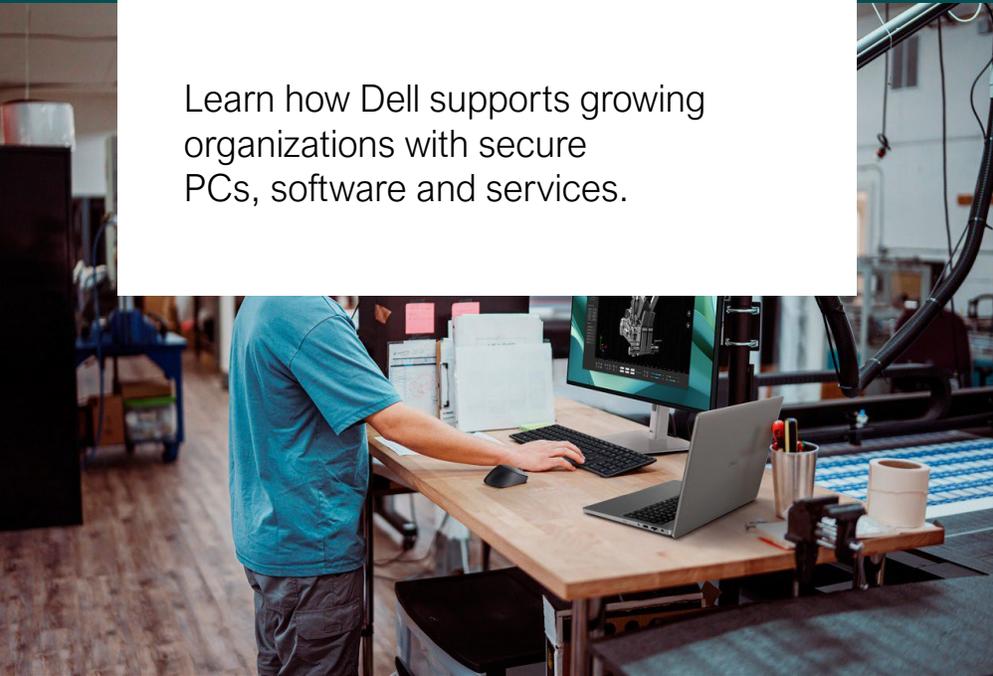


A woman with long dark hair, wearing a white t-shirt, blue jeans, and a pink apron, is standing behind a wooden counter in what appears to be a cafe or bakery. She is looking down at something on the counter. The background is a rustic, warm-toned interior with wooden walls and shelves.

Brochure

# Security for Small and Medium Businesses

A man in a blue t-shirt is sitting at a wooden desk in a workshop or office. He is looking at a laptop. On the desk, there is a monitor, a keyboard, a mouse, and a coffee cup. The background shows a workshop with various tools and equipment.

Learn how Dell supports growing organizations with secure PCs, software and services.

# The Reality of Modern Threats

Growing organizations drive innovation and create jobs, but this central role makes you a prime target for security threats. Many business leaders believe they are too small to attract attention from cybercriminals, but recent data paints a concerning picture.

A successful attack often leads to devastating consequences. You risk significant business disruption and downtime that halts operations. Beyond the immediate financial costs of ransom payments and recovery, you also face long-term reputational damage and the loss of customer trust.

## Today's Threat Landscape\*

43% of all cyberattacks target small businesses — nearly half of all attacks globally

-

75% of small businesses experienced at least one cyberattack in the past year.

-

Small businesses face a cyberattack every 11 seconds on average.

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[\\*Cyberattack Statistics for 2025](#)

# Why You Are a Target

Understanding the risks is the first step toward building a strong defense. Small businesses face rising cyberattacks largely due to limited security resources. Most growing organizations lack dedicated security staff, tools or consistent expertise to manage complex threats.

Critical patches are often delayed, leaving systems exposed to known vulnerabilities. Meanwhile, employees may unintentionally introduce risk through insecure behaviors or missing multi-factor authentication (MFA).

Without centralized visibility into compromised devices, threats and anomalies can go undetected. Aging hardware without modern protections further increases the likelihood and impact of breaches.



# Comprehensive Security Solutions from Dell and our Partners

You do not have to face these challenges alone.

Work with Dell to access the products, solutions and services you need to protect your growing organization.

Whether you need secure PCs, advanced software or strategic services, we provide the options you need at every phase of your journey.

Explore our portfolio:

- **Secure PCs:** Hardware designed with security in mind.
- **Partner Software:** Advanced protection from trusted industry leaders.
- **Services:** Expert support to help you handle security operations.



Secure PCs



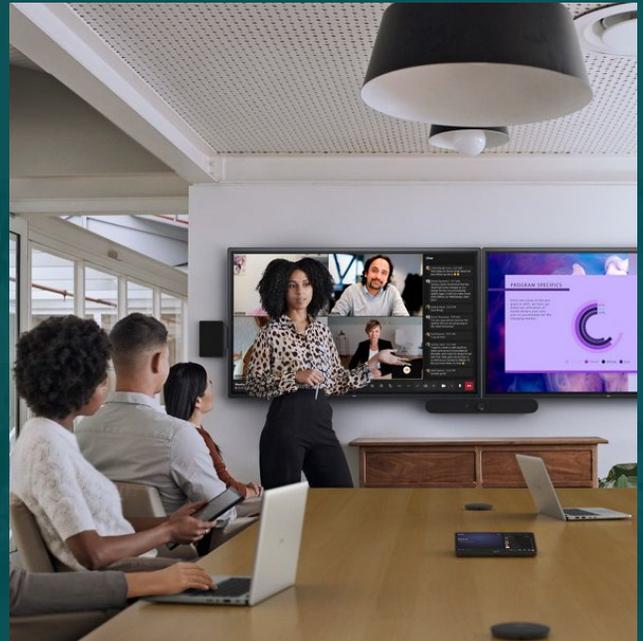
Software



Services

# Benefits of a Security Partnership

Working with Dell leads to better security outcomes, stronger data protection, improved compliance and streamlined procurement. We help you move from reactive fixes to proactive protection.



- ✓ **Know what you need to protect:** Gain visibility into your assets.
- ✓ **Work with secure suppliers:** Trust a supply chain that prioritizes security.
- ✓ **Get PCs with built-in security:** Start safe with hardware designed for protection.
- ✓ **Keep PCs up to date:** Ensure systems remain patched and current.
- ✓ **Find problems and fix them quickly:** Detect anomalies before they become breaches.
- ✓ **Enable MFA for greater security:** Store credentials securely. Add essential layers of authentication.
- ✓ **Train employees and test their skills:** Turn your team into your first line of defense.
- ✓ **Be prepared if there is a breach:** Have a recovery plan ready.

# Getting Started

## Solutions for Every Stage of Growth

Whether you are just starting out or looking to expand, we have the tools and expertise to support you every step of the way. Our portfolio offers strategic flexibility to meet a wide range of needs.

### Managed *By* You

For organizations that prefer to handle their own security management:

**Just starting out?** Small businesses benefit from the basic, reliable security of Dell Pro Essential and McAfee.

**Planning to expand?** Medium businesses can tap into the more advanced built-in security of our Pro PC portfolio, as well as partner software.

### Managed *For* You

For organizations that require extra support:

**Need expert help?** Dell specialized services are always available to manage security operations for you, freeing you to focus on your business goals.

# Getting Started

Solutions for Every Stage of Growth, cont'd

MANAGED BY YOU

MANAGED FOR YOU

	Small Businesses	Medium Businesses	Enterprise
<b>Secure PCs</b>			
<a href="#">Dell Pro Essential</a>	Essential PC security		
<a href="#">Dell Pro</a>		Advanced commercial PC security	
<b>Software</b>			
<a href="#">Next-Gen Antivirus (NGAV)</a>	McAfee Business Protection		
<a href="#">NGAV + USB &amp; Mobile Device Security</a>		Falcon Go   CrowdStrike	
<a href="#">EDR / XDR</a>			Falcon   CrowdStrike
<a href="#">PC locate, lock, wipe</a>	Find My Dell • Find and Protect My Dell   Absolute		
<a href="#">PC and network resilience</a>		Secure Endpoint • Secure Access   Absolute	
<a href="#">Anti-ransomware</a>			Halcyon
<b>Services</b>			
<a href="#">Pro Support</a>	24/7 technical support for hardware and software		
<a href="#">Security Services</a>	Share or offload the burden of security operations		

# Take the Next Step

## Speak with a Security Specialist.

Whether you are just starting out or looking to expand, we have the tools and expertise to support you every step of the way. Our portfolio offers strategic flexibility to meet a wide range of needs.

- **Refresh your PCs:** Windows 10 support ended in October, leaving many SMBs exposed with outdated, unsupported PCs.
- **Add software protections to new and existing PCs:** Keep attackers out with multiple layers of defense.
- **Explore managed security services:** Need help managing security? Get the security operations you need, from Dell cybersecurity experts.

### To learn more:

#### Contact us:

[Global.Security.Sales@Dell.com](mailto:Global.Security.Sales@Dell.com)

#### Visit us:

[Dell.com/Endpoint-Security](https://Dell.com/Endpoint-Security)

#### Follow us:

LinkedIn: [@DellTechnologies](#)

X: [@DellTech](#)

Upgrade to the latest  
Dell AI PCs

Layer on software  
protection

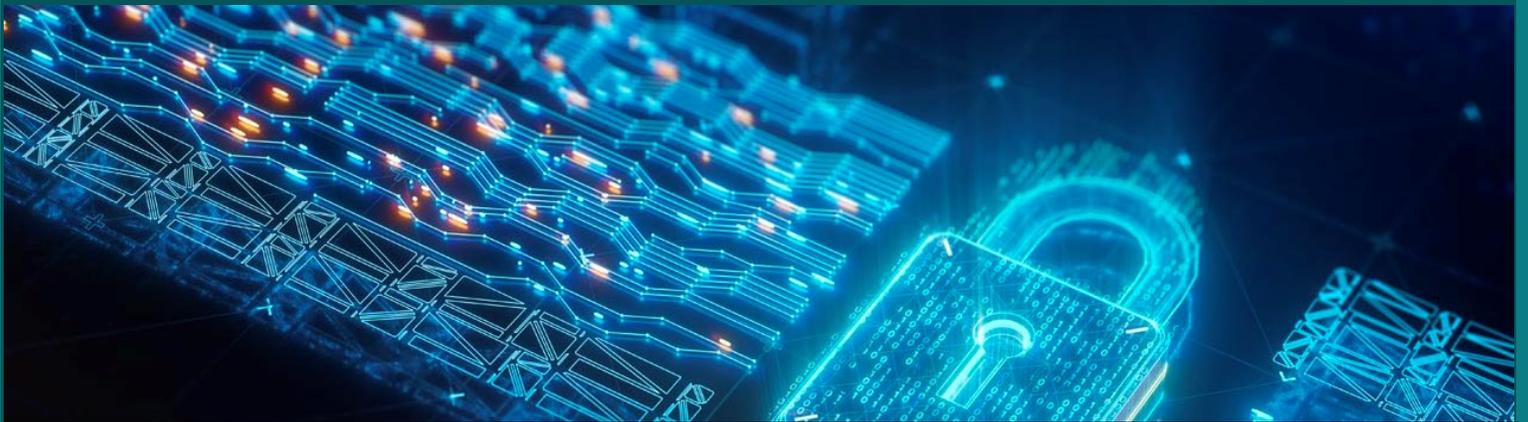
Explore managed  
services



# About Dell Technologies

With limited resources, SMBs must be proactive in protecting business information and customer data. Investing in cybersecurity helps ensure business continuity, safeguards reputation, and builds customer confidence—making it a smart and necessary part of running a modern business.

From mitigating the risk of ransomware attacks, to detecting suspicious activity, and responding to real-time threats, Dell is here to help you create a security strategy and implement security solutions for your organization's needs today and tomorrow.



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