

## [Little and often: safeguarding business fortitude through strategic vulnerability management](#)

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## Little and often: safeguarding business fortitude through strategic vulnerability management

The need to fortify digital defences is more than simply a necessity, it's a strategic mandate. Strategically embracing vulnerability management to assert its pivotal role in preserving organisational assets, and strengthening the resilience of businesses, can make a huge difference in the development of your team, your business and your revenue.

Categories [Cyber Resilience](#), [Cyber Security Strategy](#)

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### [Craig Archdeacon](#)

Head of Cyber Assurance

#### Email

[craig.archdeacon@waterstones.com](mailto:craig.archdeacon@waterstones.com)

#### LinkedIn

<https://www.linkedin.com/in/craig-archdeacon/>

Vulnerability management should be seen as an everyday activity – not a one-off or annual project. By taking a 'little and often' approach into a proactive and continuous safeguarding strategy, it can align seamlessly with broader business objectives, generating benefits such as:

- **Preventing disruption through proactivity.** Addressing vulnerabilities in real time reduces the risk of disruptive cyber incidents. The proactive nature of 'little and often' vulnerability management ensures potential threats are nipped in the bud, averting significant operational challenges.
- **Guarding brand reputation.** Trust is paramount and an investment in vulnerability management showcases a commitment to robust cybersecurity practices, enhancing customer trust and protecting a businesses part in a wider supply chain.
- **Navigating regulatory landscapes with confidence.** Beyond regulatory compliance, vulnerability management acts as a strategic risk mitigation measure. By continually staying ahead of evolving threats, businesses can demonstrate resilience and proactive risk management.

### Continuous assurance for business leaders

A 'little and often' approach can provide business leaders with a continuous assurance mechanisms, enabling:

- **Real-time risk visibility.** Helping them to stay abreast of potential risks and vulnerabilities as they happen, empowering leaders to make informed decisions promptly and enact effective risk mitigation strategies.
- **Adaptable security protocols.** The flexibility to dynamically adjust security measures ensures that protocols remain effective against emerging threats, essential for maintaining a robust security posture in a rapidly evolving cybersecurity landscape.
- **Proactive cost management.** Investing in ongoing vulnerability management is proven to be a cost-effective measure when compared to the financial aftermath of a cyber incident.

### Unlocking business growth

Vulnerability management is more than a security measure; it is a catalyst for unlocking business growth potential, enabling:

- **Innovation and digital transformation.** A secure digital infrastructure provides the foundation for innovation and seamless digital transformation initiatives. Unburdened by security concerns, businesses can confidently embrace technological advancements.
- **Strategic partnerships and collaborations.** Demonstrating a commitment to robust cybersecurity practices enhances credibility in the business ecosystem, opening doors to strategic partnerships and collaborative opportunities—a key driver for business growth.

At Waterstons, our seasoned team, armed with certifications such as OSCP, Ethical Hacking, CPSA, and CSTM, lead the charge in identifying, evaluating, and remediating security weaknesses in systems and networks.

This isn't just about ticking boxes; it's a strategic initiative designed to prevent data breaches and cyberattacks. We understand that cyber threats evolve continuously, and our proactive stance is your shield against the ever-changing landscape.

Want to learn more about how vulnerability management can support your business? Get in touch at [craig.archdeacon@waterstons.com](mailto:craig.archdeacon@waterstons.com)