

# **2019 U.S. SMB Cybersecurity Survey Analysis**

## *Bundling Cybersecurity with Broadband*

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# About the Research

*Principal Analyst, Matt Davis is the founder of Independence Research and the author of this report. Matt has 20 years of experience analyzing broadband deployment strategy and service provider competition.*

## Today's Presentation:

- Deep dive on SMB Cybersecurity preparedness and vendor selection criteria
- Role of Internet service providers as cybersecurity providers
- Cybersecurity bundling opportunities



**Survey Methodology:** This report highlights survey findings from over 500 SMB decision makers and technology influencers spanning the U.S. marketplace surveyed in late-December 2018.

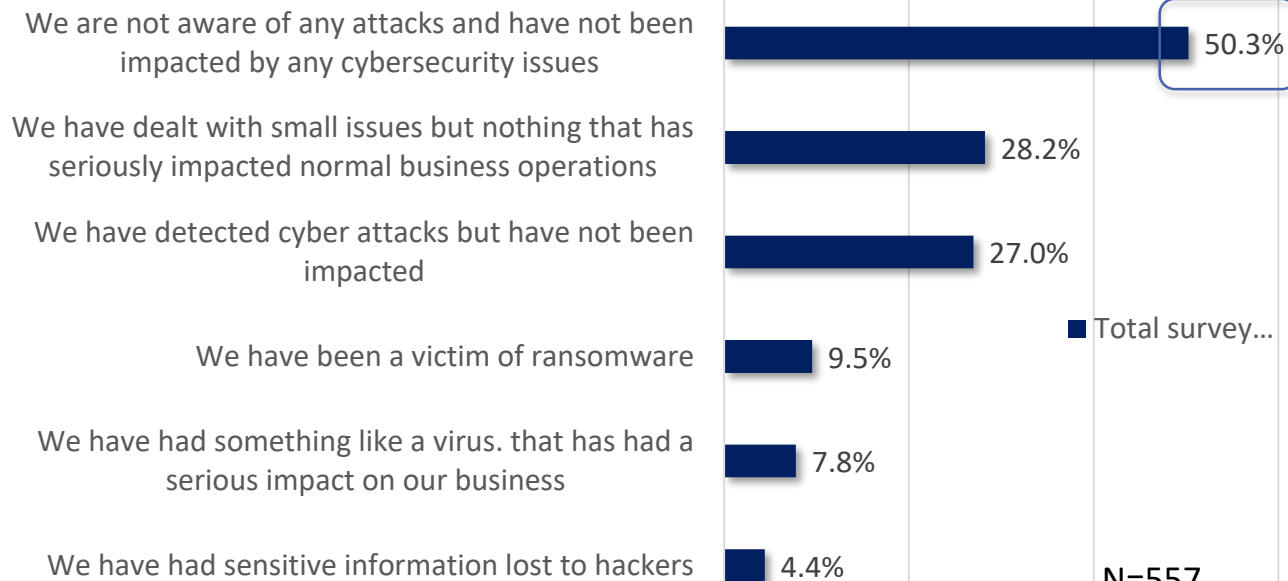
- Over 82% of the respondents were under 100 employees and 90% spend less than \$2000/month on communications related services

# SMB cybersecurity experience & threats

**Q. What is your company's experience with cyber threat activity over the past year or two? (Select all that apply)**

Half of SMB respondents are unaware of any cybersecurity breach activity

- *Almost 10% have been a victim of ransomware*



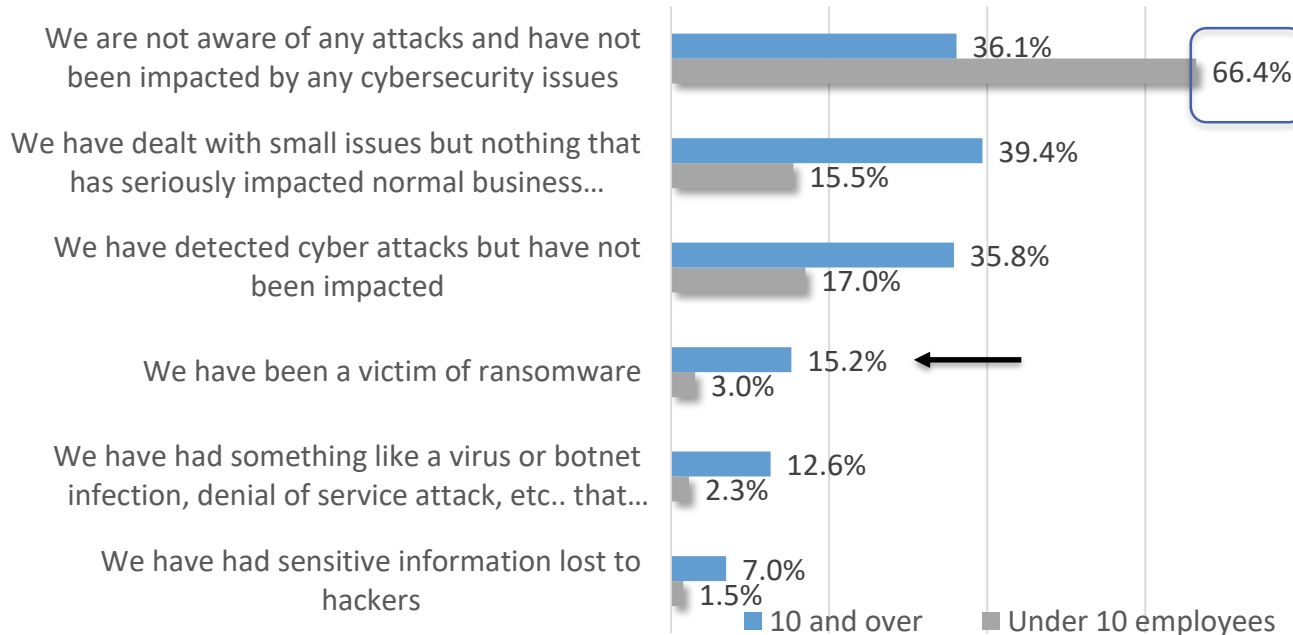
# Cybersecurity experience and threats – By company size

*Q. Cybersecurity is among the top tech challenges for small businesses - which of the following best describes your company's approach to online security?*

66% of very small businesses are either relatively safe or blissfully unaware

15% ransomware impact for larger SMBs is startling

## Cyberattacks



N=263 (Under 10)

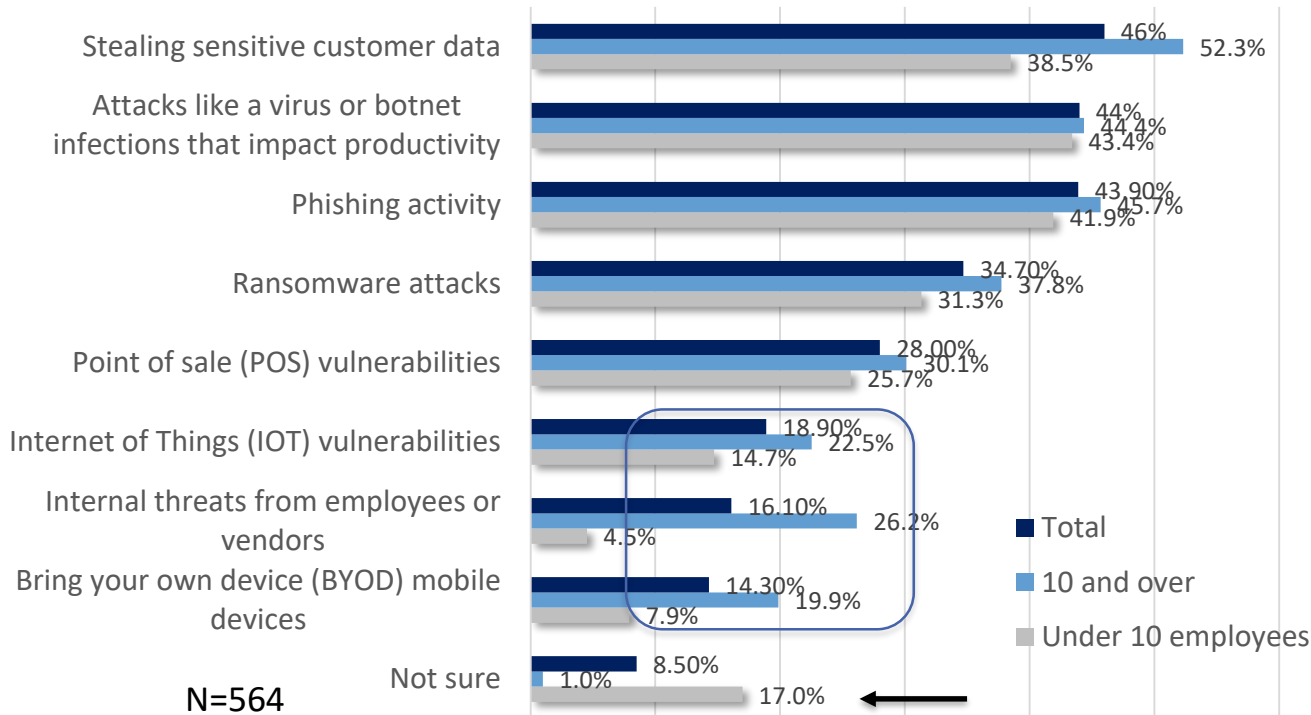
N= 302 (10 and over)

# Top SMB Cyber-threat concerns

**Q. What are the top cybersecurity threats you think are the biggest concerns for your company? (All that apply)**

While some threats cause similar concern to all small businesses, mobile/IOT is much more of an issue for larger SMBs

*Very small businesses reveal they need guidance (17% not sure)*



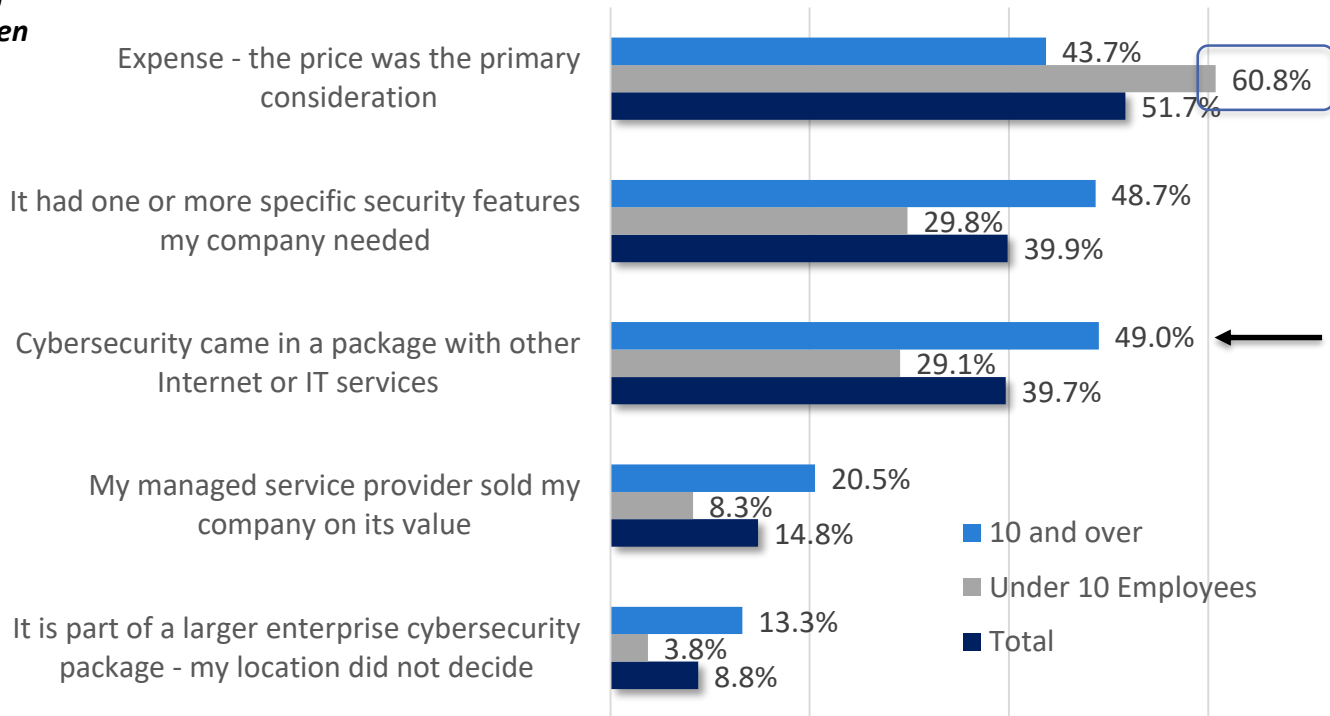
# Cybersecurity services selection criteria

*Q. When considering which cybersecurity solution to use - which of the following considerations are most important when making a decision?*

Price sensitivity is very high with the smallest companies

*Bundling is one of the keys to appealing to larger SMBs*

N=556



# Bundling cybersecurity with broadband

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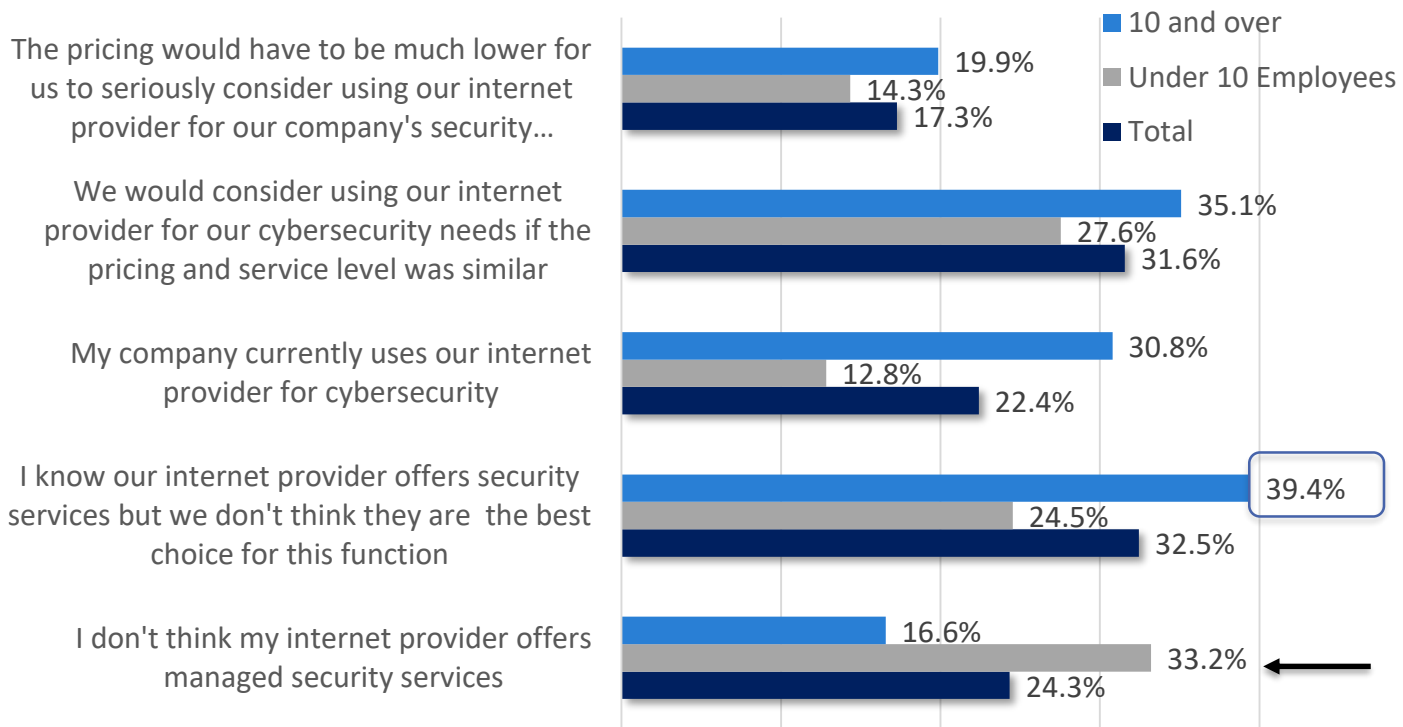
# Considering ISPs for Cybersecurity

**Q. What is your company's position on using your internet service provider to provide/managed cybersecurity for your business?**

Lack of awareness is a hurdle when selling to smaller businesses

*– those with 10+ employees are more aware – but need to be convinced*

N=551



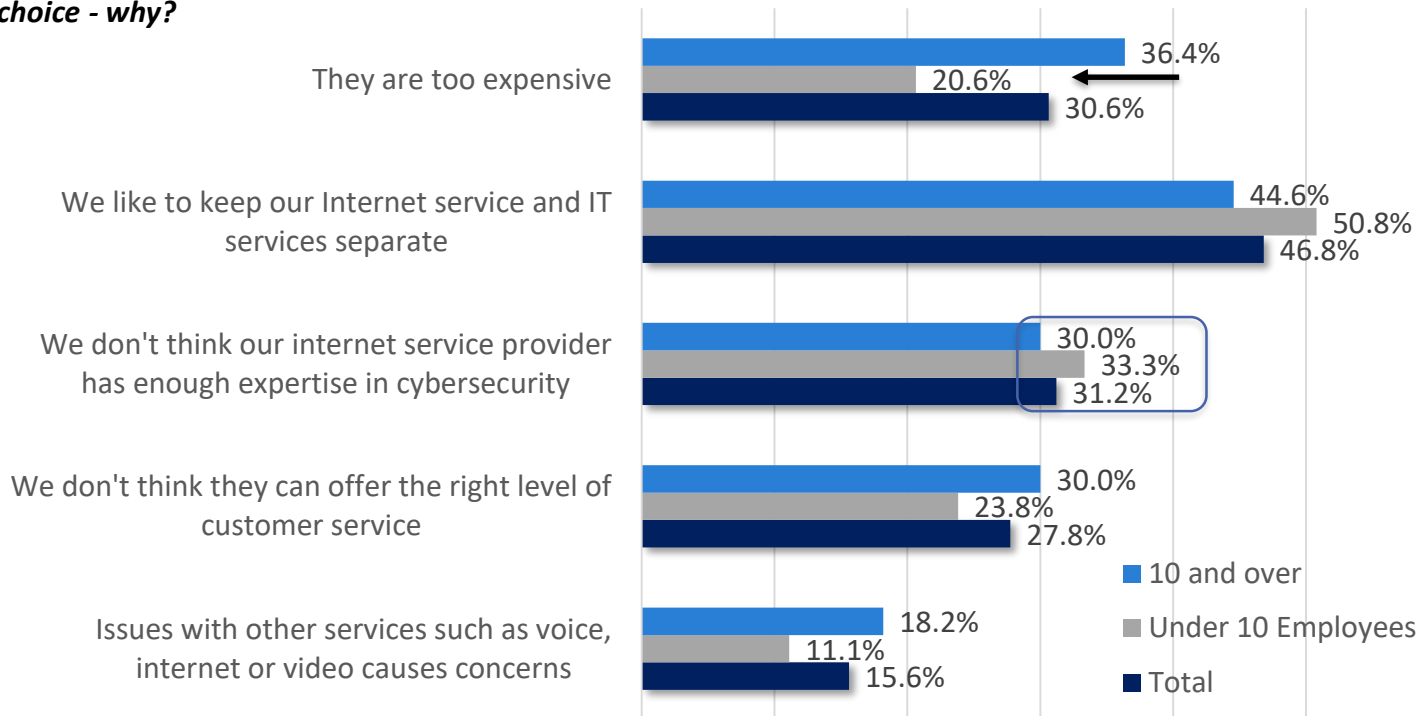


# Why not your ISP?

**Q. You indicated that you know your Internet provider offers additional cybersecurity services but they are not the best choice - why?**

Proving expertise is a key issue for all sizes of SMBs

*Pricing is less of a concern for smaller businesses*



Under 10 employees N=63, 10 & over N=110

# Key Findings – Cybersecurity insights



- Cyberthreat awareness is particularly low for businesses with less than 10 employees (66% indicate they have not had any form of cyberattack)
- 25% of very small businesses admit to having a very basic cybersecurity protection package
- Mobile-oriented vulnerabilities such as IOT and BYOD scored very low when SMBs ranked their security concerns
- Anti-malware technology is the top product for both the smallest and larger SMBs
- 15% of larger SMBs report being a victim of malware – yet only 32% invest in cybersecurity insurance
- Price sensitivity is the #1 concern when very small business considers cybersecurity vendor selection – ***bundling cybersecurity with other services is one of the top drivers for larger SMBs***

***For full survey results and source Excel data –  
please contact me at...***

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