

# 5 CRUCIAL IT CHANGES YOU NEED TO MAKE IN 2021

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

Q1 2021

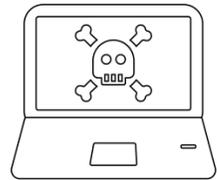
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▶ TRUSTED AND DEPENDABLE CLOUD SOLUTIONS

# 1

# PROTECT AGAINST RANSOMWARE BACKUP YOUR CLOUD DATA

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.

# 2 CONSOLIDATE YOUR CLOUD ECOSYSTEM

## CONTROL YOUR DIVERSE AND DISPERSED CLOUD

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.

### THE 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.

### 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.

### 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.

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

# 3 PROACTIVELY MANAGE HYBRID WORK PLATFORMS SHIFT FROM DESKTOP TO USER SUPPORT

70% of surveyed IT professionals consider remote staff a greater security risk than onsite employees. **The focus needs to shift from desktop support to user support.** 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 as well as additional support and services to ensure work-from-home success:



Users expect a fast support response on any device.



A tailored and proactive approach is needed.



Fast and stable internet connectivity is key for remote working.



Prioritize endpoint security



Remote support for mobile devices.

# 4 SAFEGUARD YOUR CLOUD EMAIL

## DEFEND AGAINST PHISHING, SOCIAL ENGINEERING & USER ERROR

**47%**  
OF DATA LOSS  
IS CAUSED BY  
END-USER  
DELETIONS

**13%**  
OF DATA LOSS  
IS CAUSED BY  
HACKERS AND  
VIRUSES

**7%**  
OF DATA LOSS  
IS CAUSED BY  
MALICIOUS  
DELETIONS

It is estimated that by 2022, 78% of businesses will run almost entirely on Software-as-a-Service (SaaS) applications.

Nearly 1 in 4 companies reported attacks on SaaS applications during 2020. **The biggest cause of data loss, however, was end-user deletion.**

Native tools do not create a secondary copy of your data independent of your SaaS provider, creating a single point of failure.

**More robust data protection which includes cloud email backup is crucial.**

Vendors like Microsoft and Google operate under the **"Shared Responsibility Model"**.

They take responsibility for



Hardware Failure



Software Failure



Natural Disaster



Power Outage

but **not** data loss as a result of



Human Error



Hackers



Viruses & Malware



Programmatic Errors



Malicious Insiders

# 5

# FEWER, BETTER VENDORS

## REDUCE CONFUSION AND MAXIMIZE SIMPLICITY

Organisations 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.



▶ TRUSTED AND DEPENDABLE CLOUD SOLUTIONS

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.**

020 7199 1904 | [hello@dudobi.co.uk](mailto:hello@dudobi.co.uk) | 

Sources:

- Datto: Global State of the Channel Ransomware Report
- Flexera: 2020 State of the Cloud Report
- T-Systems: A Practical Guide to Managing Multi-Cloud
- Intermedia: The Benefits of Vendor Consolidation and Centralized IT Management