



# When It Comes to Food, Safety Strategy Includes More Than Just Your Product

## The Clock is Ticking

The U.S. has seen the cost of cyber-crime quadruple from 2013 to 2015, and it is predicted to multiply itself again to reach 2.1 trillion globally by 2019. <sup>1</sup> While it is tempting to think that big banks and retailers are most at risk, food and beverage companies are actually part of the top three most attacked industries in the U.S.<sup>2</sup>

Considering the trends, your company may already have a target on its back. You can no longer afford to run old systems into obsolescence and patch security holes as they are noticed. An un- or under-protected system puts your company at risk for losing more than just a chunk of your profits.

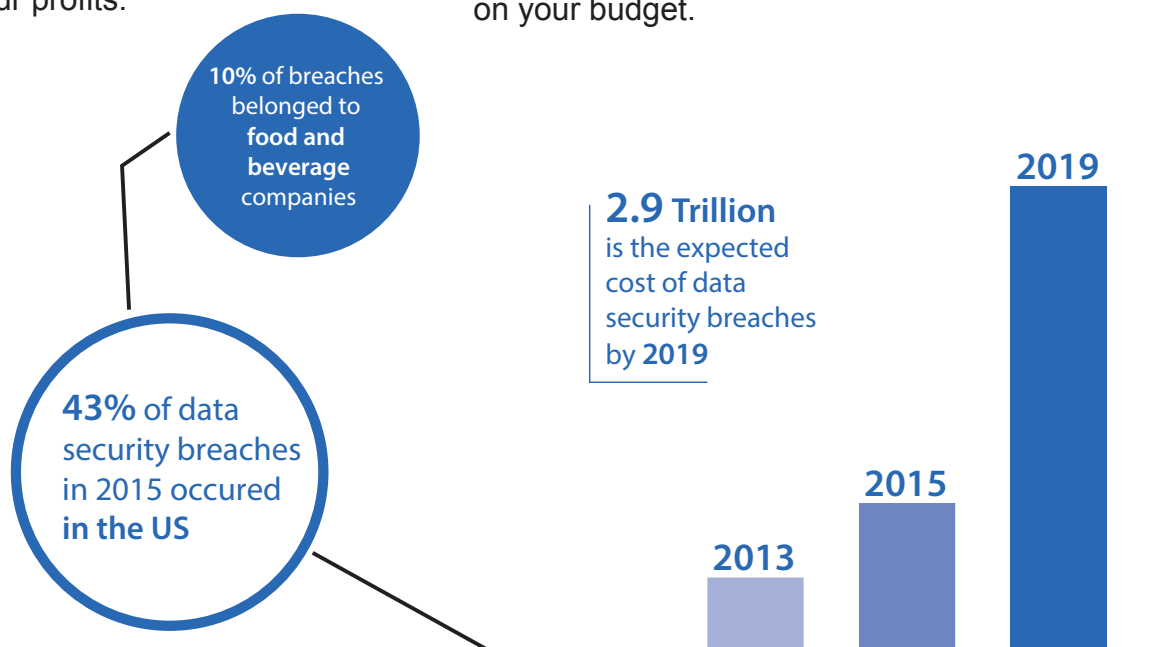
## Damage Beyond Your Balance Sheet

The average cost of a data breach is \$6.5 million<sup>3</sup> and when employee and customer information is compromised, lawsuits and legal issues can

follow your brand for years. Other attacks can result in confidential recipes, distribution plans and competitive pricing information being publicized. This kind of leak can be severely detrimental, costing your company its unique product offering and competitive edge.

## Protect Your Company

One way that food and beverage companies are minimizing their vulnerability to data security threats is by making investments in technology and software to proactively keep systems up-to-date. But this strategy is not without its challenges. Planning a disciplined refresh cycle can be an overwhelming administrative burden and put a heavy strain on your budget.



<sup>1</sup>Forbes (2016) "Cyber Crimes Cost"



# Why Lease Your IT + Software?



**Remain Competitive**  
with state-of-the-art  
equipment



**Achieve More**  
by reducing ongoing  
IT maintenance



**Stay Ahead**  
of rapidly depreciating  
assets



**Spend Less**  
on rental payments vs.  
cash purchase price



**Reduce Exposure**  
to a data security  
breach



**Breathe Easy**  
as we responsibly recycle  
the outdated equipment

## About Us

First American specializes in lease-based technology renewal programs designed to meet the needs of food and beverage companies. Under a technology renewal program, organizations can be proactive about their IT refresh strategy, protect against cyber attacks, and may even pay less than the original equipment cost.

