SJ: Mandiant M-Trends 2019 report

Hi [FNAME],

You might find the 2019 [Mandiant M-Trends report](https://www.enableocity.com/blog/how-analyst-reports-can-be-used-to-engage-buyers) published last month of interest as you think about helping your customers to reduce cyber risk.

In this report, Mandiant sets out to arm security teams with the knowledge they need to defend against today’s most often used cyber-attacks, as well as lesser-seen and emerging threats.

Highlights of this year’s report include;

* It's going to get worse. Ransomware via Phishing is on the rise as it is readily available-as-a-service to cybercrime groups.
* As customers move to software-as-a-service and cloud, attackers are following the data.
* If you’ve been breached once, sorry, you are much more likely to be targeted again and possibly suffer another breach.

At Centrify, we made this report and the Verizon DBIR compulsory reading for salespeople every year to broaden their understanding of their customer's environment and challenges. We created an email like this with targeted insights that sparked engagement.

I hope you find it useful.

All the best,

Mark