Merchants Information Solutions announces SmartIDentity for Business Data Breach Planning and Response Solution

The most comprehensive pre-breach planning and post breach response solution in the market today

New Orleans, LA / Phoenix, AZ (April 27, 2015) — Merchants Information Solutions, Inc. today announced from the 2015 Risk and Insurance Magazine (RIMS) Annual Conference the launch of SmartIDentity for Business – a robust, yet affordable pre and post information security breach solution designed specifically for small-to-medium sized businesses.

As cyber and information security threats along with data breach events increase, SmartIDentity for Business will help small business owners and executives conduct risk assessments, understand the threat landscape and support a formal incident response policy and plan.

"Small Businesses need a proactive solution to help their business prepare for and in the worst case overcome the crime of the 21st century – an information security breach," said Russ Johnson, President & CEO of Merchants Information Solutions. "While large organizations are rapidly increasing their information governance measures, there is a real void for cost-effective small business solutions to manage this new and emerging risk. We designed SmartIDentity for Business specifically to fill this need," said Johnson.

"Cyber security is more than an information technology event," said Mark Pribish, VP and ID Theft Practice Leader at Merchants Information Solutions.

Pribish stated that "cyber security has to be viewed as a holistic business event where human resources (e.g. current and former employee information); marketing and sales (e.g. current and former customer information); vendor relationships (e.g. payroll, healthcare or information technology); and physical environment including data mobility and working remotely have significantly increased the data breach risk for every size company."

"Businesses in the U.S. must navigate a gauntlet of state and federal laws and regulations concerning an information security breach and SmartIDentity for Business will help SMBs prepare for the worst, while keeping the business compliant with federal and state laws – including the 47 state breach notification of laws and regulations," said Johnson. SmartIDentity for Business is an information security and governance program and resource that will respond to cybercriminals and hacking attacks as well as the insider threat including employees and vendors – whether the data breach event takes place with malicious intent or via an accidental release of information.

Since most SMBs do not have a formal information security and governance plan, Merchants Information Solutions identified a need to support the SMB marketplace where most small businesses have limited resources and unidentified gaps in information security.

According to the 2015 Symantec Internet Security Threat Report "60 percent of all targeted attacks struck small- and medium-sized organizations. These organizations often have fewer resources to invest in security, and many are still not

adopting basic best practices like blocking executable files and screensaver email attachments. This puts not only the businesses, but also their business partners, at higher risk."

"Since small businesses are now the new target for data breaches, SmartIDentity for Business will help increase small business education and awareness while mitigating data breach related risks including identity theft," said Pribish.

Visit www.SID4B.com to learn more.

About Merchants Information Solutions

Merchants Information Solutions, founded over a century ago, is a pioneer in affordable consumer and business Identity Theft solutions. Through its industry-leading SmartIDentity and SmartIDentity for Business line of products Merchants protects the identities of over 10 million consumers and businesses each day. Merchants is one of less than 5% of all Identity Theft solution providers to offer full-managed recovery, the gold standard in identity restoration. Merchants also has a full line of pre-employment screening products including being the exclusive provider of the Merchants Integrity Test, which is guaranteed to reduce workers compensation loss rates through its unrivaled money back guarantee program.

www.merchantsinfo.com