



The Mastercard Trust Center

America's SBDCs 2021
Conquering Risk Conference

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Cyber & Intelligence Solutions at Mastercard



Cybercriminals are Attacking Small & Medium-size Businesses (SMBs) at an **Alarming Rate**



427% increase in cyberattacks on small businesses in 2020¹

60% of SMBs that have experienced a cyberattack go out of business within 6 months¹

50% of SMBs have experienced a cyberattack³

95% of cyber breaches are caused by human error¹

43% of SMBs lack any type of cybersecurity defense plans²

14% of SMB owners rate their ability to mitigate cyber risks and attacks as highly effective⁵

91% of cyberattacks start with a phishing email⁴

Help Small Businesses Improve Cybersecurity...

The consequences of failing to take proactive cybersecurity actions can be disastrous

**It Takes 20 Years to
build a reputation**
and few minutes of cyber-
incident to ruin it.

Stephane Nappo

Securing Trust. Trusting Security.



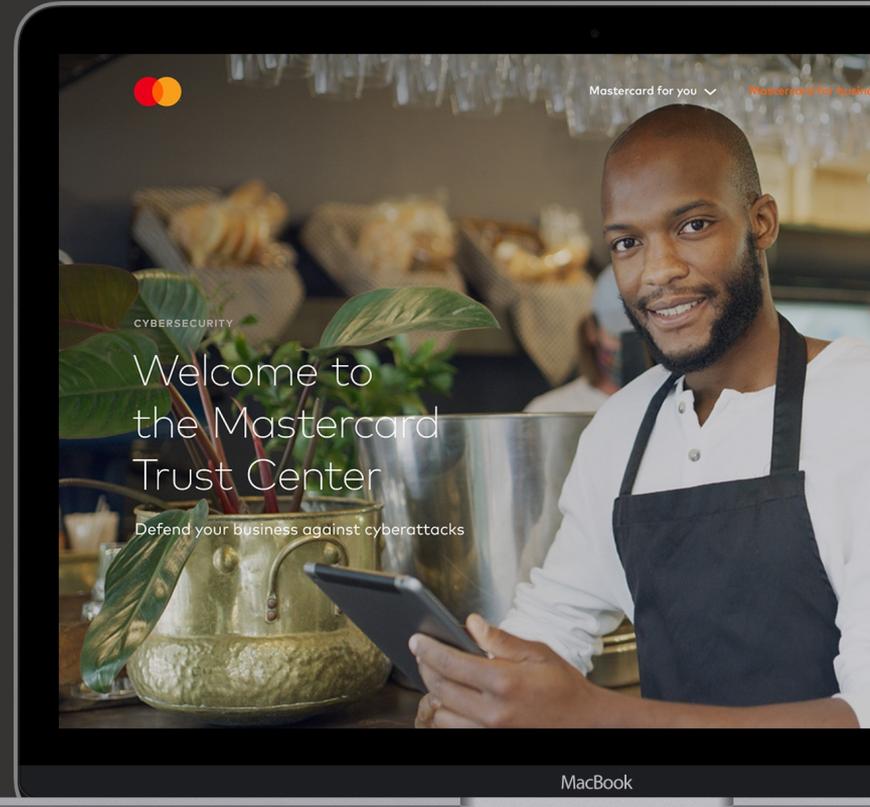
The Mastercard Trust Center is here to help SMBs...

The Vision

Mastercard provides small and medium businesses worldwide trusted and essential cybersecurity solutions.

The [Mastercard Trust Center](#) offers easy, centralized access to free and wide-ranging research, education, resources, and tools designed to help secure cyber ecosystems of small and medium businesses.

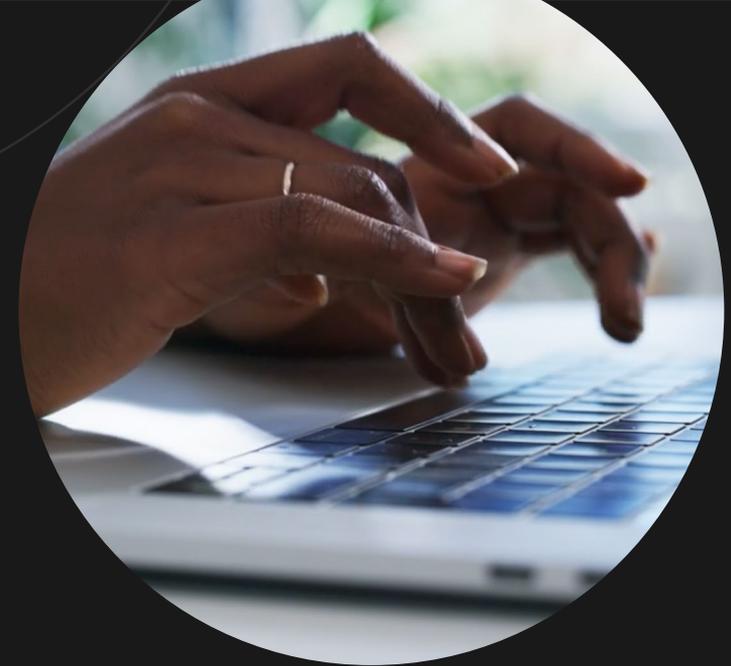
It's our mission to bring the Mastercard Trust Center to every small business, everywhere, enabling them to feel more secure and better equipped to thrive against uncertainties.



THE MASTERCARD TRUST CENTER

The Approach

We developed three distinct personas* for users of the Mastercard Trust Center, based on their level of cyber expertise. Cybersecurity resources and tools are tailored to the needs of these personas.



*The personas depicted herein are fictitious and any resemblance to actual persons or events is purely coincidental.



THE MASTERCARD TRUST CENTER

The Learning Journey

With our comprehensive understanding of these three unique personas, we created a learning journey for each — customizing the resources and tools to their individual level of cybersecurity expertise.



**LEARN
THE BASICS**

"I'm a beginner
who's feeling
overwhelmed"

This journey simplifies the basics behind cybersecurity, with the intent to remove the anxiety around implementing solutions.



**EXPAND YOUR
KNOWLEDGE**

"I'm fairly
experienced
but want to
learn more"

This journey acknowledges a greater-than-basic understanding but points out how to protect against unknown vulnerabilities.



**MASTERING YOUR
SECURITY**

"I'm an expert
looking to keep
one step ahead"

This journey is designed for a high level of expertise, for those looking to future-proof their defense protocols.

Each learning journey
explores three
cybersecurity topics:

CYBERSECURITY
CORE CONCEPTS

CYBER ATTACK
METHODS

PROTECTING
YOUR BUSINESS



The Learning Journey

Where are you on your cybersecurity journey?



I'm a beginner who's feeling overwhelmed

Many budding entrepreneurs or owners of smaller businesses can feel anxious just thinking about implementing cybersecurity solutions. But protecting your, and your customers' data is crucial – and less difficult than you may think.

Learn the basics



I'm fairly experienced but want to learn more

You might have some cybersecurity practices in place, but do you know what your vulnerabilities are? Discover how you can be one step ahead with proven advice, resources and solutions.

Expand your knowledge



I'm an expert looking to keep one step ahead

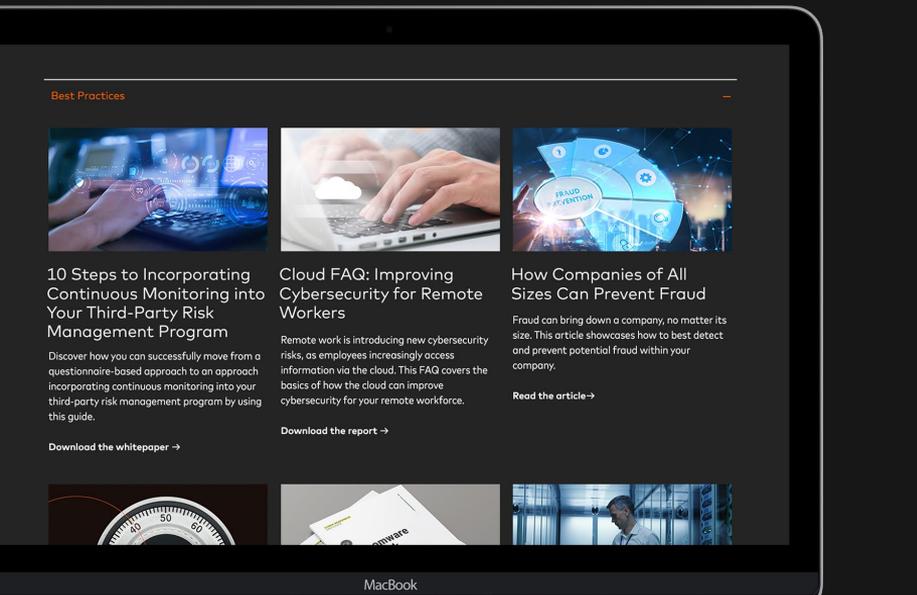
You've established cybersecurity best practices, but the ever-changing risks mean taking defense protocols to the next level. Making Mastercard a trusted partner can help set you up for success.

Master your security



Resources and Tools

We make the learning journey simple by providing information, research and solutions in multiple formats to best help users learn about and implement each topic.



PODCASTS



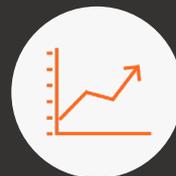
VIDEOS



WHITEPAPERS



ARTICLES



INFOGRAPHICS



TOOLKITS



The Mastercard Trust Center can help your small business clients improve cybersecurity with free education, resources and tools



Visit the Mastercard Trust Center

[Click here](#) to start
your learning journey

Contact Gina Ganahl at
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Mastercard Trust Center

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