

NOVEMBER/DECEMBER 2023

inside zhero

YOU DON'T NEED A
£1MILLION
CYBERSECURITY
BUDGET
IZAK OOSTHUIZEN

CRUSH THE CHAOS

The Ultimate
Cybersecurity Solution

**UNWRAPPING
REALITY**

Don't let the Grinch steal
your Christmas



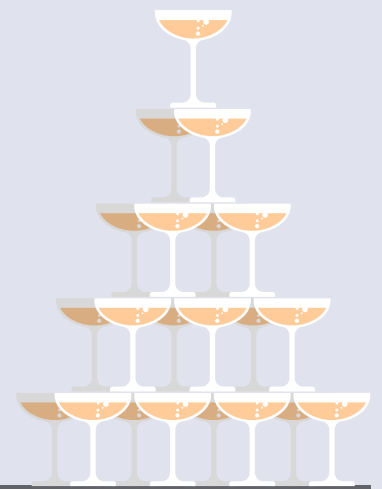
Message from Izak

Merry Christmas and Happy New Year, everybody. Welcome to a bumper Christmas edition of Inside Zhero!

I'm sharing some amazing news – the launch of my latest book, *You Don't Need a £1 Million Cybersecurity Budget*.

A handwritten signature in black ink, appearing to read 'Izak Oosthuizen'.

IZAK OOSTHUIZEN
Chief Executive Officer,
Bestselling Author



In this issue

You'll get the lowdown on how SMEs can deploy the best cybersecurity without breaking the bank and so much more.

CRUSH IT CHAOS



Tune in here:



zhero | PODCAST

IZAK HITS THREE AMAZON BESTSELLER LISTS WITH LATEST BOOK!



Our Founder and CEO, Izak Oosthuizen has done it again! His recent book release, **"You Don't Need a £1 Million Cybersecurity Budget"** hit Amazon.com and Amazon.co.uk's bestseller list, climbing all the way to Number One in the Information Technology, Online Safety & Piracy, and Viruses & Malware categories.



In this book, best-selling author and IT security expert Izak demonstrates how how businesses can implement robust cybersecurity on a budget. He outlines the common mistakes that leave companies vulnerable, from poor password practices to lack of backups. Izak then provides practical advice on implementing fundamental security controls like antivirus software, firewalls, access management, and encryption. Crucially, Izak emphasizes that expensive solutions are not required. By focusing on core protections and best practices, SMEs can defend themselves from the majority of cyberattacks.

The book also examines future trends and challenges associated with AI, automation, and remote work that may impact security. Drawing on over 25 years of hands-on experience, Izak outlines the fundamentals every company needs, including antivirus and anti-malware monitoring, firewalls and intrusion prevention, access control and identity management, encryption of data at rest and in transit, and extensive backup and recovery provisions.

With the recent news around Cybersecurity in the headlines **“You Don’t Need a £1 Million Cybersecurity Budget”** subject matter is a hot topic and a must-read for all business owners.

On Wednesday, 29 November, Izak celebrated the release of **“You Don’t Need a £1 Million Cybersecurity Budget”** at the official book launch held at Gaucho in Liverpool Street, London.



2023 TIME CAPSULE

HIGHLIGHTS FROM ZHERO OVER THE LAST YEAR

January

Zhero became a trusted partner of the Cyber Resilience Centre for London (CRC), one of only 11 companies selected. The CRC aims to make London the safest city in the world to do business online.



May

Izak attended the N-able Empower Conference in Prague. He was one of 50 hand-picked MSPs attending #EmpowerPrague and attendees lapped up his “Building your security stack and cyber resiliency” presentation.

June

Zhero was awarded the “Best International SME IT and Cybersecurity Support Company 2023” by the acclaimed SME Awards. Another milestone demonstrating our commitment to delivering best-of-breed IT support and cybersecurity.



June



Izak joined selected UK cyber leaders at the London Market Forums (LMF) 2023 Cyber Resilience Leaders Summit. Izak’s keynote, “**You Don’t Need a £1 Million Cybersecurity Budget**” went down well and served as a taster for his latest best-selling book.

July

Izak was a panellist on the “Technology Beyond Today” panel discussion hosted by **Economist Impact**. The event took place at the JW Marriott Grosvenor House on Park Lane and everybody was inspired by Izak’s take on the synergy between new technologies and cybersecurity.



2023 TIME CAPSULE

August

Zhero turned 17 and team festivities were enjoyed by the teams in London and Cape Town.



October

Zhero was awarded the title of the “Most Innovative Computer & Network Security Company of 2024” by SME500 UK. This was a further acknowledgement that we are part of an exclusive group providing excellence in the cybersecurity marketplace.



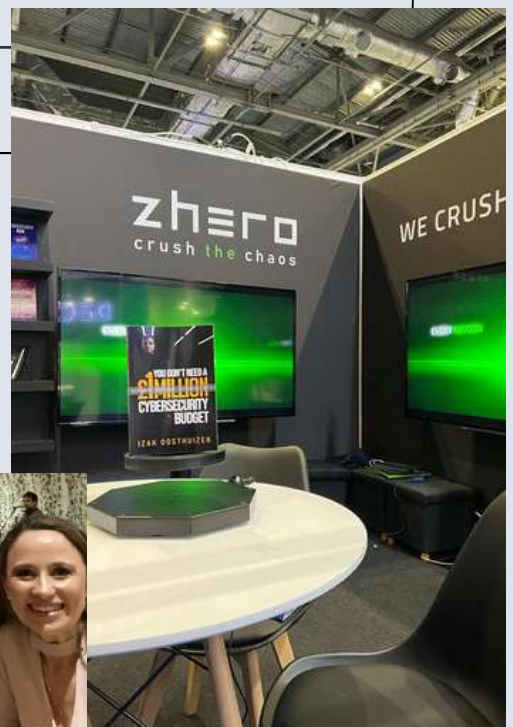
October

Zhero sponsored the LMF Technology & Innovation Summit in London, which hosted business leaders from across the UK. As a panellist on “The Role of Data in Business Transformation”, Izak shared invaluable insights on the relationship between data strategy and cybersecurity.

November

Zhero participated in its first-ever expo at the London Business Show at Excel, joining 750 exhibitors and 350 speakers.

Izak was a participant on the “Cybersecurity Panel” and #TBSUK was also a soft launch for his latest book, “**You Don’t Need a £1 Million Cybersecurity Budget**”.



2023 TIME CAPSULE

November

An immersive and spectacular audio-visual display that combined Jeff Wayne's War of the Worlds and Ravel's Bolero marked the official launch of **"You Don't Need a £1 Million Cybersecurity Budget"**.

The book had already peaked at #1 on Amazon in the UK and the US, making Izak an International Bestselling Author!



December

As the year comes to a close, we celebrated our year-end functions to honour our exceptionally hardworking team. Recognizing their dedication, we treated them to a special dining experience as a token of appreciation.

This event was part of our annual employee awards ceremony and proved to be a joyful and memorable occasion for everyone involved.

Additionally, we were privileged to have Professor Raj from City University of London attend the event all the way from London, adding further significance to the celebration.



“With over 43% security incidents accounted as human error – clearly training is not going to work, we need to setup systems to safeguard us.”

Izak Oosthuizen

Zhero Founder and CEO,
Bestselling author





UNWRAPPING REALITY

The festive season is a time of joy, celebration, and giving, marked by an air of excitement and generosity. However, amidst the cheerful atmosphere and bustling activities, it's crucial to remain vigilant against the rise of online scams that tend to surge during this period. Unfortunately, this time of year becomes a breeding ground for deceitful individuals who prey on people's goodwill and eagerness to find great deals or exclusive offers. These scam artists cunningly manipulate the holiday spirit, often promising unbelievable discounts, limited-time offers, or coveted items at incredibly low prices, only to vanish into thin air after receiving payment, leaving victims empty-handed and defrauded of their hard-earned money.

One such example of these nefarious practices involves fraudulent online stores enticing customers with unbelievable discounts on popular electronic gadgets just before the holidays. Offering supposed "doorbuster deals," these sites attract unsuspecting buyers by displaying flashy advertisements on social media platforms or through unsolicited emails. Eager shoppers, lured by the promise of substantial savings, hastily make purchases only to realize later that the products never arrive. Instead, they're left with no recourse, having fallen victim to a scam where their money is gone, and the deceitful vendors are untraceable. Everyone must exercise caution, verify the authenticity of offers, and shop only from trusted sources to stay protected from such scams during this festive season.

Don't let the Grinch steal your Christmas

As the festive season provides the perfect opportunity for scammers to swindle you out of your money as you merrily shop online. Let's check out four **trending scam types** that you should always watch out for.

- **Fake Website Scam** - Cybercriminals create imitation versions of popular online stores, closely mimicking the real sites to deceive unsuspecting shoppers.
- **Fake Order Scam** - Scammers employ phishing tactics, sending fake emails about non-existent online orders to trick recipients into clicking malicious links. The goal is to capture sensitive information for fraudulent activities.
- **Fake Delivery Notification Scam** - Scammers take phishing a step further by sending counterfeit delivery notifications, often pretending to be reputable carriers like FedEx or UPS. Clicking on the provided link exposes personal information to the attackers.
- **Gift Card Scam** - Some online stores may request payment through untraceable digital gift cards. Since these transactions are difficult to trace, victims often struggle to recover their funds. According to the Federal Trade Commission, one in four fraud victims pays with a gift card.





Avoiding festive blues

Here are four go-to tips you can use to outfox any scammers trying to do you in while you shop online:

- **Check before you buy** - You may often find yourself in unfamiliar territory when searching for unique or niche items from lesser-known brands. It's crucial to invest extra time in reading reviews and confirming the legitimacy of the company you're dealing with. Research is a step in the right direction.
- **Go credit not debit** - In the UK, when you use your credit card to make a purchase between £100 and £30,000, you're protected by 'section 75' of the Consumer Credit Act. This provision means that the credit card company shares equal responsibility or liability in case of fraud.
- **Never click unfamiliar links** - When you get an unexpected text from an unfamiliar number or a dubious email concerning an order you don't recall making, it's essential to keep your emotions in check. Scammers rely on high-pressure tactics to confuse you and prompt you to hastily click on a link to "address the issue," but it's usually a trap.



Meet the team



Chris Haverly
UK OFFICE MANAGER

Hi Chris! What made you realise you want to go into the IT industry? ✓✓

I was naturally drawn into the world of technology and IT, particularly researching new and exciting topics. Now, I love writing about IT and all things tech.

What's your most-used productivity tool? ✓✓

All Microsoft apps, especially Word and Teams - and don't forget WhatsApp!

How would you describe yourself? ✓✓

When people first meet me they think I'm shy. I'm not. I like socialising. I also would like to think that I am kind and considerate.

What do you enjoy the most about your role? ✓✓

I really enjoy the variety and the opportunity to learn something new every day.

Do you have any hidden talents or hobbies? ✓✓

I enjoy cooking and love to travel. After London, Budapest is the best place on the planet!

What is your favourite movie or TV show? ✓✓

This is a tricky one because watching movies is a hobby of mine. At the moment it's the romcom Red, White & Royal Blue on Amazon Prime.



LONDON

162 Farringdon Road
London
EC1R 3AS

SPEAK TO US

+44 20 7183 3975



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crush **the** chaos