



Fighting back against the cyber criminals

The digital world is opening up remarkable opportunities for small businesses but with great opportunity comes great risk.

One of the companies helping London businesses to tackle the growing threat of cyber crime, and helping SMBs with IT Security, is Putney-based totality services.

Founded in 2008, the company provides London's small and medium businesses with an award-winning IT service, ranging from purchasing and installing hardware to Mac and Windows support, cloud solutions, security and data backup.

Using high quality systems and security practices that blue-chip companies take for granted, the business has grown to have more than eighty clients,

1,500-plus supported users and 17 London-based staff members. This year it has been named as Feefo Gold Trusted Service Award winners, based on client reviews.

Cyber security has become a major priority for company co-founders Luis Navarro and Pedro Martins.

Luis said: "Providing security for our clients is so important for us now, particularly given the way that cyber criminals operate has been changing to target smaller businesses.

"It used to be that the criminals targeted the big corporations and not SMBs. They thought that it

was worth hacking into big companies with deep pockets, but now their thinking has changed.

"Today, most hackers believe that it makes more sense to target a far larger number of smaller businesses where there's less staff awareness of potential threats, paired with the lack of security solutions.

"So, SMBs really do need to take this threat seriously, but we still hear some of them saying that they're too small to be targeted.

"As a result of GDPR we saw an increase in the number of businesses rolling out IT security to safeguard their data. This is important from a compliance point of view, but more importantly it created huge awareness in the SMB community on how some common platforms are still vulnerable without the correct set-up and add-on solutions in place."

Pedro said: "The problem for any company whose data is breached is that by then it is too late. They should have adopted and deployed adequate security systems and processes in advance of the incident, but by the time it has happened they

will have incurred costs and seen their reputation tarnished.

"The good news is that most common types of cybercrime can be prevented by investing in robust IT security solutions. It's critical that all businesses do so, regardless of size.

"We can ensure our clients are protected from an IT perspective, through the deployment of security solutions, but companies also need to learn and embrace the value of IT security beforehand. We help clients with education as well as the solution deployment."

The team at totality services publish an annual cyber security guide for their clients, which draws on the wealth of experience built up by Luis and Pedro.

They started their careers working for enterprise businesses before founding totality services. They still maintain ties with some of the UK's best known brands, so they're able to apply their blue-chip business knowledge and experience in a wide variety of IT specialisms, including security, to SMBs.

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