



When it comes to cyber crime,
**the best offense
is a good defense.**

Retail businesses are a major target for cyber criminals because they store large amounts of customer information. Many small business owners assume they won't get hacked, so they don't invest in a cybersecurity strategy, which can be a costly mistake.

Instead of leaving it to chance, Jess Boutique chose to take preventative measures to protect its business assets from cyber criminals before it's too late.

The Business

In July 2011, Jessica Pomerleau founded Jess Boutique in Burlington, Vermont, intending to help women feel more confident. The boutique specializes in women's designer clothing, jewelry, and accessories.

The Cybersecurity Challenge for Retail Businesses

Retail businesses store large amounts of customer data, which is not only their business asset but also the prey of cyber



criminals. Since retailers are the most frequent targets of cyber attacks, it's crucial to know the facts about these attacks and take precautions to protect yourself.

In 2021, **57%** of all ecommerce cyberattacks were bot-driven (Imperva Research Labs)

Survey results from Sophos indicate that **44% of retail organizations** have been **hit by ransomware** in 2020, and **32% of those have paid**.

The lack of adequate cybersecurity makes **62%** of retail customers **unconfident** about their data's security. And **25%** say that they **know their data is not safe** with retailers.(Fortinet.com)

MalwareBytesLabs estimates that **retailers lost over \$30 billion** to cybersecurity attacks in 2019, more than any other industry.

Jess Boutique did not have a password policy and lacked complex password requirements. The store computers did not have a lock-out feature after multiple failed login attempts. And what they didn't know was that hackers often use bots and password hacking programs that run thousands of password attempts to break into systems—without an automated lock-out, businesses are left defenseless to these attacks.

Small cybersecurity risks compound to create enormous risks and make a small business an easy target for cyber criminals.

Jess Boutique decided it was time to protect the business and implement a cybersecurity strategy with the help of One Step Secure IT. One Step's cybersecurity experts created a plan to get Jess Boutique in the low-risk category and fix the security gaps, including

cybersecurity training for Jess Boutique employees to ensure everyone is on the same page. Employees at Jess Boutique now know cybersecurity best practices and can look out for red flags.

One Step IT Services for Jess Boutique

Jess Boutique depends on One Step Secure IT to support its retail technology and IT infrastructure and are confident that they will handle any IT issues with cybersecurity in mind.



The customer service at One Step is amazing. The IT is incredible; we really haven't had any security issues. With electronics and systems—things happen; I feel like anytime we have needed some support, it's been really prompt, and they have been a really easy company to work with.

—ALEXIS POMERLEAU
Sales at Jess Boutique

**Cybersecurity
Best Practices**

**Scan, Detect
& Remediate**

**Password
Management**

**Employee
Cybersecurity
Education**

The Best Offense Is a Strong Defense

Jess Boutique took action to protect their company and customer data proactively, and as a result, they have not experienced a cyber incident, which is more than many small retailers can say today.



"Mainly, we're just really happy. Everyone's been super friendly and really easy to work with. There are check-ins even when there's not a problem, like 'hey, we're still here. Let us know if you need anything. How are things going?' That feels really nice — it's not just when we call for problem-solving, it's the company being really proactive."

—ALEXIS POMERLEAU

If IT or cybersecurity issues arise during or after store hours, One Step's IT professionals are just a phone call away.



Want the best offense on your side?

**We are ready to help.
Contact us today!**



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