



5 CRITICAL IT RISKS BUSINESS LEADERS SHOULD PLAN FOR IN 2021

Research Report: IT Strategy and Trends for UK Small and Midsize Businesses (SMBs)

Q1 2021

Design. Deploy. Manage.





IT STRATEGY OUTDATED OR NON-EXISTENT

FAILURE TO ADAPT TO THE NEW NORMAL

As businesses grow and technology develops, many companies lack personnel with the relevant skills to advise on strategic IT matters. Those responsible for technical decisions may turn to mid-level staff or suppliers for input. **Without the necessary understanding and holistic perspective on the business, this often results in simplistic, short-term suggestions.**

REMOTE WORK	USER SUPPORT	CYBERSECURITY
<p>At the start of 2020, only 6% of employees in the UK worked remotely full time.</p> <p>Now, three in four organisations plan to allow at least some employees to continue to work remotely permanently post-COVID-19.</p>	<p>The focus needs to shift from desktop support to user support.</p> <p>These days, each user has multiple work devices - an office desktop, a laptop and at least one mobile device such as a phone or tablet - and needs support to manage and maintain this array of devices.</p>	<p>70% of surveyed IT professionals consider remote staff a greater security risk than onsite employees.</p> <p>Organisations need to think more strategically about how to best protect workers, data and equipment.</p>



NOT INVESTING IN USER TRAINING PROTECT AGAINST GROWING CLOUD THREATS

80%

OF DATA BREACHES
RESULT FROM HUMAN
ERROR

47%

OF DATA LOSS IS
CAUSED BY END-USER
DELETIONS

13%

OF DATA LOSS IS
CAUSED BY HACKERS
AND VIRUSES

HUMAN FIREWALL

A COMPANY'S FIRST LINE OF
DEFENCE AGAINST PHISHING
SCAMS AND MALWARE
REMAINS THEIR PEOPLE.



TRAIN YOUR PEOPLE, PROTECT YOUR BUSINESS

Raising staff awareness can reduce the organisational risk of breaches and **prevent costly interruptions to business operations.**

Cybercriminals are less opportunistic and more strategic in whom they target in ransomware attacks and phishing scams.

Train staff to recognise social engineering ploys that get them to act first and think later by taking advantage of their good nature and emotional vulnerabilities.

Training expenditure can be hard to justify in the current economic climate, but the benefits far outweigh the rapidly growing risks to UK SMBs.

INCREASED PRODUCTIVITY, LOWER RISKS

- End-users will spend less time seeking support and more time on deliverables.
- Proper training means fewer errors and therefore faster, more reliable results.
- Training improves morale as users gain confidence in their skills.
- Improved knowledge of system functionality leads to improved workflows and internal procedures.



TOO MANY VENDORS

CONFUSION AND LACK OF ACCOUNTABILITY

SMBs often make do with mediocre service and being slotted into standard offerings by their incumbent IT provider.

WHY? They often don't know how to extricate themselves from their existing contract.

They are also concerned about potential disruption moving providers may cause.

Entrusting all your IT operations to one comprehensive and capable partner can **make your organisation stronger by streamlining your IT environment.**

REDUCE SPEND



Reduce costs by streamlining procurement, avoiding redundant licensing and taking advantage of bundled pricing options.

BOOST SECURITY



Opting to handle security through multiple vendors, you'll have multiple integrations for your systems. That increases the number of threat surfaces you'll need to deal with.

Shifting to a single partner for IT support simplifies the amount of monitoring required while reducing potential gaps and weaknesses.

BETTER TRAINING



Training can be a cumbersome process when you're dealing with multiple vendors. It can also negatively impact productivity as your team members need to undergo multiple training processes.

SIMPLER SUPPORT



Dealing with one partner gives a single source of accountability who won't be looking to cast blame elsewhere. You'll have a unified, coordinated troubleshooting approach without having to referee between different vendors.

4

LACK OF PROPER CLOUD MANAGEMENT

CLOUD WASTAGE AND OVERSPENDING

With cloud infrastructure becoming more disjointed, consolidation and control are crucial aspects of day-to-day cloud management. Only one-third of organisations make use of multi-cloud management tools, yet these tools are essential to managing cloud resources cost-effectively and ensuring strong security and data governance.

TOP THREE PUBLIC CLOUD PROVIDERS:



CLOUD ADOPTION

Small and midsize businesses are adopting public cloud faster than enterprises.

70%

of SMB apps and data will reside in a public cloud within the next 12 months.

MULTI-CLOUD

36%

of UK companies have 3 or more cloud-based services.

74%

of all organisations are using hybrid cloud i.e. at least one public and one private cloud.

CLOUD SPEND

Organizations are over budget on cloud spend by an average of 23 percent and expect **cloud spend to increase by 47 percent** in the next year.

Without strong management and controls, cloud costs quickly spiral out of control.

A well-managed multi-cloud approach can make your business more flexible and agile, while simultaneously reducing costs.

5

VULNERABLE TO RANSOMWARE

OUTDATED BACKUP AND DISASTER RECOVERY POLICIES

Ransomware remains the most prominent malware threat. Many businesses fall victim despite antivirus software, email/spam filters and pop-up blockers as well as endpoint detection and response.



Nearly 70% of UK businesses report ransomware as the most common malware threat they face.



59% of businesses said remote work due to COVID-19 resulted in increased ransomware attacks.



52% of businesses reported that shifting to the cloud came with increased security vulnerabilities.

A multilayered approach to ransomware, with business continuity as a key focus, is crucial.

1 in 5 SMBs report that they've fallen victim to a ransomware attack.*



*On average, small and midsize businesses (SMBs) who don't outsource their IT services report facing more ransomware attacks.

WHO WE ARE

Dudobi is leading the way to greater cloud adoption by SMBs in the UK. We build long-standing personal relationships with our clients, serving as their trusted IT partner and contributing to their security, stability and success.

We draw on our 20+ years of experience, industry best-practice guidelines and a set of solid, reliable cloud products to help solve our client's operational challenges. These services are delivered as part of our fixed price service offering which includes truly unlimited service and support.

TO DISCUSS ANY ASPECT OF THIS REPORT, PLEASE GET IN TOUCH WITH US AS WE WOULD LOVE TO HEAR FROM YOU.

UK: +44 (0)20 7199 1900 | SA: +27 (0)11 030 6935

hello@dudobi.com | **LinkedIn**



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