CHECK POINT™

SMALL & MEDIUM BUSINESS SECURITY REPORT

This survey uncovers a high-level overview of the current SMB market through the lens of the Managed Service Providers (MSPs) that support them, giving a good look into SMBs security and network architecture needs, as well as how the workforce is shifting.

EXECUTIVE SUMMARY

SMBS FIGHTING AGAINST ALL ODDS

Today's cyber-landscape is continuously changing day after day, whether it be the shift to remote workforce environments, overnight vulnerabilities in security being uncovered, or even cloud mitigation strategies that some businesses are taking on. The fact of the matter is that cyber criminals have stepped up their attacks dramatically over this past year, making it extremely difficult for small and midsized businesses (SMBs) to focus on what matters most – keeping their business alive and thriving. Security threats are increasing in sophistication and frequency. And unfortunately, more often than not, SMBs struggle with the expertise, manpower, and IT budget needed to address these security threats. It is an absolute must for SMBs to have guaranteed protection from every threat, so they don't have to waste time or resources worrying about emerging threats like malware, phishing, ransomware, and more. SMBs need to deploy security solutions that can be easily deployed and managed; whether that be in-house or through a MSP. Having a solution that provides out-of- box zero-touch provisioning with simple methods of management could be the deciding factor of whether or not an SMB succeeds in this market.

SURVEY OBJECTIVE

In this survey, we aimed to get a better understanding of the current SMB market and how recent global events have impacted both MSPs and SMBs, particularly on IT and security strategies. To understand the effect of how MSPs and SMBs are dealing with these changes, we approached ~150 MSPs and gathered their insights.

KEY SURVEY FINDINGS AT A GLANCE

- COVID-19 impact on SMB workforce model
  - Just like large and medium size companies, SMBs have embraced the hybrid workforce model
  - 76.5% have adopted the hybrid work style while 15% more support some kind of remote work
- The Top security threats SMBs are experiencing over the past 12 months should be no surprise
  - Phishing attacks are the #1 threat at 90%
  - Malware (68%), Credential Theft (43%) and Ransomware (38%) round out the top 4
- Security breaches at SMBs Keep Going Up! Over 50% have seen a threat increase in the past 6 months
- Top SMB security features include threat prevention, easy installation, and all in one communication
- SMBs prefer simplicity. Results show that this theme carries over to how SMBs prefer to pay for their security services/products – by a subscription model or monthly payments

CONCLUSION: AN ALL-IN-ONE SECURITY SOLUTION CAN SOLVE MSPs & SMBs REAL WORLD CHALLENGES

Threats have accelerated 2x-3x more than what they were a few years back and SMBs are having a difficult time dealing with the increase of sophistication and frequency of attacks. SMBs are seeking security solutions that are extremely simple to deploy, but also enforce consistent security policies, while maintaining the highest levels of threat prevention and a seamless experience for all. In short, SMBs desire solutions with best-in-class threat protection, are easy to deploy and manage, and integrate communication and security into an "all in one" security solution.

DISCOVER QUANTUM SPARK, NEXT GENERATION FIREWALLS DESIGNED FOR SMBS

Today's cyber-landscape is tough for small and midsized businesses. We know SMBs struggle with the expertise, manpower, and IT budget needed to succeed. Check Point has designed a perfect collection of security technologies that fulfills all of the security needs of an SMB; including market-leading network protection, endpoint protection, and email & office security, no matter their size. Security for an SMB is far too important to ignore. With Check Point's SMB security offerings, small businesses can feel confident that they have the best security available, in a package that doesn't require extensive expertise or time to get high levels of protection quickly.
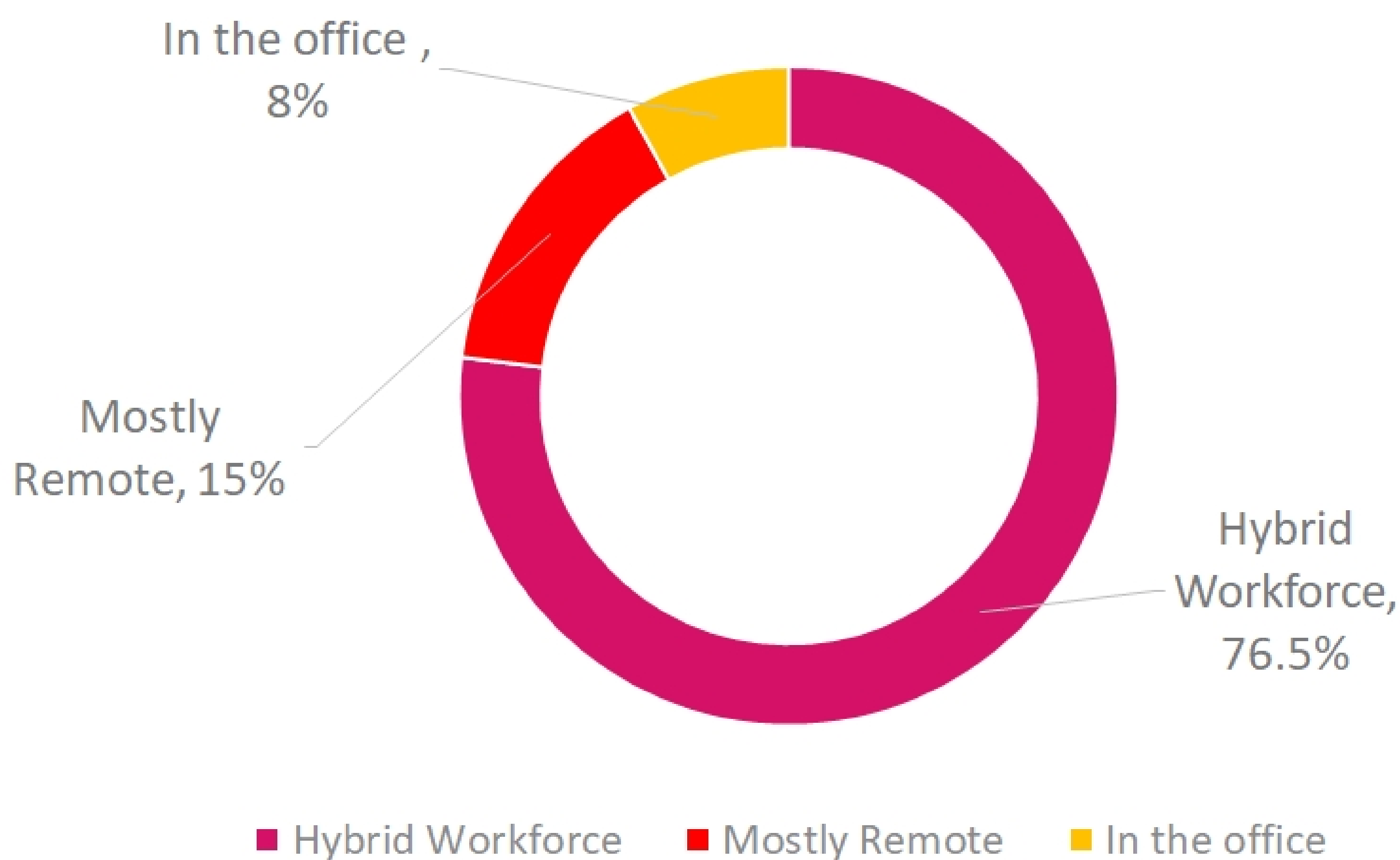
Quantum Spark provides protection from every threat with up to 2 Gbps threat prevention performance; with always up-to-date protection from threats like malware, phishing, ransomware, and more. Quantum Spark is easy to deploy and manage with out-of-the-box Zero-Touch provisioning and a user-friendly mobile app for threat mitigation on the go. Quantum Spark is the "all in one" solution SMBs need that combine security and optimized internet connectivity; Wi-Fi, GbE, VDSL, & 4G LTE, performance based routing.

THE NEW SMB WORKFORCE MODEL

Like we stated earlier, things have changed over the last couple of years. We've seen that the same significant impact that COVID-19 has had on enterprises is in fact true for SMBs as well. The trend continues to carry over across all sizes of companies whether small, mid-sized, or large.
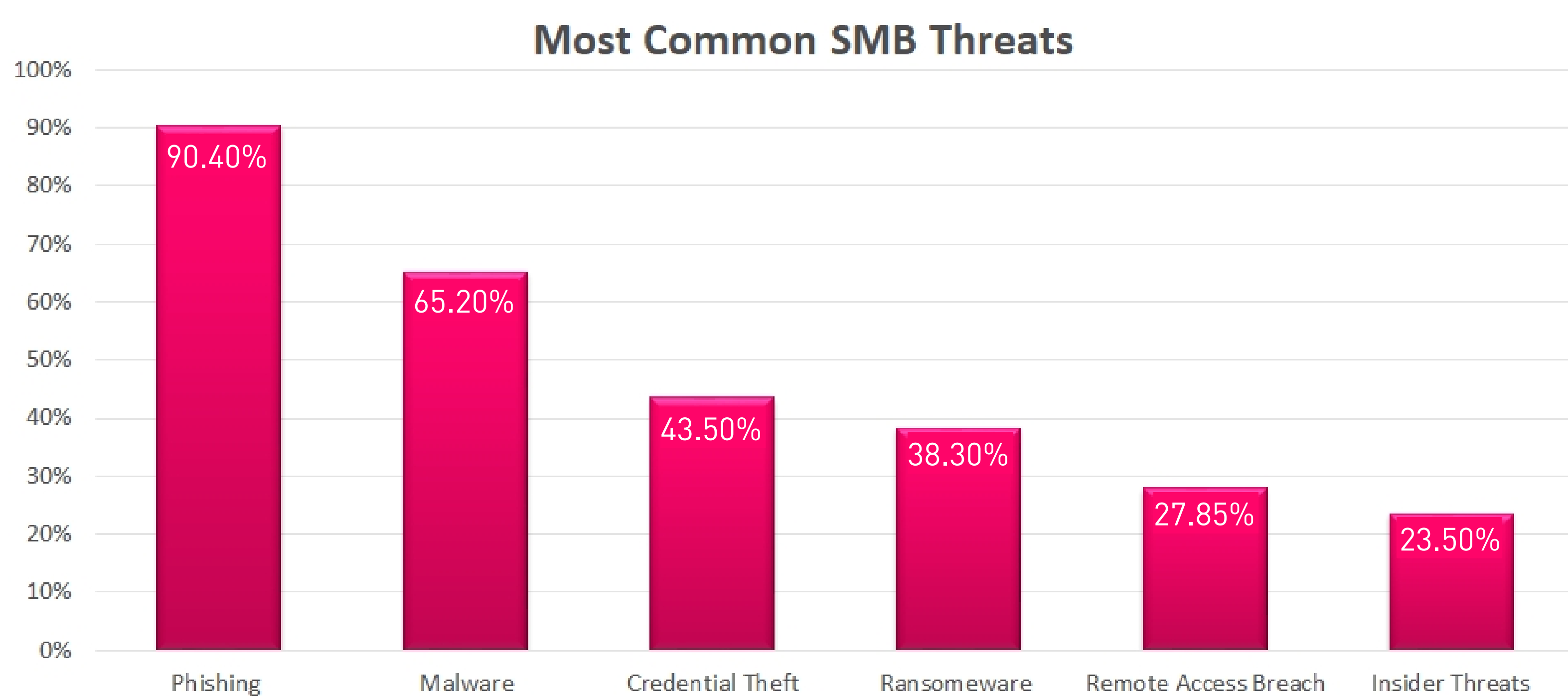
Covid Impact on SMB Workforce Model

In the office , 8%

Mostly Remote, 15%

Hybrid Workforce, 76.5%

■ Hybrid Workforce   ■ Mostly Remote   ■ In the office

Survey SMB Nation MSPs Sept 2021

THE TOP 3 THREATS FOR SMBS HAVEN'T CHANGED!

We recently wrote a paper titled, "The Top 3 Cyber Attacks Targeting SMBs" alongside an accompanying Infographic. In it, we cover what the top threats are for SMBs and how SMBs can protect against them. After, conducting this survey, we realized that not only are these threats still the top threats, but the occurrences are only increasing. In fact, over half of the respondents stated that they've seen an increase in cyber-attacks over the past six months.

Which of these top security threats have SMBs experience over the past 12 months?

Most Common SMB Threats

Threat	Percentage
Phishing	90.40%
Malware	65.20%
Credential Theft	43.50%
Ransomeware	38.30%
Remote Access Breach	27.85%
Insider Threats	23.50%

YOU GUESSED IT, SECURITY BREACHES ARE STILL RISING. BUT WHY?

This is almost becoming a given nowadays. One of the primary reasons for this result is that threat actors have unfortunately taken advantage of more workers working remotely, which consequently increases the frequency of attacks. Over half of the respondents from the survey have stated that SMBs have been experiencing an increase in security breaches over the past six months. It becomes apparent that remote access security will become even more of a priority moving forward.

## Frequency Security Breaches Over the last six months
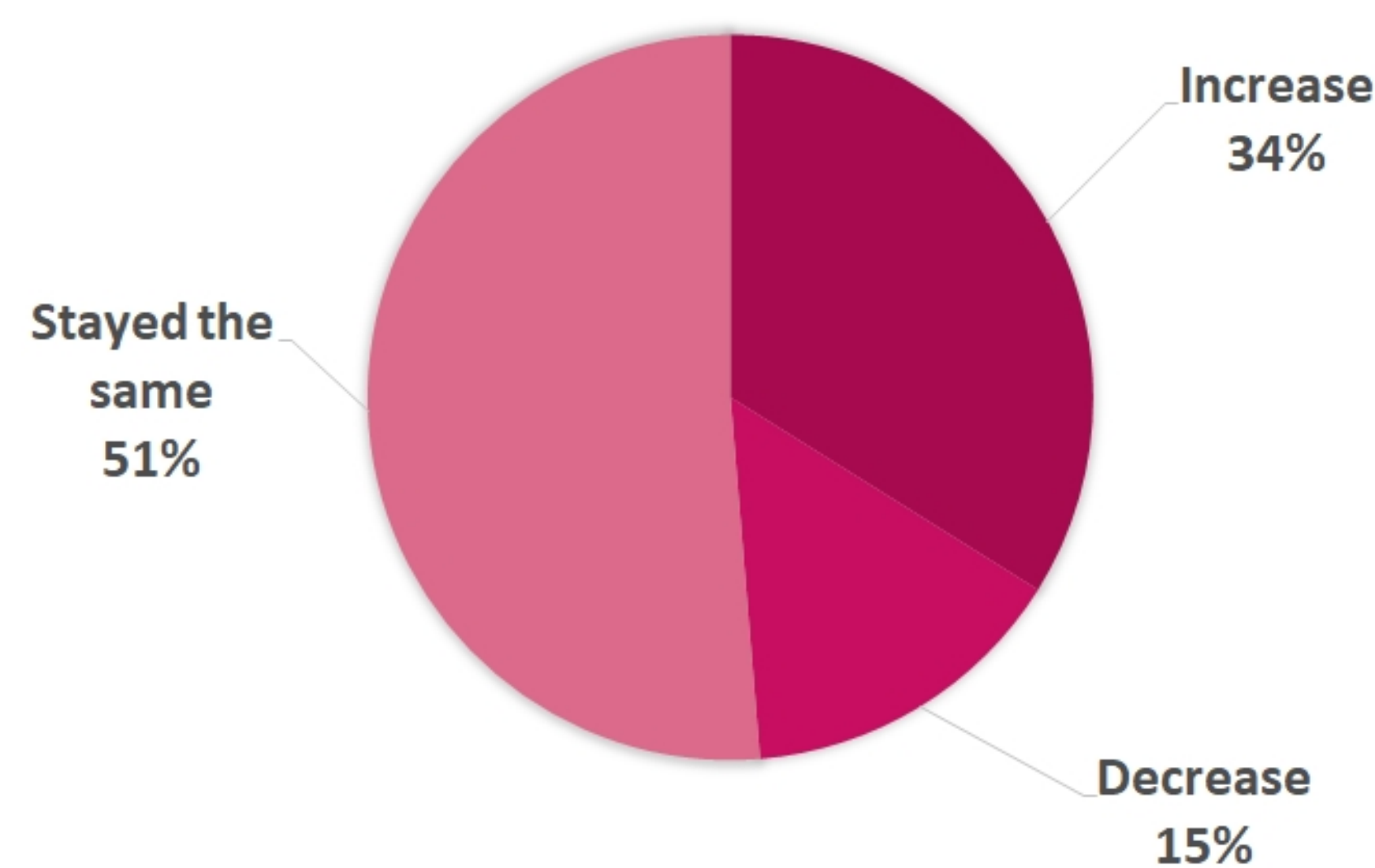
Survey SMB Nation MSPs Sept 2021

THREAT PREVENTION IS PARAMOUNT WHEN FIGHT CYBER ATTACKS

What priorities do SMBs look for when considering a security gateway solution? Here, we wanted to understand exactly what SMBs look for when considering security solutions to protect their business. It was clear that the number one must have is a state of the art threat prevention engine that successfully protects the business from cyber-attacks. Thirty-one (31%) of the respondents stated that threat prevention performance is the top feature when considering security appliances/gateways.
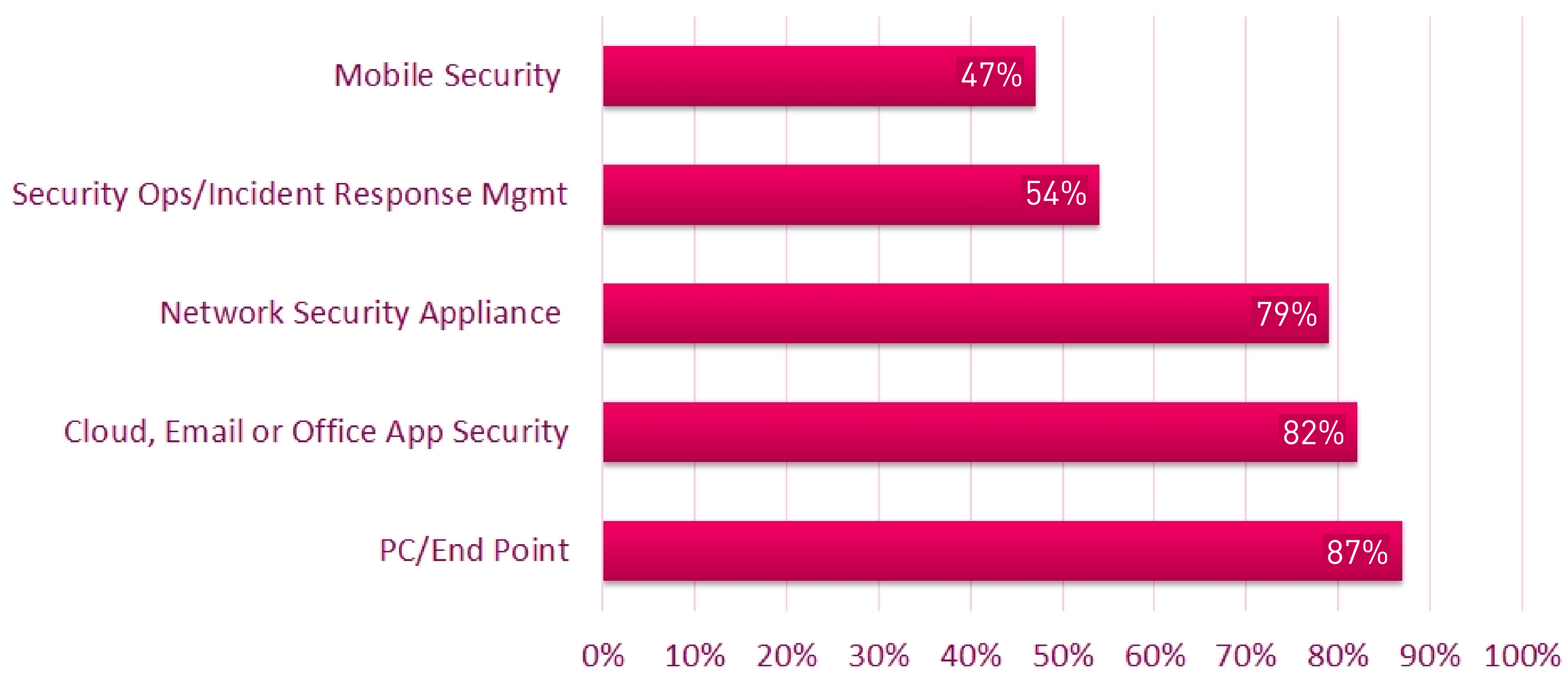
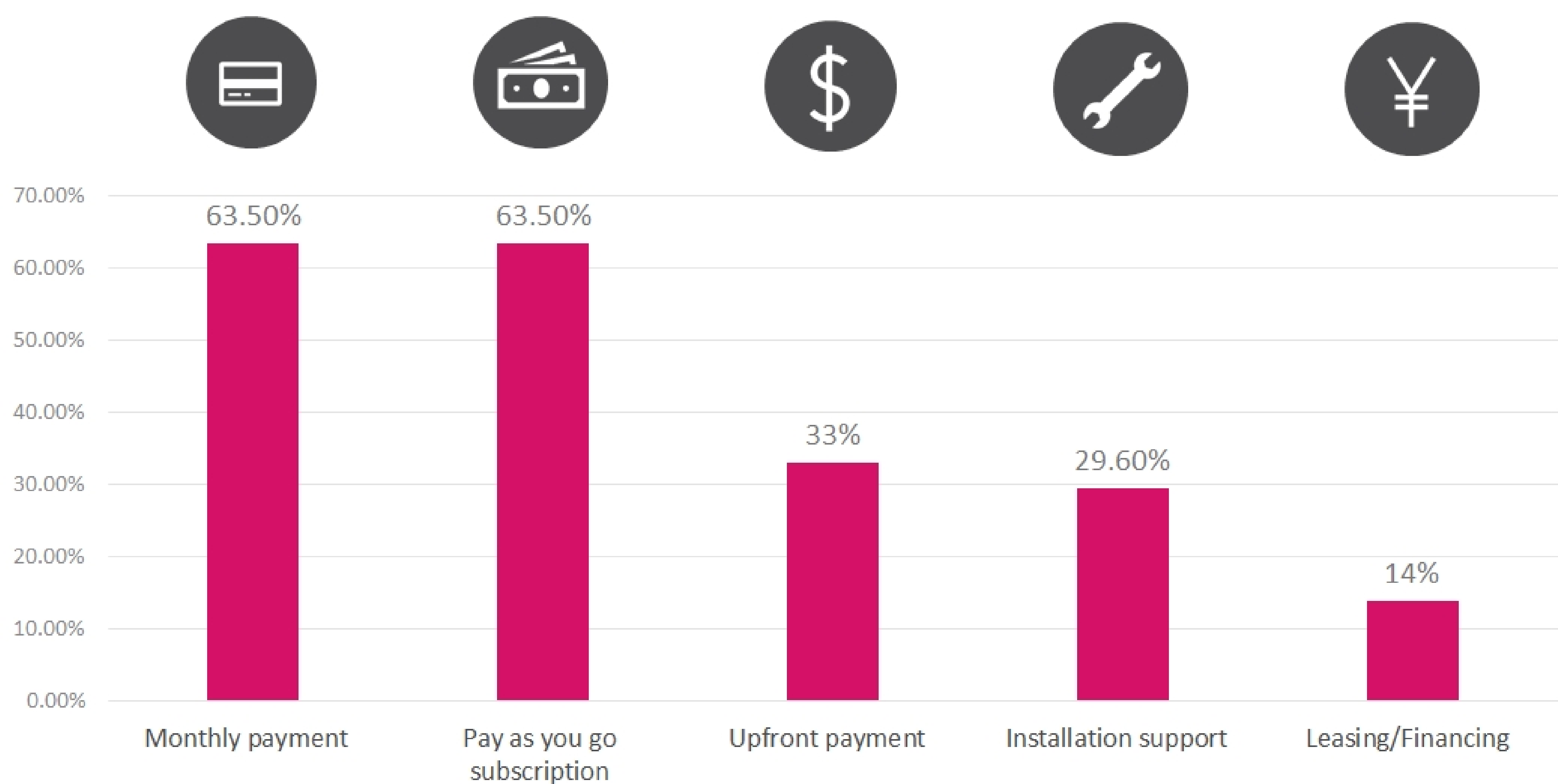## SMB Priorities for Security Gateway Features & Services
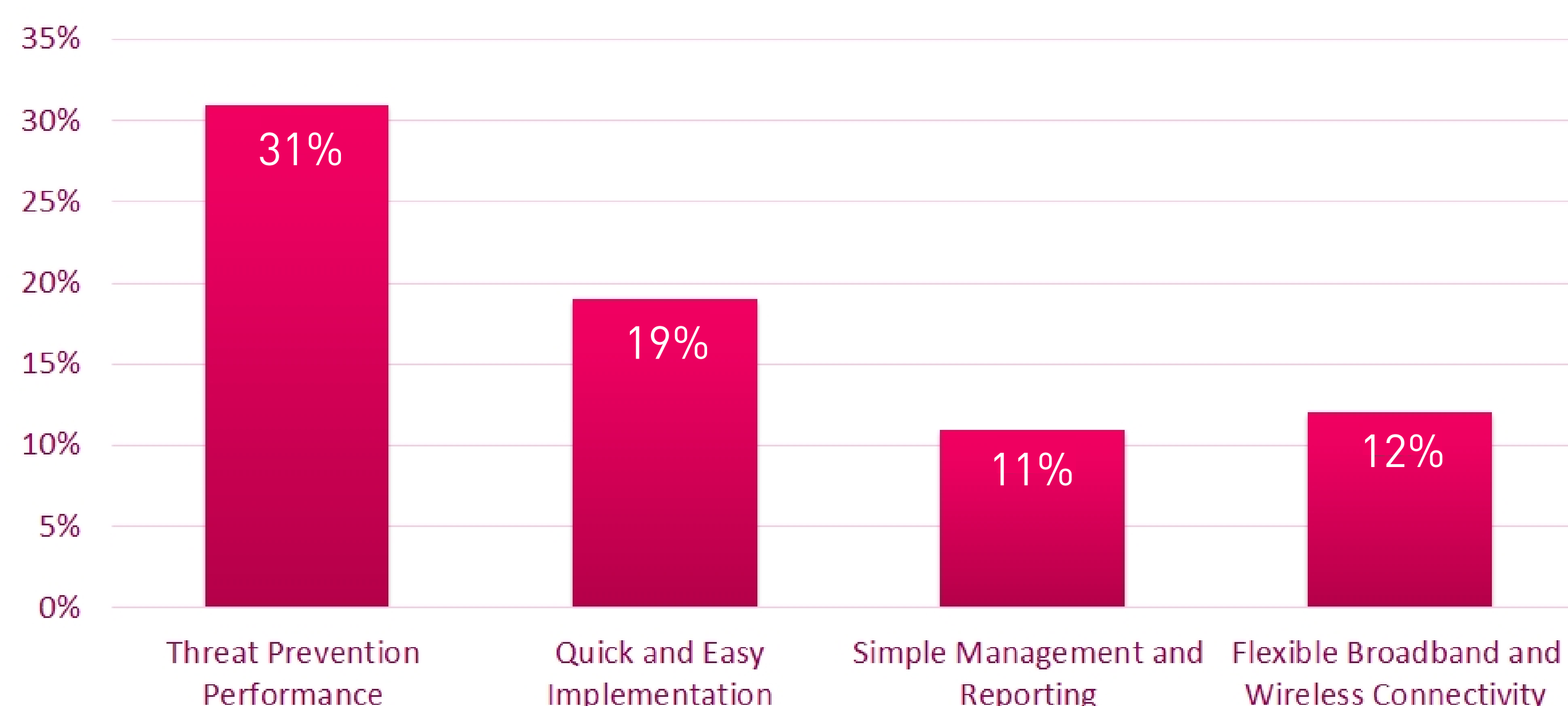
A COMPREHENSIVE SMB SECURITY SOLUTION OPPORTUNITY

What we are beginning to see more of, as the market attempts to curb these threats, are various services being bundled or packaged together. MSPs are beginning to tie together various elements that SMBs are specifically requesting.

MSP Security Products and Services for SMBs

Category	Percentage
Mobile Security	47%
Security Ops/Incident Response Mgmt	54%
Network Security Appliance	79%
Cloud, Email or Office App Security	82%
PC/End Point	87%

And lastly, we took a deeper dive into how SMBs prefer to purchase these types of service offerings. What we found seemed to coincide with our idea that SMBs would rather take on a provider with more flexible payment options. SMBs tend to lean more on the side of paying monthly payments (e.g. providing SMBs access to a network resource, PC, endpoint, broadband access, service support, etc., all in a package deal).

Payment Option	Percentage
Monthly payment	63.50%
Pay as you go subscription	63.50%
Upfront payment	33%
Installation support	29.60%
Leasing/Financing	14%

The Check Point SMB offering is meticulously designed as a comprehensive security solution the covers the SMB perimeter security, endpoint protection, and email and office security. It is made up of a few best-of-breed products, Quantum Spark, Harmony Email & Office, and Harmony Endpoint & Mobile, to ensure MSPs and SMBs can get the most out of their security solutions through the most efficient method.

Uncompromised security for small businesses

Quantum Spark™

Enterprise grade network security, highly integrated, and easy to manage

Harmony Email & Office

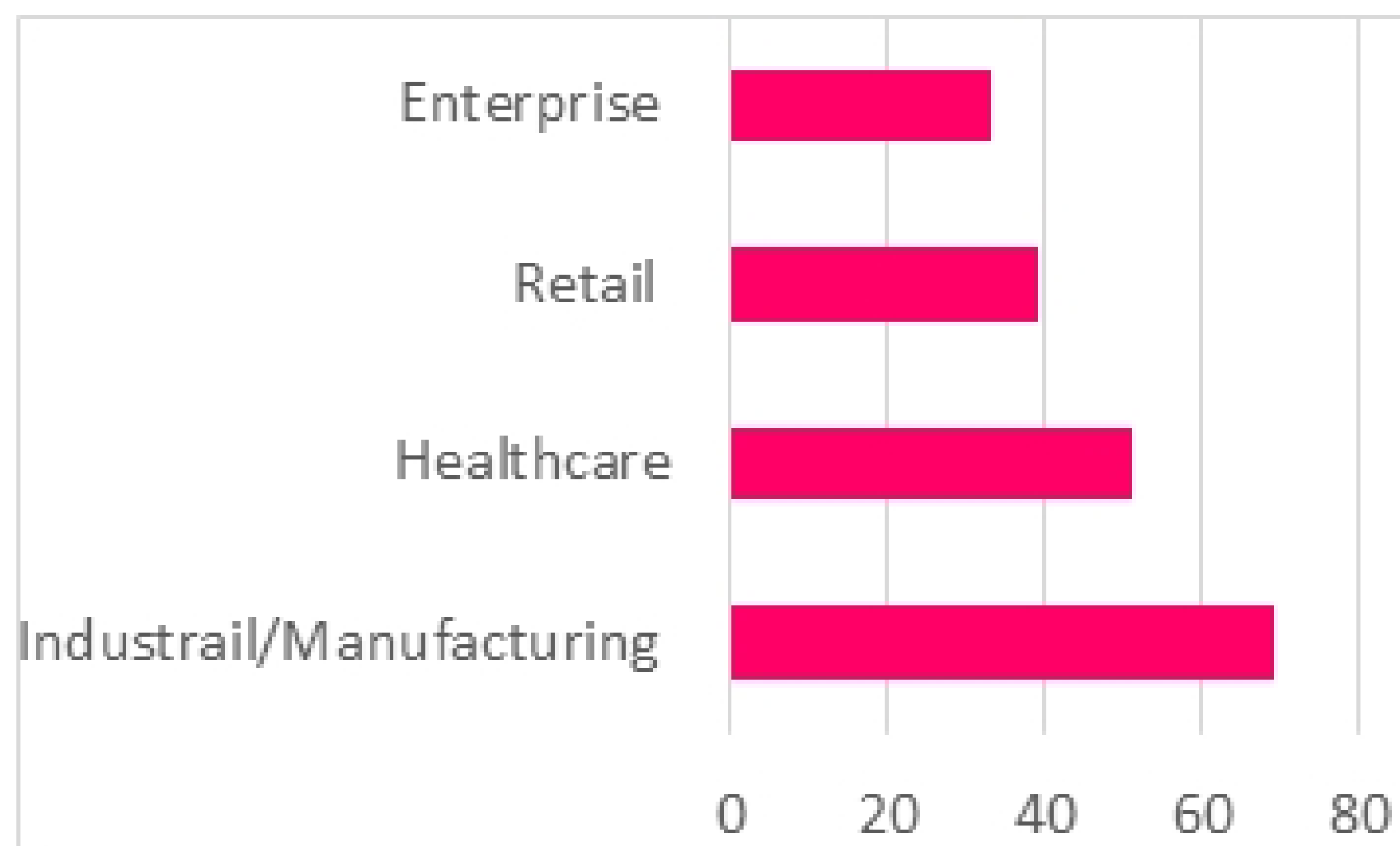Innovative cloud and on-prem email protection

Harmony Endpoint

Endpoint protection for PC, Mac, Linux, Android and IOS with automated incident response

SURVEY DEMOGRAPHICS

Results of this survey are based on ~150 respondents, consisting of IT and Security professionals that operate under MSPs or SMBs. Respondents are in managerial or senior management roles (directors, VPs or C-level executives). Detailed overview below.
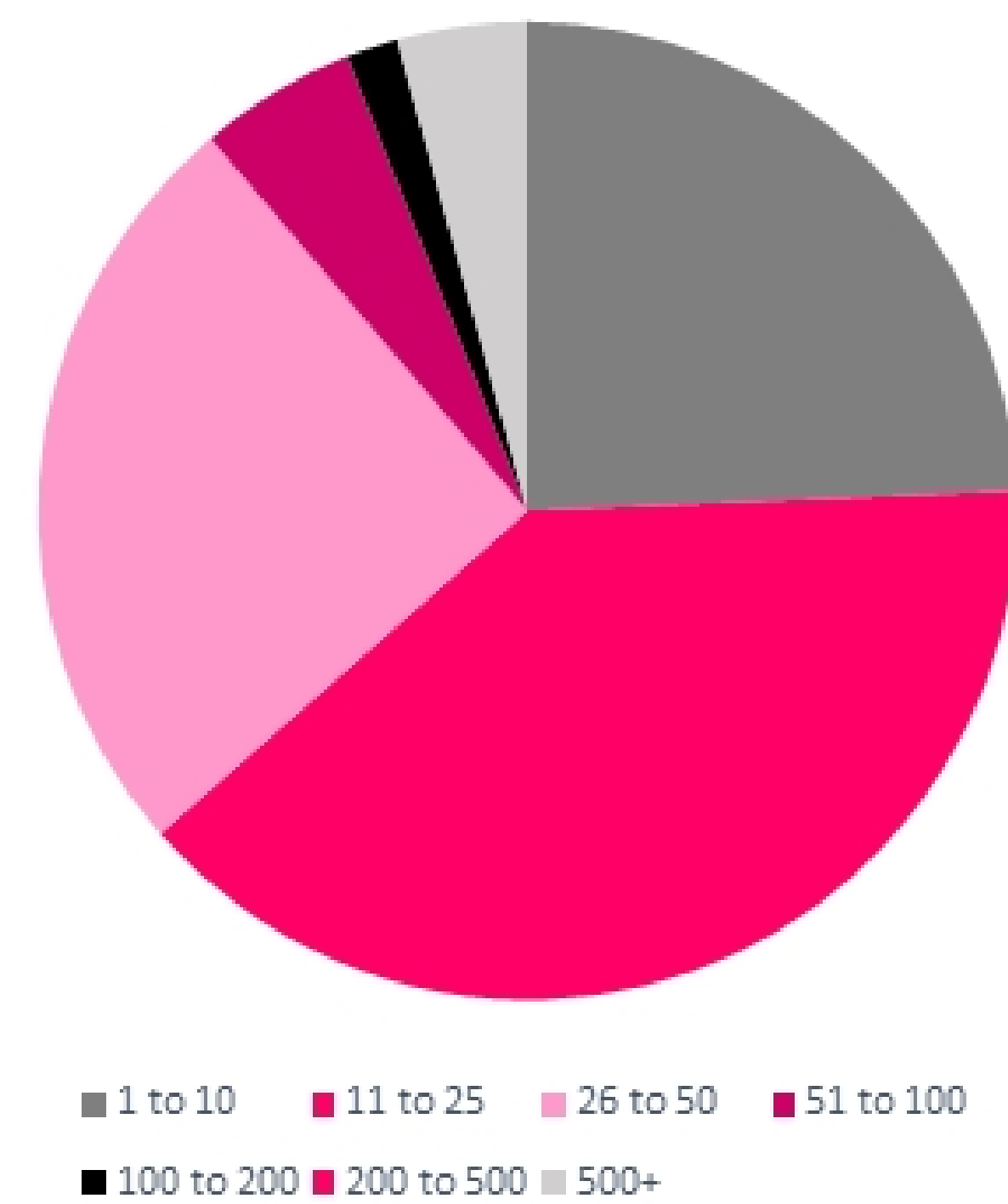
What industries does your SMB operate in?

What geographies does your SMB operate in?

- NA (North America - LATAM - EMEA - APAC
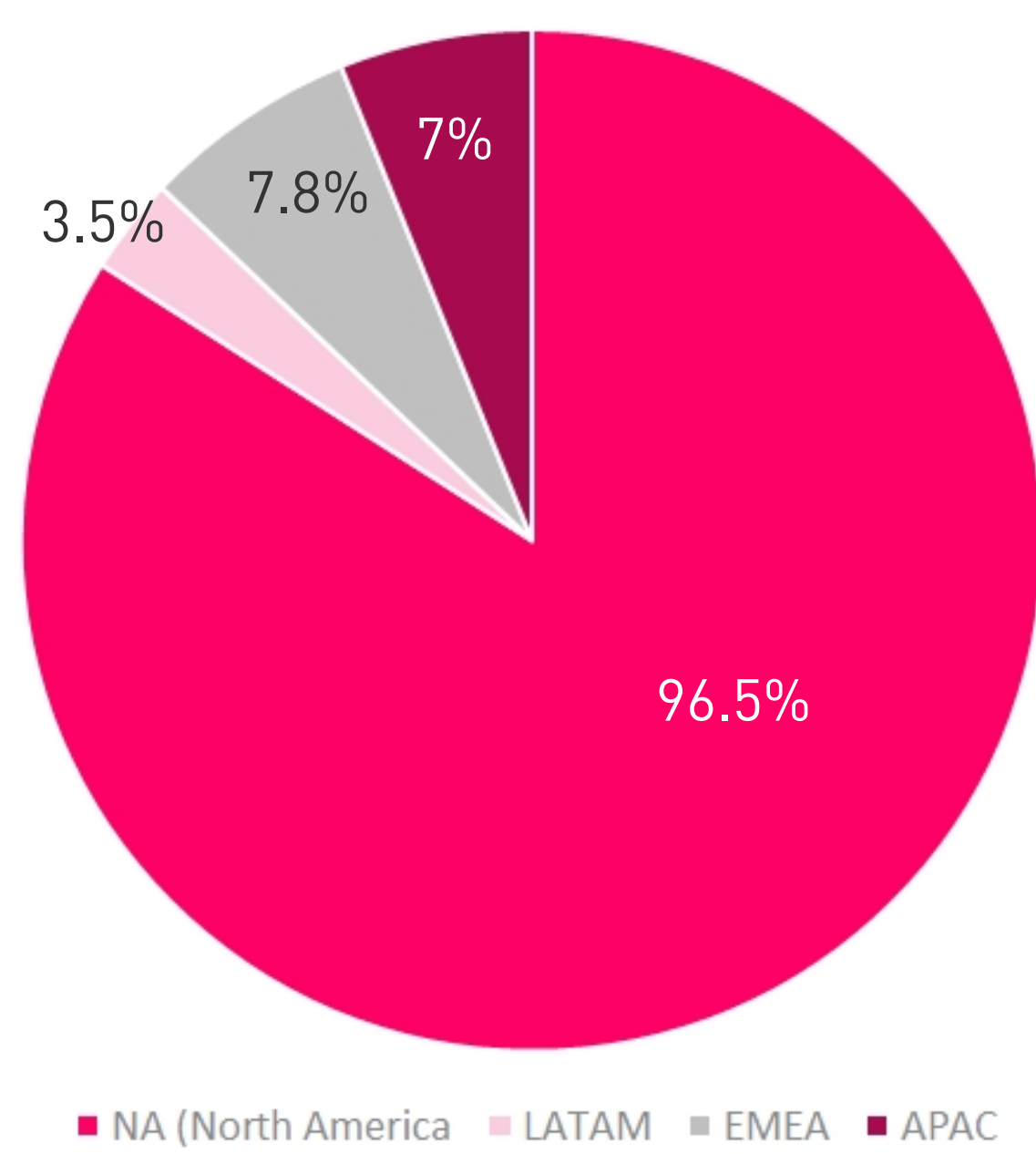
What is the average size of your SMB?

- 1 to 10 - 11 to 25 - 26 to 50 - 51 to 100
- 100 to 200 - 200 to 500 - 500+

ABOUT CHECK POINT

Check Point Software Technologies Ltd. is a leading provider of cyber security solutions to governments and corporate enterprises globally. Its solutions protect customers from cyber-attacks with an industry leading catch rate of malware, ransomware and other types of attacks. Check Point offers a multilevel security architecture that defends enterprises' cloud, network and mobile device held information, plus the most comprehensive and intuitive one point of control security management system. Check Point protects over 100,000 organizations of all sizes.

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