

How SMBs Are Dealing with Cybersecurity Threats in 2019

Independent market researcher Vanson Bourne surveyed 850 respondents in small- and medium-sized businesses across the globe about cybersecurity. The findings illustrate the perception of their current state of security, versus the reality of the cyber threats and challenges these businesses are facing.



In the event of a cyber attack, SMBs are most concerned about:

- Data loss (50%)
- Loss of customer (43%)
- Damage to company reputation (39%)

The biggest impacts of a cyber attack SMBs have experienced:

- Cost (money) (35%)
- Cost (time/effort) (33%)
- Data loss (32%)



52%

of SMBs feel helpless to defend themselves from new forms of cyber attacks.

62%

of SMBs agree they lack the in-house skills needed to properly deal with cybersecurity issues.

80%

of SMBs are worried that they will be the target of a cyber attack in the next six months.

64%

of SMBs have experienced a cyber attack, costing the business \$53,987 on average.

Has reality finally caught up with SMBs? The answer seems to be yes, as many are prioritizing cybersecurity and planning to invest more in protecting their organization.

89%

of SMBs identify cybersecurity as the top or one of the top five priorities in their organization.

79%

of SMBs plan to invest more in cybersecurity over the next 12 months.

79%

of SMBs anticipate at least half of their cybersecurity will be outsourced in five years' time.