

**eSENTIRE**

# Aligning Your 2025 Budget with Top Emerging Threats

Emerging threats like AI-driven attacks demand a fresh approach to cybersecurity budgeting. Learn the top risks identified by eSentire's Threat Response Unit in 2024 and how to prioritize your budget to address them.

**LEARN MORE**



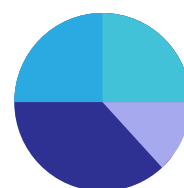
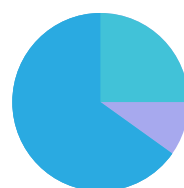
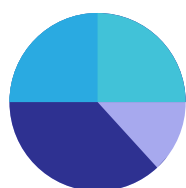
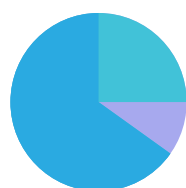
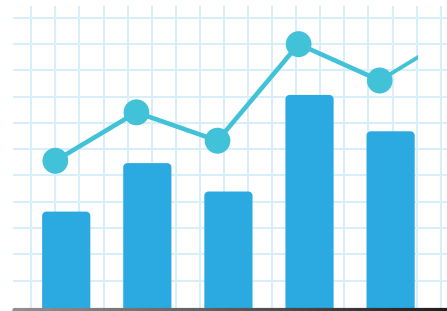
## THE CHALLENGE

# Evolving Threats Demand Smarter Investments

Your security budget should target the most significant risks to your organization, with an eye toward both current trends and emerging challenges.

Threat prioritization is key to effective resource allocation.

## Budget



## TOP EMERGING THREATS

# Ransomware-as-a-Service (RaaS) and Initial Access Brokers (IABs)

RaaS has made ransomware accessible to anyone, turning SMBs into prime targets.

IABs amplify the threat by selling stolen credentials and network footholds for as little as \$1,000 on the Dark Web.

Protect your business by investing in 24/7 **Managed Detection and Response, Multi-Factor Authentication**, and **Dark Web Monitoring**.

## TOP EMERGING THREATS

# AI-based Threats and Social Engineering at Scale

AI enables sophisticated phishing, deepfakes, and automated malware.

Deploy **Advanced Threat Intelligence** to identify AI-driven tactics and **Behavioral Analytics** to flag unusual activities in real time.

Prioritize **Security Awareness Training** to help employees spot suspicious communications and files.

## TOP EMERGING THREATS

# Credential Theft and Insider Threats

Credential theft, through phishing or malware, gives attackers the keys to move laterally across networks. Insider threats, whether malicious or accidental, are rising in hybrid work environments.

Strengthen your defenses with **Identity and Access Management (IAM)** solutions, **Data Loss Preventions (DLP)** technologies, and **User and Entity Behavior Analytics (UEBA)**.

## TOP EMERGING THREATS

# Browser-Based Threats: Closing the Gaps

Malicious extensions, phishing sites, and drive-by downloads exploit browser vulnerabilities, often serving as entry points for ransomware.

Prioritize **Secure Web Gateways, Browser Isolation**, and **Endpoint Protection** to safeguard your users and prevent data loss.

## STRATEGIC INVESTMENTS

# A Budget Prioritization Framework

Use a **Security Program Maturity Assessment** to identify key gaps.

Align budgets with **NIST CSF** to focus on prevention, detection, response, and recovery.

Stay ahead of attackers with proactive investments and continuous improvement.

BUDGET PLANNING GUIDE

# Align Your 2025 Budget with Today's Top Cyber Risks

BUDGET PLANNING GUIDE

Building a 2025  
Cybersecurity Budget  
to Address Emerging  
Cyber Threats

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