

How to View Cybersecurity in 2020

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As we head into 2020, we believe this article summarizes a trend we think will continue to gain momentum.

We've always believed that cybersecurity should be looked at a lot more than just checking off a box but rather an integral component in providing holistic advice and the protection that RIAs provide to their clients.

In a very forward-thinking article 'Making cybersecurity an adviser business opportunity', Tech Reporter at InvestmentNews, Ryan Neal, makes a case for how advisers can become the clients' first line of defense to keeping their financial lives safe.

Ryan explains how the advisor client conversation can change to:

"My idea is to change how we discuss cybersecurity away from a scary, complicated technology issue to a potential money-making opportunity. Instead of a threat that could destroy your business, what if cybersecurity became a service advisers provided alongside financial planning and portfolio management? What if advisers become clients' first line of defense to keeping their financial lives safe?"

[Read the full article here](#)