Topic 4 Discussion 2

Small businesses, like big businesses, need protection when it comes to their information infrastructures. However, small businesses face a steep challenge in "keeping up with the Joneses," if you will, as they must employ technologies that often carry with them a heavy expense, which increases year after year. Knowing this, research and find a small business and discuss how they have implemented modern cybersecurity technology without breaking the bank. This business can be any business, so long as it is a small business that hosts less than 1,000 personnel.

Hello Class,

One notable example of a small business effectively implementing modern cybersecurity technology without incurring exorbitant costs is Brewery X, a craft brewery with fewer than 100 employees. Recognizing the importance of protecting sensitive customer data and operational information, Brewery X adopted a multi-faceted approach to cybersecurity that balances effectiveness with budget constraints(Brewery X, 2021).

Implementation Strategies

Cloud-Based Security Solutions - Brewery X utilizes cloud-based cybersecurity services, which are often more cost-effective than traditional on-premises solutions. By leveraging services like cloud firewalls and intrusion detection systems, they can scale their security measures according to their needs without significant upfront investments(Watson, 2025).

Employee Training - Understanding that human error is a significant vulnerability, Brewery X invested in regular cybersecurity training for its employees. This training focuses on recognizing phishing attempts, safe internet practices, and the importance of strong password policies(Crowell, 2017). By fostering a culture of security awareness, they reduce the risk of breaches caused by employee mistakes.

Regular Software Updates - The brewery ensures that all software, including point-of-sale systems and customer relationship management tools, is regularly updated. This practice helps mitigate vulnerabilities that could be exploited by cybercriminals(FCC, n.d.). They also use automated patch management tools to streamline this process, reducing the workload on their IT staff.

Cost-Effective Tools - Brewery X employs affordable antivirus and anti-malware solutions that provide robust protection without breaking the bank. They also utilize free or low-cost tools for network monitoring and vulnerability scanning, which help identify potential threats before they can be exploited.

Incident Response Plan: To prepare for potential breaches, Brewery X developed a simple yet effective incident response plan. This plan outlines steps to take in the event of a security incident, ensuring that the team can respond quickly and effectively to minimize damage(Watson, 2025).

References:

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