportunity for data to be left behind or re-routed.

## **Keep things simple**

Not all your employees will be tech experts. Staff productivity will benefit from having easy to use platforms.

Five years ago, I founded Secured Communications, and set out in partnership with law enforcement agencies to protect the men and women who keep our communities and country

safe. Throughout the pandemic, our team has been hard at work to bring the same tools that are trusted and relied upon by first responders, counterintelligence agencies, and global leaders to the corporate world.

The result of that hard work is the most powerful unified communications tool for business; we call it Mercury. Mercury enables users to host HD videoconferences, send messages, transfer

files and make secured phone calls without disruptions or leaks. In addition, Mercury increases productivity by ensuring that all communications are not only protected, but within one private ecosystem.

You might be thinking; "It's not as though

my company holds or discusses national secrets", but unfortunately, companies find out on a daily basis that even small breaches can lead to heavy commercial and reputational costs. Moreover, reactive security strategies often price to be several times more expensive than proactive prevention strategies, and sometimes the effects of reputational damage are difficult or impossible to reverse.

While the challenges presented by a new way of working are seemingly never-ending, and new threats emerge every day, we stand resolute and ready to help the business community of Las Vegas. We are proud to partner with the Las Vegas Chamber to double down on a city that has been with us since the very beginning and look forward to seeing you all soon in an ultra-secure, high-definition Mercury Meeting.



*Robert Wilson is the CEO and Founder of Secured Communications, has 30 years of experience in Technology, Marketing, and Business Development and has developed technology for Fortune 500 companies such as American Express, and Citibank.*