

CYBER THREATS

TO SMALL- AND MEDIUM-SIZED BUSINESSES

IN 2017



WEBROOT®
Smarter Cybersecurity™



INTRODUCTION & BACKGROUND &

In 2017, the evolving cybersecurity landscape presents small- to medium-sized businesses (SMBs) with a host of new threats to their clients, their data, and their bottom line. In fact, 96% of SMBs believe they'll be susceptible to security threats this year. In addition to traditional cyberattacks like phishing and malware, new tactics like ransomware attacks are making it more lucrative than ever to be a cyber thief.

This ever-changing threat environment is forcing IT decision-makers (ITDMs) to re-evaluate their security strategies. How well equipped are SMBs to protect their data? How are they adapting their approaches to keep pace with a barrage of new cyber threats? To find out, Webroot commissioned a study of ITDMs in the US, UK, and Australia to evaluate the current security concerns and strategies of SMBs around the world.

Results from online survey of 600 IT Decision-Makers at mid-sized businesses with 100-499 employees in the U.S. (200 respondents), U.K. (200 respondents) and Australia (200 respondents).

Which of the following best describes how your business currently manages IT security?

Response	Total	US	UK	Australia
A mix of in-house and outsourced IT security support	37%	33%	33%	45%
Dedicated in-house IT security professional or team	23%	22%	25%	23%
In-house IT employees who handle IT security along with other IT responsibilities	20%	24%	22%	14%
Outsourced IT security support through a third-party managed service provider	13%	13%	11%	15%
In-house non-IT employees who handle IT security along with other responsibilities	7%	10%	9%	4%
We do not have resources that specifically address IT security	-	-	-	-

How likely or unlikely is it that your business will use a third-party cyber security provider to manage security in 2017?
(Asked among those whose businesses don't currently outsource IT security)

Response	Total	US	UK	Australia
Very likely	38%	37%	43%	33%
Somewhat likely	42%	42%	39%	44%
Somewhat unlikely	17%	18%	14%	17%
Very unlikely	4%	3%	4%	5%
QuickFacts ±				
Likely (net)	80%	79%	82%	78%
Unlikely (net)	20%	21%	18%	22%

*All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%.

± Data under "QuickFacts" were derived from the responses, not included as response options that were read during fielding. We include QuickFacts in instances where we feel they will be helpful.

How strongly do you agree or disagree with the following statement – outsourcing IT solutions would both protect my business against threats and increase my bandwidth to address other areas of my business.

Response	Total	US	UK	Australia
Agree strongly	56%	52%	58%	58%
Agree somewhat	35%	37%	34%	33%
Disagree somewhat	8%	11%	8%	9%
Disagree strongly	1%	1%	1%	1%
QuickFacts				
Agree (net)	90%	89%	92%	91%
Disagree (net)	10%	12%	9%	10%

By what percentage, if at all, do you expect to increase your annual IT security budget for 2017 compared to 2016?

Response	Total	US	UK	Australia
0%	3%	4%	1%	4%
1-19%	73%	63%	73%	82%
20-49%	20%	27%	22%	10%
50-100%	2%	4%	3%	-
Plan to decrease	3%	3%	2%	5%
QuickFacts				
Any increase (net)	94%	94%	98%	92%
Average increase (percentage)	12%	15%	12%	9%

Which of the following best describes how your business currently manages IT security?

Response	Total	US	UK	Australia
A – my business is completely ready to manage IT security and protect against threats	30%	21%	28%	40%
B – my business is almost completely ready to manage IT security and protect against threats	42%	47%	39%	40%
C – my business is somewhat ready to manage IT security and protect against threats	21%	26%	23%	16%
D – my business is far from ready to manage IT security and protect against threats	8%	7%	11%	5%
F – my business will never be ready to manage IT security and protect against threats	0%	1%	1%	-
QuickFacts				
Not completely ready (net)	71%	80%	72%	60%

Which of the following external security threats, if any, do you think your business will be susceptible to in 2017?

Response	Total	US	UK	Australia
New forms of malware infections	56%	49%	59%	60%
Mobile attacks	48%	40%	53%	53%
Phishing attacks	47%	49%	48%	43%
DDoS attacks	43%	41%	51%	37%
Ransomware attacks	42%	31%	50%	45%
Other	-	-	-	-
None of these	4%	2%	1%	10%
QuickFacts				
Any (net)	96%	98%	100%	90%

If your business experienced a cyberattack, how confident, if at all, are you that someone on your staff could successfully address and/or eliminate the issue?

Response	Total	US	UK	Australia
Very confident	48%	47%	47%	51%
Somewhat confident	41%	42%	40%	41%
Not very confident	10%	10%	12%	8%
Not at all confident	1%	2%	2%	1%
QuickFacts				
Confident (net)	89%	89%	87%	92%
Not confident (net)	11%	12%	14%	9%

If your business were to be the victim of a cyberattack in 2017, where customer records or critical business data were lost, how much do you estimate the total cost would be?

Response	%
Less than US \$100,000	22%
US \$100,000 - US \$499,999	40%
US \$500,000 - US \$999,999	17%
US \$1,000,000 or more	22%
QuickFacts	
Average (dollars)	\$579,099

If your business were to be the victim of a cyberattack in 2017, where customer records or critical business data were lost, how much do you estimate the total cost would be? *(Asked among those in the U.K.)*

Response	%
Less than £75,000	15%
£75,000 - £399,999	27%
£400,000 - £774,999	17%
£775,000 or more	22%
QuickFacts	
Average (pounds)	£737,677

If your business were to be the victim of a cyberattack in 2017, where customer records or critical business data were lost, how much do you estimate the total cost would be? *(Asked among those in Australia)*

Response	%
Less than AUD 135,000	2%
AUD 135,000 - AUD 674,999	25%
AUD 675,000 - AUD 1,299,999	24%
AUD 1,300,000 or more	50%
QuickFacts	
Average (AUD)	AUD 1,893,363

If your business suffered a cyberattack in 2017, which of the following would be harder to restore?

Response	Total	US	UK	Australia
Company's public image	65%	63%	58%	75%
Employee trust and morale	35%	38%	42%	25%

How confident, if at all, are you that all of your business's employees are educated specifically on how a cyber security breach could impact them and the company?

Response	Total	US	UK	Australia
Very confident	45%	45%	37%	54%
Somewhat confident	41%	42%	47%	36%
Not very confident	12%	12%	15%	10%
Not at all confident	2%	2%	2%	1%
QuickFacts				
Confident (net)	87%	87%	84%	90%
Not confident (net)	13%	13%	17%	11%

Methodological Notes:

The Webroot Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 600 IT Decision-Makers at mid-sized businesses with 100-499 employees in 3 countries: U.S., U.K, and Australia, between May 10 and May 24, 2017, using an email invitation and an online survey.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.0 percentage points for the overall sample and by more than 6.9 percentage points for each of the 3 countries from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

About Webroot

Webroot delivers network and endpoint security and threat intelligence services to protect businesses and individuals around the globe. Our smarter approach harnesses the power of cloud-based collective threat intelligence derived from millions of real-world devices to stop threats in real time and help secure the connected world. Our award-winning SecureAnywhere® endpoint solutions, BrightCloud® Threat Intelligence Services, and FlowScape® network behavioral analytics protect millions of devices across businesses, home users, and the Internet of Things. Trusted and integrated by market-leading companies, including Cisco, F5 Networks, Citrix, Aruba, Palo Alto Networks, A10 Networks, and more, Webroot is headquartered in Colorado and operates globally across North America, Europe, and Asia. Discover Smarter Cybersecurity™ solutions at www.webroot.com.

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