

# Crawford Cyber Loss Management Solution for Small to Medium-Sized Enterprises (SMEs)

## Understanding the Risk

The threat of cybercrime continues to grow and evolve, impacting organizations across all industries of all sizes. Ransomware attacks have risen by 250 per cent since 2016 <sup>1</sup>. High-profile cyberattacks have hit several large organizations over the years, with threats spiking in 2017 <sup>2</sup>. Cyber security incidents can be costly to an organization's finances and reputation, potentially damaging customer or stakeholder confidence and trust.

Although attention on cyberattacks is often more pronounced around their occurrences with large organizations, statistics show that small to medium-sized enterprises (SMEs) are at considerable risk of such attacks. StaySafeOnline.org states that SMEs account for over 70 per cent of data breaches <sup>3</sup>. Since 98 per cent of the Canadian economy is comprised primarily of SMEs, protecting this large segment of the Canadian economy from cybercrime is vital <sup>4</sup>.

## Reasons cyber criminals are attracted to SMEs include:



**Less dedicated resources & financial investment in cyber defence**

**Less guarded business records**  
(which include personally identifiable information)

**SMEs connection to larger organizations**

## The Solution

Crawford has developed a cyber solution response to promptly address cyber incidents in a cost-effective manner. In developing this solution, we recognize the need for an effective and efficient response, while still providing access to the services needed to respond to an SME level cyber incident.



CALL CENTRE  
SERVICES



INCIDENT  
MANAGEMENT



FORENSIC  
ACCOUNTING  
SERVICES



DESKTOP  
ADJUSTING



THIRD PARTY  
ADMINISTRATION

<sup>1</sup> "Small Businesses and the Threat of Cyber Crime." Media Plant Industry and Business, September 2017, accessed May 31, 2018  
<http://www.industryandbusiness.ca/insight/small-businesses-and-the-threat-of-cyber-crime>

<sup>2</sup> Ibid

<sup>3</sup> Ibid

<sup>4</sup> "Cyber Security in Canada: Practical Solutions to a Growing Problem." The Canadian Chamber of Commerce, April 2018, accessed February 1, 2018,  
[www.chamber.ca/advocacy/ten-ways/160218\\_Barrier2.pdf](http://www.chamber.ca/advocacy/ten-ways/160218_Barrier2.pdf)

## ClaimsALERT™ Contact Centre

When a cyber incident occurs prompt attention and response to the matter is vital. Crawford's own ClaimsALERT™ Contact Centre makes reporting an incident to Crawford easy and straightforward. Call or email us and we will handle it from there. Our ClaimsALERT Contact Centre is open 24 hours a day, 7 days a week.

### Features:

- Around the clock claim intake and customer service support nationwide
- Efficient management of call volumes, call distribution and call history data
- Bilingual French call centre representatives
- Dedicated phone number(s) and scripting
- Customizable programs to meet the specific needs of our clients
- Ability to provide assistance in over 180 different languages

## Incident Management

Crawford incident managers are the single point of contact for our clients, delivering 24/7 response and coordination requirements needed for event response and loss adjustment. The incident manager understands the process associated with handling such matters, and will tailor a suitable response based on the size of the loss and the client's needs.

Crawford has an established network of experts in forensic information technology, legal counsel, public relations management, forensic accounting and investigation, regulatory and public notifications, cyber extortion and identity protection that can be easily leveraged as needed in the event of a cyber incident. Our partners combine their expertise with industry-leading threat intelligence and endpoint technology to help you with all aspects of incident response, addressing each incident with a tailored solution.

## Forensic Accounting Services

Apart from our network of specialists in our cyber program, Crawford's in-house forensic accountants can be utilized to assist in the financial mitigation of a cyber loss and to quantify the extent of the loss. Experiencing a cyber event that renders an insured's computers and systems useless for a period of time, resulting in a shut down in operations or a reduction in business activities, can be frustrating and costly. A Crawford forensic accountant can assist in identifying any losses that might have occurred as a result of the cyber incident and quantify the loss amount to further expedite the indemnification process.

## Desktop Adjusting

The Crawford incident manager will guide our clients through the early stages of an event and create a framework for the adjustment process based on real-world experience. The assistance of our specialized desktop adjusters will be leveraged to adjudicate the loss. From investigation and reporting to determining causation and providing settlement recommendations, our loss professionals are well positioned to manage all facets of a cyber loss.

## Third Party Administration

Crawford offers third party administration (claims management services) designed to meet the specific cyber loss management needs of our clients. We provide our clients with complete third party administration services, including claims intake and triage, incident management with the oversight of our network of specialized experts, file supervision, and data management / bordereaux maintenance. Our dedicated team of client service managers and adjusters have extensive insurance experience and can provide you with a single window of contact to manage every detail of the cyber loss program. Equipped to respond to any claims situation at any time.

# About Crawford & Company®

For over 80 years, Crawford has solved the world's claims handling challenges and helped businesses keep their focus where it belongs – on people.



Loss  
Adjusting



Third Party  
Administration



Managed  
Repair



Medical  
Management



On-Demand  
Services



Edjuster Contents,  
Services & Technology



Catastrophe  
Response

**9,000** employees | **50,000** field resources | **70** countries | **\$18B+** claims managed annually