



**WE GET YOU
READY**





BUSINESS RISK: LITIGATION



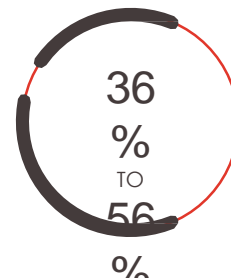
- For a small business owner, the word “litigation” can be a nightmare. Litigation impacts between 36% and 56% of all small businesses every single year, and litigation addiction in the U.S. costs small businesses more than \$100 billion each year. It’s been reported that 43% of small business owners have been threatened with or involved in a civil lawsuit.

- Litigations can be a long, drawn-out process for the small business owner. If you’re not prepared, you could wind up spending thousands of dollars and hours settling your dispute, not to mention the damage that could be done to your company’s reputation.

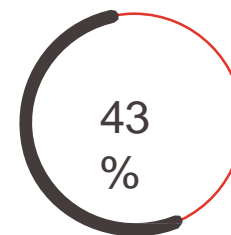
- Windwalker provides training and instructional design services that ensure your employees know what is expected of them, so no one can claim they were unaware of the policies and procedures of your company. We also provide a number of professional services to keep your employees engaged and satisfied in their jobs.

Litigation costs
\$100 Billion /
year
year to small business

Litigation impacts



43% of small businesses have been threatened with a lawsuit





BUSINESS RISK: PRESENTEEISM

- Having your employees at work and focused on their tasks is crucial to running your business at its full potential. Employee depression has been found to cost U.S. companies \$35 billion per year in reduced performance. What's more, the total annual cost of lost U.S. productivity attributable to health-related conditions exceeds \$225 billion, with the cost of presenteeism estimated at more than \$150 billion."
- Your employees should feel supported and welcomed while they're at work, and in order to provide this kind of environment, you'll need to go above and beyond to provide resources. Otherwise, you could be wasting money on payroll and sacrificing your employees' health.
- Windwalker works with our clients to provide a number of professional services such as workplace podcasts, improved employee portals, virtual summits, and more to make the workplace a more fun and efficient environment for all.



Cost of employee depression

\$35 Billion / year

Productivity attributable to health-related conditions exceeds

\$225 Billion / year

cost of presenteeism estimated

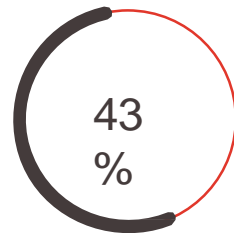
\$150 Billion / year

CYBERSECURITY

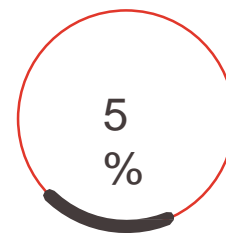
- Unfortunately, data breaches are not a new issue. Between January 1, 2005 and April 18, 2018, there were a recorded 8,854 breaches. 43% of breach victims are small businesses, and hackers attack every 39 seconds for a stunning 2,244 times every day. However, on average, only 5% of companies' folders are properly protected.
- Falling victim to a data breach can cause your business a lot of trouble. Not only will your company's private information be subject to exposure, but you could find yourself spending countless hours and dollars trying to fix the damage.
- With Windwalker's cybersecurity services, you'll be able to protect your employees, intellectual property, and infrastructure. We'll analyze where you can improve and give you the tools to keep your information safe.



hackers attack every 39
seconds 2,244 times
every day



of small businesses
have been victimized



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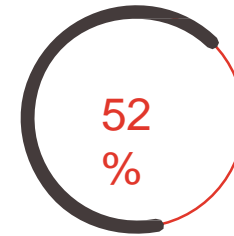
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CYBERSECURITY

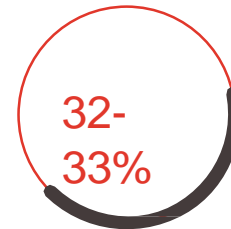
- Breaches can be difficult to protect yourself from because there are so many ways they can occur. 52% of breaches feature hacking, 28% involve malware, and 32-33% include phishing or social engineering, respectively. Data breaches exposed 4.1 billion records in the first half of 2019, and for the year as a whole, the average cost of a data breach is \$3.92 million.

- Even if you already have cybersecurity measures in place, you may not be protecting yourself and your employees from every type of breach. However, not taking the extra steps to protect your information can prove catastrophic if your data falls into the wrong hands.

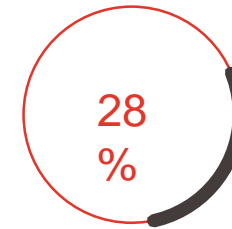
- Windwalker's cybersecurity services help to protect you from all kinds of breaches and can identify where your company needs the most help. This small investment can wind up saving you thousands of dollars down the road.



of breaches
feature hacking



involve phishing



involve malware

Data breaches in the first half of 2019

4.1 Billion Records

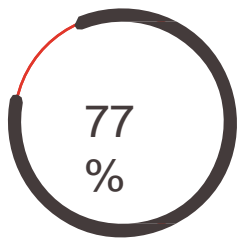
average cost of a data breach

\$3.92 Million



ELEARNING AND INSTRUCTIONAL DESIGN

- eLearning is becoming more popular and more effective than ever before. In 2017, 77% of U.S. companies reported using online learning, and 72% of organizations believe that eLearning puts them as a competitive advantage.
- The benefits of eLearning are immediately apparent. For every dollar spent on eLearning, companies make back \$30 in productivity. Comprehensive training programs have been shown to lead to a 218% higher revenue per employee, and actively engaged workforces deliver 2.6 times the earnings-per-share of their unengaged counterparts.
- With Windwalker, you can employ cutting-edge design, multi-media, visualization, and gamification strategies and technologies to see these incredible results for yourself. Your employees will be happier and more confident, and you'll see the financial results right away.



of companies use e-learning technologies

\$30
made for every
\$
spent in productivity
1

Growth in revenue per employee

218%

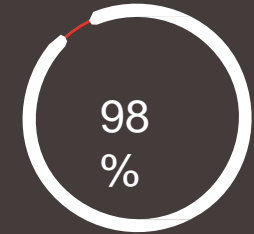


ELEARNING AND INSTRUCTIONAL DESIGN

- eLearning has been steadily growing for years. While 77% of companies were using eLearning in 2017, 98% said they planned to use it by 2020. The worldwide eLearning market is projected to be worth \$325 million by 2025 and could grow by \$12.81 billion between 2020 and 2024.

- eLearning has led to an increase in income for 42% of U.S. organizations, due in large part to the fact that it increases retention rates by 25% to 60%. This practice can also save revenue as opposed to in-person learning; IBM saved approximately \$200 million after switching to eLearning.

- Our instructional design services allow us to create custom, effective training solutions for your business. Your employees can learn from anywhere and apply their lessons to real on-the-job scenarios, resulting in more engaged, satisfied, and confident workers

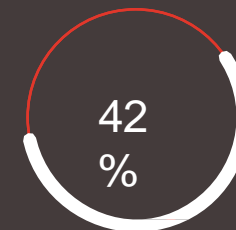


of companies plan to use e-learning in 2020

eLearning market projected worth by 2025

\$325 Million

increase in income from e-learning



increase in retention



PHYSICAL SECURITY STATISTICS

We offer world-class physical security support and services, from risk assessments to armed guard services. We understand the multiple layers of interdependent systems required for effective physical security programs.

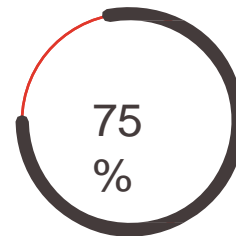


Active shoplifters in US
27 million

Steal amount
\$2-\$200

Losses in retail industry
\$35 million / day
\$13 billion / year

Adults shoplifters



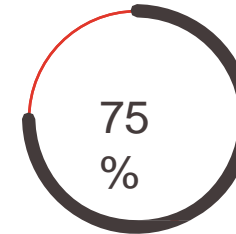
1.6 times a week

About **33%** of bankruptcies can be attributed to employee theft

According to the National Retail Federation, ORC results in losses
of \$777,877 per \$1 billion in sales.

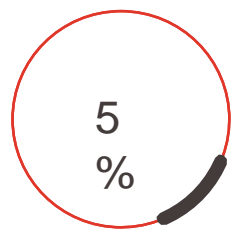
Stolen by employees
\$50 Billion = Annual Revenue
7 %

At least



Employees have stolen

At least



Employees have stolen twice

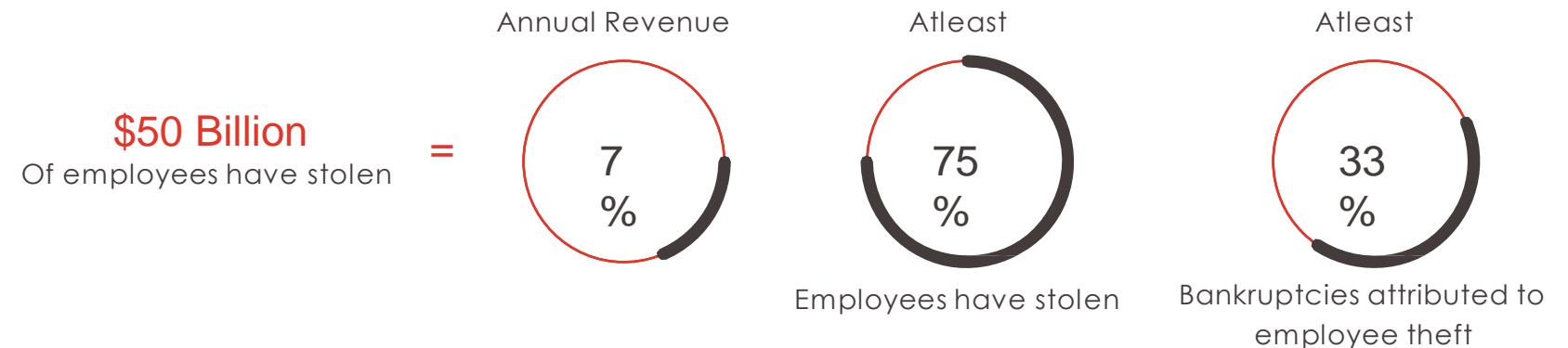
On average, it takes two years to detect fraudulent activity. And **25%** of the time, the amount stolen is **\$1 million** or more.

PHYSICAL SECURITY

- Unfortunately, a large portion of shoplifters aren't random passersby; instead, many shoplifters can be your very own employees. \$50 billion is stolen by employees at U.S. businesses every year, equaling 7% of annual revenue. At least 75% of employees have stolen at least once from their employer, and 5% have done it at least twice.

- Shoplifting of any kind can take a toll on your bottom line, but it's even worse when performed by an employee. About 33% of bankruptcies can be attributed to employee theft. Not only do you have to pay for the lost merchandise, but you also have to spend money throughout the process of finding and hiring a replacement employee.

- Windwalker's physical security services help create a safer and more secure environment for everyone involved. Since your employees will be aware of these heightened security measures, they will be less likely to attempt to steal from you.





MARKETING COLLATERAL STATISTICS

CYBER SECURITY STATISTICS

Our experienced professionals work diligently with customers to protect employees, intellectual property and infrastructure from cyber-related threats, and to manage cyber risk.

1. **62%** of businesses experienced phishing and social engineering attacks in 2018. (Cybint Solutions)

2. **68%** of business leaders feel their cybersecurity risks are increasing. (Accenture)

3. Only **5%** of companies' folders are properly protected, on average. (Varonis)

4. Data breaches exposed **4.1 billion records** in the first half of 2019. (RiskBased)

5. **71%** of breaches were financially motivated and **25%** were motivated by espionage. (Verizon)

6. **52%** of breaches featured hacking, **28%** involved malware and **32–33%** included phishing or social engineering, respectively. (Verizon)

7. **Between January 1, 2005 and April 18, 2018** there have been **8,854** recorded breaches. (ID Theft Resource Center)

8. While overall ransomware infections were down **52%**, enterprise infections were up by **12% in 2018**. (Symantec)

9. The top malicious email attachment types are .doc and .dot which make up **37%**, the next highest is .exe at **19.5%**. (Symantec)

10. By 2020, the estimated number of passwords used by humans and machines worldwide will grow to **300 billion**. (Cybersecurity Media)

11. Security breaches have increased by **11% since 2018** and **67%** since 2014. (Accenture)

12. Hackers attack every **39 seconds**, on average **2,244** times a day. (University of Maryland)

13. The average cost of a data breach is **\$3.92 million** as of 2019. (Security Intelligence)

14. The average cost of a ransomware attack on businesses is **\$133,000**. (SafeAtLast)

15. **34%** of data breaches involved internal actors. (Verizon)

16.51% of businesses experienced denial of service attacks in 2018. (Cybint Solutions)

17. **61%** of organizations have experienced an IoT security incident. (CSO Online)

18. **43%** of breach victims were small businesses. (Verizon)

INSTRUCTIONAL DESIGN STATISTICS

We consult with customers to design and develop custom, effective training solutions.

Together, we create experiences that ensure a learner retains information and recalls it when they need it.

eLearning market projected worth by 2025

\$325 Million

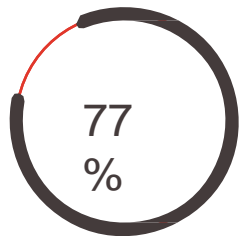
In 2017, approximately **77%** of US corporations used online learning, but 98% planned to incorporate it in their program by 2020.

The US e-learning market could grow by **\$12.81 billion** between 2020 and 2024.

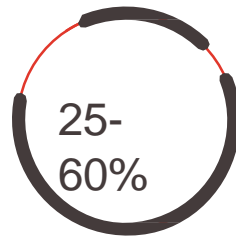
The corporate e-learning market could increase by **\$38.09 billion** between 2020 and 2024.

A survey of 2,500 companies found that those with "comprehensive training programs" have **218%** higher revenue per employee and **24%** higher profit margins

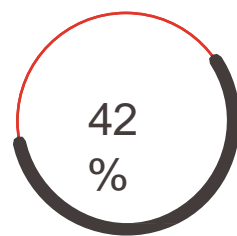
eLearning companies
in 2017



Increase in
retention rates



Percent of income
increase in US



Comprehensive Training Programs Lead To a

218% Higher Revenue Per Employee

Data Suggests That When Employers Spend **\$1,500 Per Employee** Per Year On Training, They Achieve Improvements In Profit Margins Of Around **24%**

For Every Dollar Spent On eLearning, Companies Make Back **\$30** In Productivity

72% of organizations

believe that eLearning puts them at a competitive advantage

6. Actively Engaged Workforces Deliver 2.6 Times The Earnings-Per-Share Of Their Unengaged Counterparts

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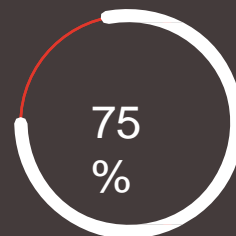
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Stolen by employees

\$50 Billion

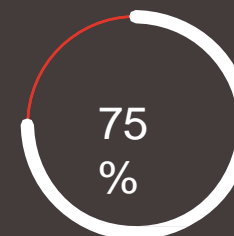
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Annual Revenue



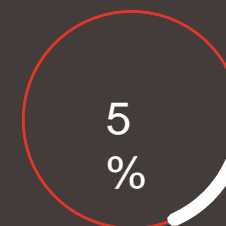
7%

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