



Report: The State of SMB Cybersecurity in ANZ 2022

Cybercriminals have turned their focus to small- and medium-sized businesses (SMBs) to avoid high-exposure events and government attention. For an SMB, a cyberattack often means serious financial loss and maybe even the loss of their business. But this also means that MSPs that serve SMBs have a huge opportunity to create service offerings that drive their own business growth while better protecting their clients now and in the future.

Key SMB responses in Vanson Bourne cybersecurity readiness research

33%

Only 33% feel confident in their cyberattack defenses

77% of SMBs cited the lack of skills in-house as part of the problem, showing the need for MSP support.

96%

96% would consider changing MSPs for the "right" solution

Top 3 SMB cybersecurity expectations: Confidence and trust in the MSP's ability to respond to attacks, qualifications of techs, and the ability to minimize loss.

79%

79% said they've already experienced a cyberattack

The 3 biggest impacts for SMBs included the amount time and effort to remediate, loss of confidence in existing solutions, and the cost of resolving the issue.

Your continuous improvement quest

The reality is that cyberattacks are a “not if, but when” situation, and a majority of SMBs don't feel prepared or confident. Plus, an ever-changing cybersecurity landscape and a crowded solutions market that is mostly geared toward enterprise solutions add extra pressure and confusion for SMBs. It's clear the MSPs can help with cybersecurity services in big, valuable ways.

Your customer protection opportunity

Recognition of the importance of cybersecurity is growing with SMBs. As an MSP, your opportunity is to become a trusted expert in your market. You can be the voice of reason that helps guide and protect clients to solutions that make sense for their business models. Ultimately, you're much more likely to attract and retain clients if you have their trust.

Your business growth opportunity

It's now fairly common for SMBs to partner with MSPs. Adding or updating cybersecurity service offerings is a must to meet current SMB demands. MSPs that can provide the right solutions and deliver them in the right way, complementing best-in-class technology with education, risk assessment support, and effective endpoint and network protection will be very well-placed to address SMB needs moving forward.

Confidence levels are closely related to whether SMBs are satisfied or dissatisfied with their MSP partners. Those who plan to stay with their current MSP are far more likely to have a high level of confidence of their ability to fend off attacks"

—VANSON BOURNE
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CYBERSECURITY IN 2022



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SMB cybersecurity
opportunities for MSPs >>**

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which can be seen in the full report.**

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