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## SMBs: Avoid the “Small Target Illusion”

Cybersecurity analysts caution leaders of small- to medium-sized businesses (SMBs) to avoid a mentality dubbed the “small target illusion.” In short, this mistaken theory says malefactors prefer targeting large corporations because the SMB market isn’t large enough for profitable cybercrime. Three facts argue against this thinking:

1. The Small Business Administration (SBA) estimates nine of 10 U.S. companies qualify as “small.”
2. Recent research indicates that nearly half of all cyber assaults target SMBs.
3. The latest studies of social engineering techniques suggest at least half of all cyberattacks will involve automation technology like artificial intelligence (AI) by the end of 2025.

Given these facts, smaller organizations arguably represent better victims than larger ones because there are so many SMBs, staging attacks on a company of any size

requires little human intervention and surveys show that most SMBs are under-funded and unprepared for cyber defense.

Clarity clears the small target illusion. That’s why we advocate two powerful initiatives:

1. **Assess Risk** – Identify and quantify potential material damage from cybersecurity breaches, such as lost revenue, data remediation rigors and restoration costs. Review intangible risks, too, like damage to brand reputation.
2. **Elevate Awareness** – Educate team members at every level about cyber threats and the critical role each executive, worker and partner play in sustaining cyber resilience.

Looking for insight and support? Call us for a consultation.

## Viewpoint

### Drop “Digital” from Your Transformations

A growing number of consultants are urging companies to leave the term “digital” out of their organization’s efforts to modernize, optimize and innovate business strategies and operational tactics. Why? Because today technology’s essential, inextricable and irreplaceable role in what has become known as digital transformation (DX) is a foregone conclusion. So, as many pundits now say, just call what once were known as IT projects “business transformations.”

Sound grandiose? Not when considering Gartner’s three DX drivers that transcend tech and arc across any company’s policies and processes:

- Refining operational efficiency
- Increasing customer satisfaction

This level of analysis also underlines that leaders of small- to medium-sized businesses (SMBs) share the same objectives as their big corporate counterparts:

- Driving growth in revenue and innovation when developing and delivering goods and services
- Scaling productivity through managing operations and expenses
- Improving the quality of products and services

How do managed services providers (MSPs) bolster transformations for SMBs? Here are three ways:

- Raising your remote workforce’s **productivity** through mobile connectivity
- Defending critical data against **cybersecurity** threats
- Collaborating with tech providers through **cloud services**, enabling access anytime/anywhere

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## IT Strategy

### Cloud Services Future-Proof Your Business

Studies by tech analyst Gartner predict that overall cloud spending will grow at a pace greater than 20% this year, exceeding \$720 billion around the world. Researchers say companies will spend most of that money on services over software.

What role do small- to medium-sized businesses (SMBs) play in this global trend? A huge one, especially in the U.S. where more than 33 million SMBs employ nearly 62 million people. How can SMB leaders maximize the momentum of this trend? In other words, get the most out of their cloud investments. As a premier IT managed services provider (MSP), we recommend applying the leverage of cloud computing to reap these benefits:

- Ensuring reliable **remote access** from anywhere at anytime
- Boosting the **flexibility and scalability** of tech infrastructure
- **Reducing costs** of purchasing, managing and replacing hardware
- Delivering **cross-platform support**

And we believe the best way to do so is through **co-managed IT** services. While your team focuses on the rigors of your business, our team maintains your technology infrastructure in these crucial areas:

- Cloud Computing
- Servers and Networks
- Backup and Recovery (BUDR)
- Proactive, Preventative Cybersecurity

The result is a digitally-enabled operation that runs smoothly and keeps pace with today’s challenges while anticipating tomorrow’s. Call us to learn more.