



Did you know?

U.S. SMB IT Security spend in 2020 will be U.S. \$11B



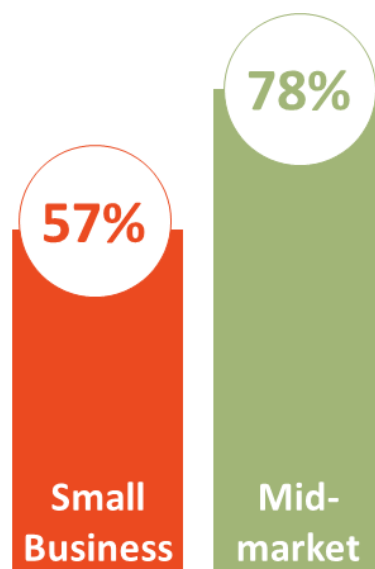
The need to secure many different profiles (mobile devices, network gear, data center applications, data and equipment) that are the source of security challenges & breaches will force SMBs to spend on IT security solutions in each of four categories:

1. Protection of data entering the corporate environment
2. Protection of the mobile environment
3. Traffic inspection
4. Protection of information in use

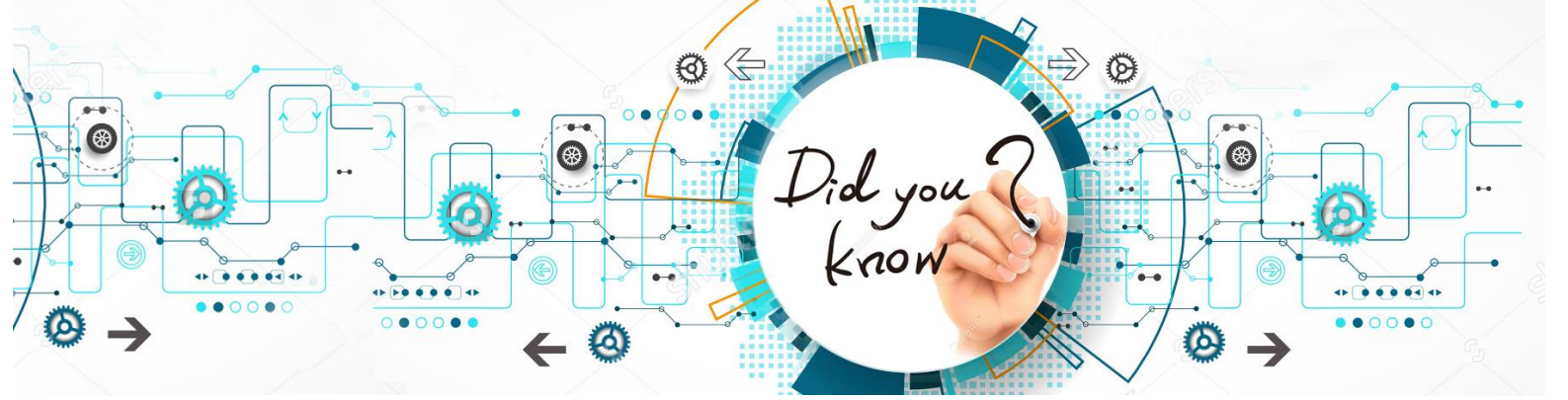
59% of SMBs will partner with an MSP

MSPs will become the preferred source of cloud and mobility security deployment as per Techaisle's latest survey. So far, most businesses have relied on internal IT security for layering in security for cloud and mobile environments. However, relative to midmarket firms, small businesses have limited internal IT security staff, and are not currently working with a managed service provider capable of managing security needs. But as threat sources continue to rise, both the small and midmarket segments will turn to MSPs – as shown by data in Techaisle's detailed SMB survey.

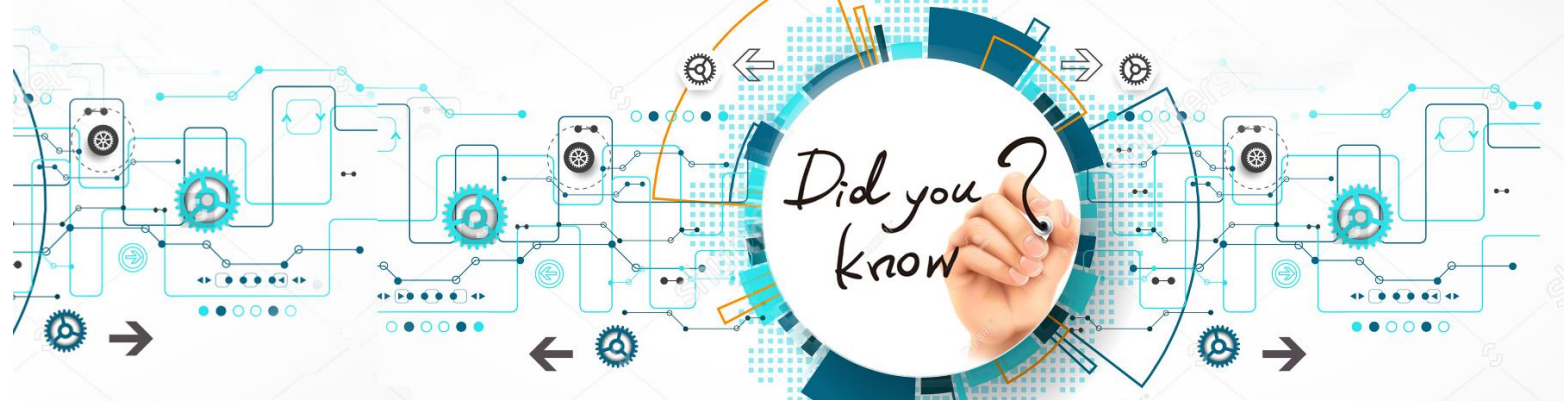
MSPs have had most success thus far with data center/server, network and endpoint security offerings but Techaisle views mobile device security, gateway messaging/web security, and virtualization security as high-growth opportunities for security-as-a-service providers.



techaisle
www.techaisle.com



Techaisle is a global SMB & Channel Partner Research organization founded on the premise that go-to-market strategies require insightful research, flexible data, and deeper analysis. Techaisle conducts surveys with SMBs & channels to understand market trends, opportunities, buying behavior, purchase intent, & IT priorities within cloud, mobility, analytics, security, managed services, virtualization, collaboration & IoT.



Brought to you exclusively by dinCloud,
a cloud services provider.

dinCloud Take-Away:

As cyber attacks continue to become increasingly sophisticated, businesses must ensure they are safe by leveraging the expertise offered by security focused Managed Service Providers (MSPs). While businesses are taking advantage of various technologies like cloud computing, IoT, and mobility, they are increasingly vulnerable to attack vectors that hackers can exploit. In this fast-changing technical landscape, IT teams also have to worry about securing their data on-premises or in the cloud. It is necessary to not only have a comprehensive security policy in place covering all these areas, but also have a monitoring mechanism in place. Partnering with MSPs can ensure all their security needs are properly met.

Want to get more information about selling cloud services? Click below:

[Become a Partner](#)



Techaisle is a global SMB & Channel Partner Research organization founded on the premise that go-to-market strategies require insightful research, flexible data, and deeper analysis. Techaisle conducts surveys with SMBs & channels to understand market trends, opportunities, buying behavior, purchase intent, & IT priorities within cloud, mobility, analytics, security, managed services, virtualization, collaboration & IoT.

