

The State of SMB Cybersecurity in 2025

Racing Against AI-Driven Cyberthreats



AI-enhanced attacks and an expanded remote-work surface have pushed cybersecurity to the center of survival for small and mid-sized businesses (SMBs). Explore today's biggest risks and revenue plays based on feedback from about 700 industry leaders across four regions.

The Wake-Up Call

- 58%** of SMBs overspent on unplanned cybersecurity costs in 2024 after underestimating risk
- 57%** of SMBs noted cybersecurity as their top organizational priority—up 14 pts year-over-year
- 51%** place cyber defense in their top three future priorities, eclipsing growth (40%) and customer retention (33%)



Budget-ahead beats budget-after. MSPs must guide smarter, proactive planning.

AI's Double-Edged Sword

- 83%** say generative AI (genAI) raises their threat level—yet only 51% have AI-specific security controls
- 61%** fear a single attack could put them out of business
- 61%** 61% of smaller firms (10-24 staff) have adopted AI security, while manufacturing lags (42%)



AI is both a weapon and shield—SMBs need AI-informed protection, fast.

Reliability Remains the Deal Breaker

- 73%** doubt their current MSP could defend them in every scenario
- 47%** would switch providers for the "right" cybersecurity solution
- 32%** would hold an MSP solely liable after a breach, and 79% would consider legal action



Transparent reporting, certifications, and proven outcomes are now mandatory.

Where Will SMBs Invest in 2025?

- 46%** in security awareness training
- 45%** in advanced network protection
- 44%** in endpoint protection
- 40%** in securing AI/genAI use



Services that combine human-factor hardening with real-time, AI-driven defense are topping the shopping list for 2025.



Ready to dive deeper? [Download the full "State of SMB Cybersecurity in 2025" eBook](#) and see how MDR, SIEM, and Data Protection solutions from ConnectWise help MSPs deliver AI-powered, always-on defense.