

# The Right Cybersecurity Matters to Your Clients

## ▶ Your clients worry about cybersecurity and you can help them.

But with a complex and rapidly changing threat landscape and IT environments, good security can't just be bolted on. It needs to be thoughtfully approached to effectively support your clients — as well as successfully grow a new line of business.

## SMBs Are at Risk

# 43%

of small businesses suffered data breaches last year<sup>1</sup>, leaving them vulnerable and scrambling during the aftermath.

# 80%

are worried they will be impacted by a cyber attack in the next six months.

### SMBs' biggest security concerns are:<sup>2</sup>



Targeted phishing attacks against employees



Unknown, advanced persistent threats



Ransomware

**Why do these matter?** They all impact the bottom line since the SMB might lose data, damage their reputation or go out of business.

**Only 13%** of SMBs (as denoted in our SMB survey) who do not use an MSP feel confident that their organization is able to defend itself against an attack.

[Download SMB Survey](#)

## This Makes Cybersecurity a High Priority for SMBs



of SMBs see cybersecurity as a top priority in their organization.



of SMBs anticipate outsourcing at least half of their cybersecurity within five years.



of SMBs will change MSPs after a cyber attack.

## An Ideal Market Opportunity for MSPs Offering the Right Security



**84%** of SMBs who do not use an MSP would consider using one if offered the "right" cybersecurity solution.



**93%** would consider moving to a new MSP if offered the "right" cybersecurity solution, even if they weren't planning to change, and they would be willing to pay 25% more to new MSPs.



**83%** of SMBs using an MSP are planning to invest more in cybersecurity in the next 12 months.

## Be the Hero Your Clients Need

**Clearly, SMBs are looking to MSPs to provide the protection they can't deliver themselves.** And the right solution doesn't just address the threat, it helps you grow your business. So why not get 2x the revenue performance with the right solution provider and training and take a bite out of the \$11 billion MSSP market?<sup>3</sup>

### With Continuum, you can:



Analyze and identify client risks and resolve security vulnerabilities.



Continuously monitor and mitigate threats to provide always-on protection.



Leave the analysis to the SOC experts for incident response, threat mitigation and remediation.



Learn, grow and successfully sell through Continuum Certify to yield 2x the growth of other MSPs.

Would you like to learn how you can provide the cybersecurity protection your clients need? Contact us today!

[See it in action](#)

[Request a demo](#)

**Call us: 1.866.223.7394**

#### Sources:

<sup>1</sup> "2019 Data Breach Investigations Report," Verizon, 2019. <https://enterprise.verizon.com/resources/reports/dbir/>

<sup>2</sup> "Small and Mighty: How Small and Midmarket Businesses Can Fortify Their Defenses Against Today's Threats," 2018 Cisco Cybersecurity Report. <https://www.cisco.com/c/dam/en/us/products/collateral/security/small-mighty-threat.pdf>

<sup>3</sup> Toby Bussa, Kelly Kavanagh, Sid Deshpande, Pete Shoard, "Magic Quadrant for Managed Security Services, Worldwide," Gartner, May 2, 2019. <https://www.gartner.com/en/documents/3913171>

Other statistics: "Underserved and Unprepared: The State of SMB Cyber Security in 2019," VansonBourne, 2019.