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When you need IT

The Cybersecurity Extinction Prevention Guide

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Introduction

Millions of years ago, dinosaurs ruled the Earth. They were massive, dominant and built to survive anything, until the meteor came. In an instant, their reign ended.

As a business leader, your priority isn't just growth. It's ensuring your company can survive the unexpected.

AI-driven cyberattacks, sophisticated supply chain breaches and deepfake-powered scams are the meteors targeting today's businesses. They strike without warning and can erase years of progress overnight.

If the impact came tomorrow, would your business survive?

The good news is you can see this threat coming. You still have time to adapt, but only if you act before it hits.

This eBook reveals the strategies resilient companies use to avoid digital extinction, from adopting zero-trust security to strengthening supply chain security.

You'll learn how to adapt early, resist attacks and recover stronger—so no cyber meteor catches you unprepared.

Chapter 1

Zero trust by default

Zero trust treats every user, application and device as untrusted until proven otherwise. Think of it as having a guard at every door of your business. No one gets access by default. Whether you're an employee, guest or stranger, you must prove you have the clearance or permission to be there.

Why IT matters:

In the past, once you were inside a business's network, you were trusted. The problem is that trust left cracks wide open for attackers. Zero trust changes the rules, replacing "trust but verify" with "never trust, always verify," because hackers can slip in by stealing passwords, exploiting flaws or fooling employees.

How to put it into action:

- Verify every login, every time.
- Limit access to only what each person needs.
- Segment your systems so a breach in one area cannot spread.
- Monitor for unusual activity and respond immediately.

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Chapter 2

AI-augmented defence

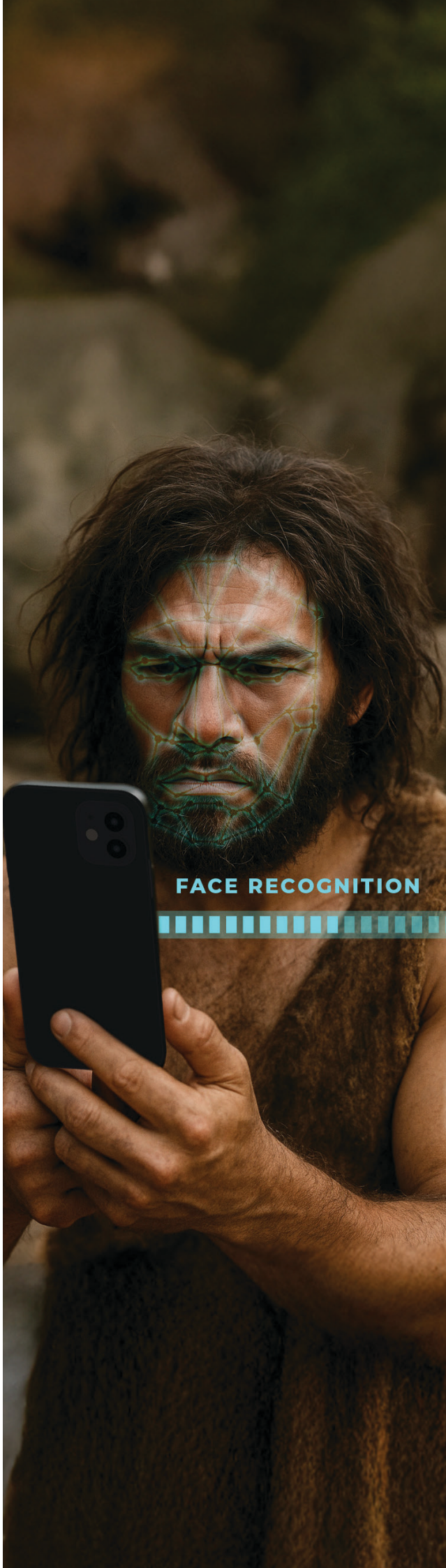
Successful businesses leave the heavy lifting to smart tech. Instead of juggling daily operational demands and cybersecurity, you can rely on AI and machine learning to strengthen your defences.

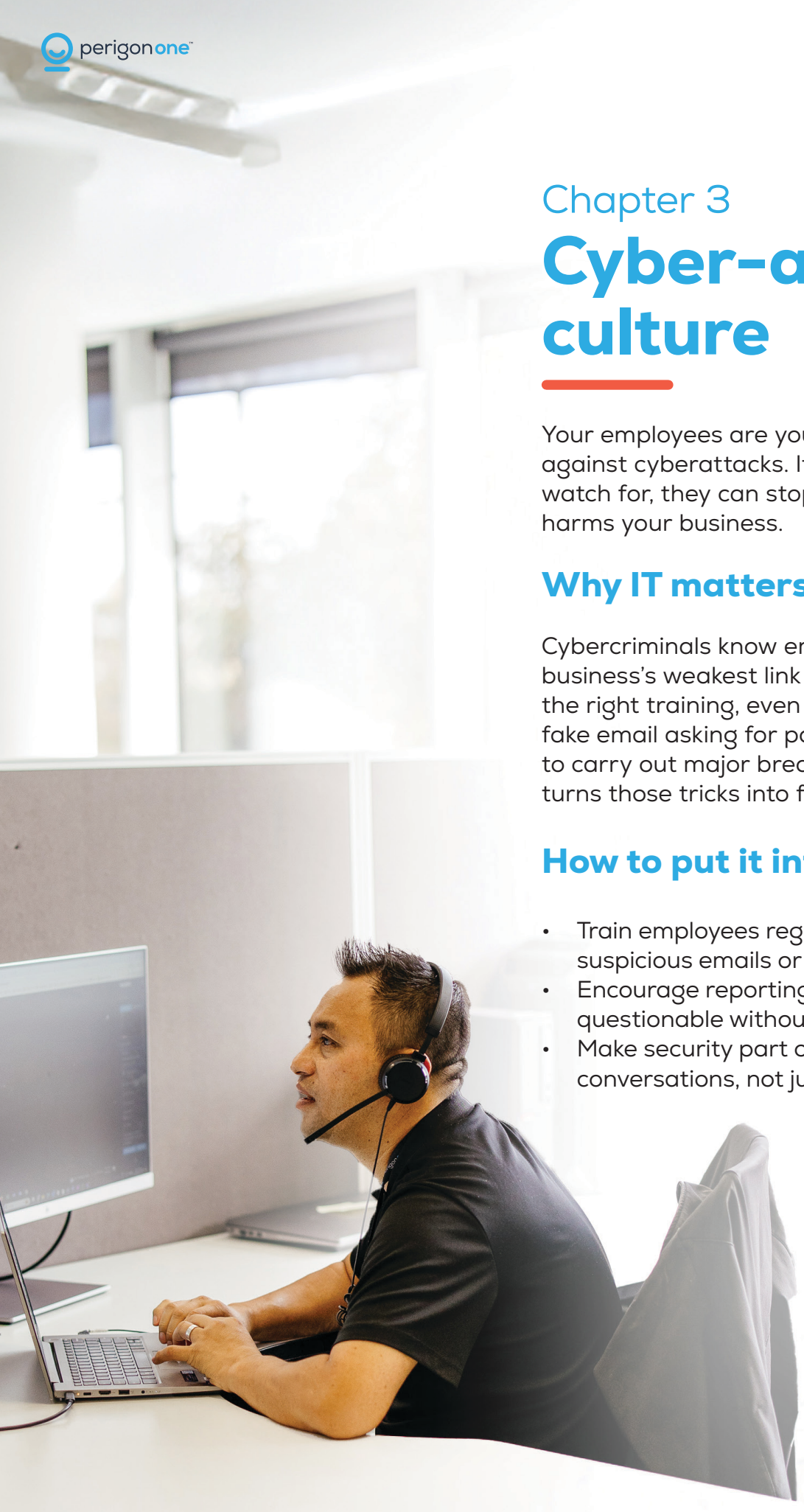
Why IT matters:

Cyberattacks happen in seconds. AI can scan millions of activities at once, spot danger in real time before it causes harm and even stop attacks before they happen.

How to put it into action:

- Use AI tools to instantly flag unusual logins or file changes so you can act before trouble spreads.
- Let AI block suspicious emails before they ever reach your team, saving time and headaches.
- Set up AI to monitor your network 24/7 so threats are spotted even when you're off the clock.
- Automate routine security checks so your staff can focus on higher-value work.





Chapter 3

Cyber-aware culture

Your employees are your first line of defence against cyberattacks. If they know what to watch for, they can stop an attack before it harms your business.

Why IT matters:

Cybercriminals know employees are often a business's weakest link in security. Without the right training, even a simple trick like a fake email asking for passwords can be used to carry out major breaches. Awareness turns those tricks into failures.

How to put it into action:

- Train employees regularly to spot suspicious emails or unusual requests.
- Encourage reporting of anything questionable without fear of blame.
- Make security part of everyday conversations, not just "IT's job."

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Chapter 4

Resilience over perfection

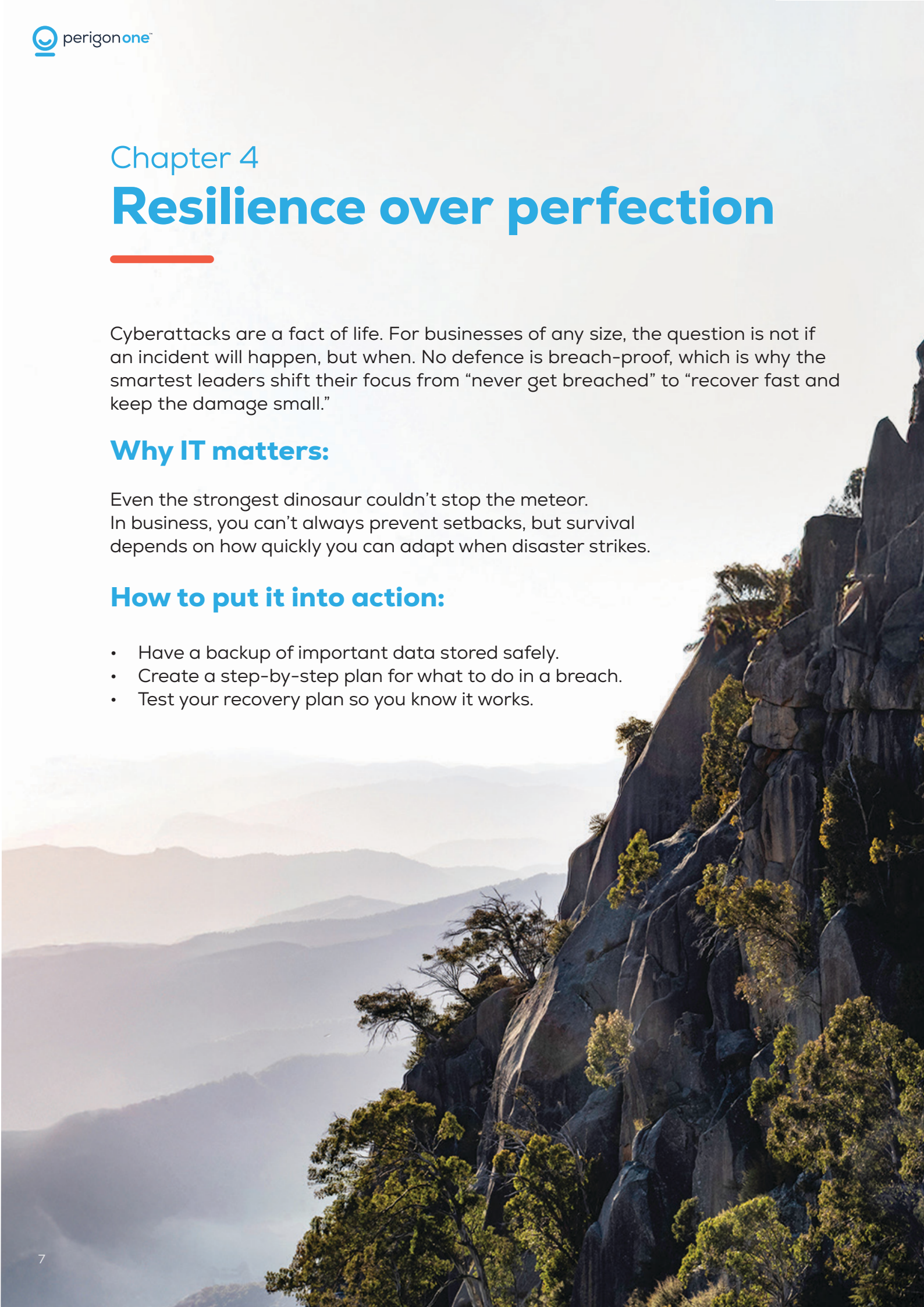
Cyberattacks are a fact of life. For businesses of any size, the question is not if an incident will happen, but when. No defence is breach-proof, which is why the smartest leaders shift their focus from “never get breached” to “recover fast and keep the damage small.”

Why IT matters:

Even the strongest dinosaur couldn’t stop the meteor.
In business, you can’t always prevent setbacks, but survival depends on how quickly you can adapt when disaster strikes.

How to put it into action:

- Have a backup of important data stored safely.
- Create a step-by-step plan for what to do in a breach.
- Test your recovery plan so you know it works.



Chapter 5

Supply chain security

Your business is not an island. You work with suppliers, partners and vendors, and many of them have access to your systems or data in some way. If one of their cybersecurity systems is compromised, cybercriminals can use that weakness to exploit your business.

Why IT matters:

Attackers often target smaller, less protected businesses in your supply chain to reach you. For example, a single small vendor breach can be the starting point for major ransomware attacks that incapacitate much larger companies.

How to put it into action:

- Make sure all your partners follow cybersecurity best practices.
- Limit the access they have to your systems.
- Review and update agreements to include cybersecurity requirements.

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Conclusion

Sixty-six million years ago, the dinosaurs didn't see the meteor coming. They had no warning and no chance to prepare.

Cyberthreats are the meteors of our digital age, but unlike the giants that walked the Earth back then, you can adapt. The difference between survival and extinction is what you do next.

If you're not sure where to start, we can help. **Don't wait for impact—evolve now, before the digital dust settles.**

perigonone™

1300 669 220

reachout@perigonone.com.au

perigonone.com.au

Unit 18/19 51 Kewdale Road
Welshpool WA 6106