

Case Study

CYBER SECURITY – NOT JUST FOR THE REACTIVE



The Wheatbelt Business Network (WBN) is a vital hub for business mentorship and networking in Western Australia. Their members wanted to learn about cyber security, amidst the rising threat of cyberattacks on small and medium businesses (SMBs). Discover how Inspired IT helped WBN educate their members on cyber security and drive a stronger, more secure business community.

Understanding the Wheatbelt Challenge

Like many SMBs, WBN members are increasingly vulnerable to cyber threats. Given their limited knowledge and resources, they often rely on fragmented, ad-hoc approaches to cyber security. Budgetary constraints and a lack of in-house expertise, further exacerbate their vulnerability.

WBN recognised the need to equip their members with the knowledge to defend their businesses. The organisation found a way to bridge the gap and empower their members with actionable cyber security strategies and training.

A Tailored Solution for *Savvy Businesses*

WBN enlisted the help of Inspired IT, one of their members and an IT solutions provider known for their professionalism, experience, and a genuine passion for cyber security education. Inspired IT took the time to understand WBN's specific needs and their audience – the diverse business owners and entrepreneurs of the Wheatbelt.

Inspired IT partnered with WBN to deliver a customised cyber security presentation, highlighting:

- 1** The challenges faced by the WBN members
- 2** The solutions that were available to them
- 3** The positive outcomes and lasting impact on the Wheatbelt business community



Key Factors for *Success*

ENGAGING CONTENT

The presentation was both informative and interactive. Inspired IT used engaging visuals and activities to keep the audience captivated, ensuring comprehension and retention.

Passionate Delivery

"The presentation wasn't just delivered; it was presented with genuine enthusiasm. The presenter's passion for cyber security resonated with the audience, making the session both informative and inspiring."

ACTIONABLE INSIGHTS

Theory is valuable, but action is key. Inspired IT went beyond theoretical concepts, providing practical tips and real-world examples that WBN members could implement immediately.





Building a *More* Secure Wheatbelt

The presentation was a resounding success. WBN members praised the engaging delivery, simplified explanations, and actionable takeaways. Outcomes from the session:



Increased Awareness

The presentation sparked important conversations about cyber security among members.



Empowered Business Owners

Attendees left equipped with practical cyber security strategies to safeguard their businesses.



Stronger Collaboration

The success of the presentation paved the way for an ongoing partnership between WBN and Inspired IT, aiming to foster a more secure Wheatbelt business community.

Words of Advice for Businesses Facing Cyber Security Challenges

“Don’t underestimate the cyber threat. Invest in education – for your staff and your members. Partner with an IT expert who understands your needs and can translate complex topics into actionable knowledge.”

Together, we can build a more secure business ecosystem in the Wheatbelt.”

Gemma B, Member Relations Manager for WBN





WBN's *Vision for the Future*

WBN is committed to empowering their members and fostering a thriving business environment. Cyber security awareness is now a key pillar of this vision. They plan to continue collaborating with Inspired IT to offer further cyber security resources and workshops for their members.



INSPIRED IT: YOUR PARTNER IN *Building a Secure Future*

Don't let cyber threats keep you up at night. Inspired IT offers comprehensive cyber security solutions, from vulnerability scanning and penetration testing, to email security and employee training.

Contact us today for a free consultation!



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