



WEBINAR

# Cybersecurity 2027: SMB Priorities and Buying Behaviour



29 JULY 2025



# Agenda

- Trends for 2027
- The appetite for AI
- Security solution adoption intents
- Mapping security to business priorities
- How to respond to customer security needs





# Speakers



Gino Barletta

Senior Cyber Security  
Presales Consultant



Michael Brooke

Crayon APAC One  
Security Team leader



Samantha Marks

Research Program Lead,  
Crayon APAC



Scott Hagenus

Director, Cybersecurity  
Solutions



Shahbaz Wadiwala

Senior Cyber Security  
Presales Consultant



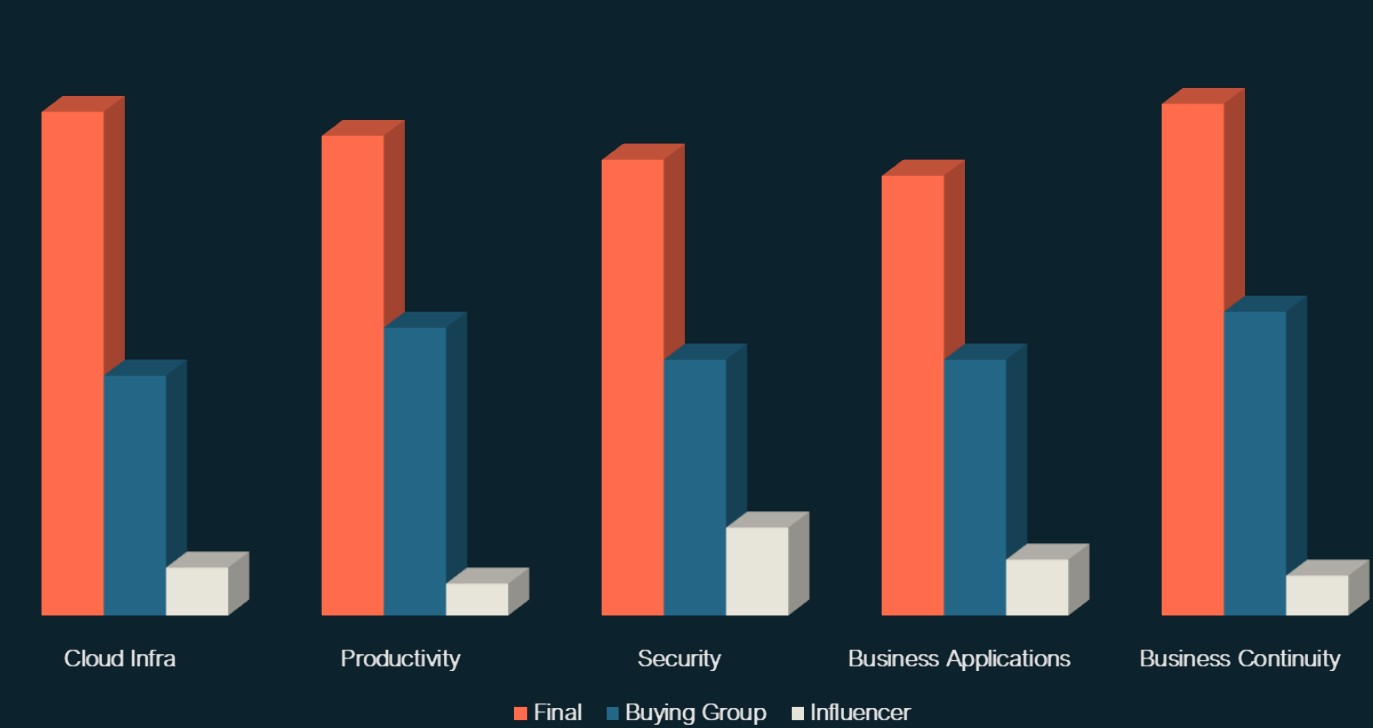
# The Future of Operations.

SMB participation data for the 2025 survey.





# Professional Profile

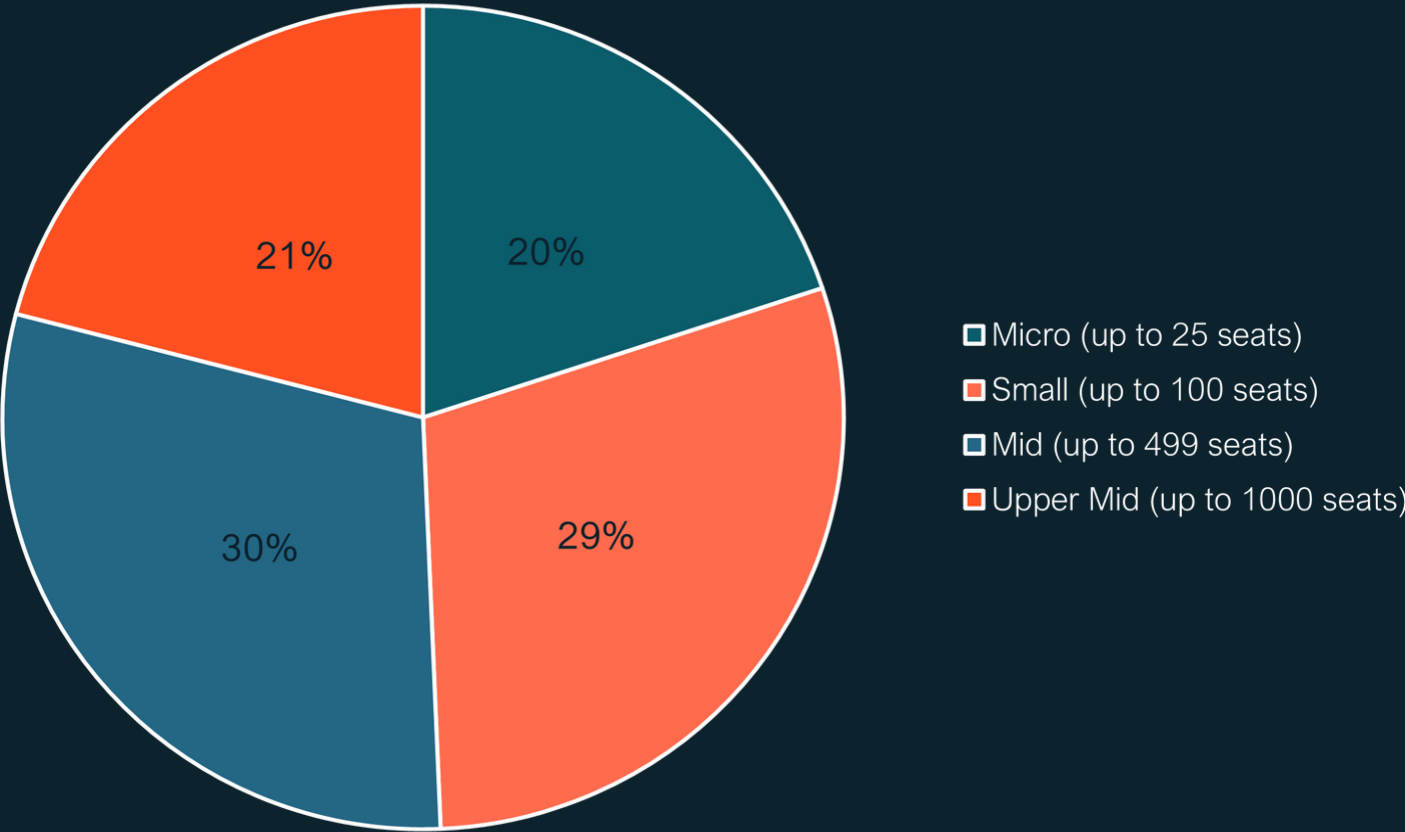


Business Roles	50%
IT and Security Roles	50%
C-Suite, Exec Leaders	40%
Directors, Snr Managers	60%
Final decision makers	60%
Internal buying team members	33%



CYBERSECURITY 2027: SMB PRIORITIES AND BUYING BEHAVIOUR

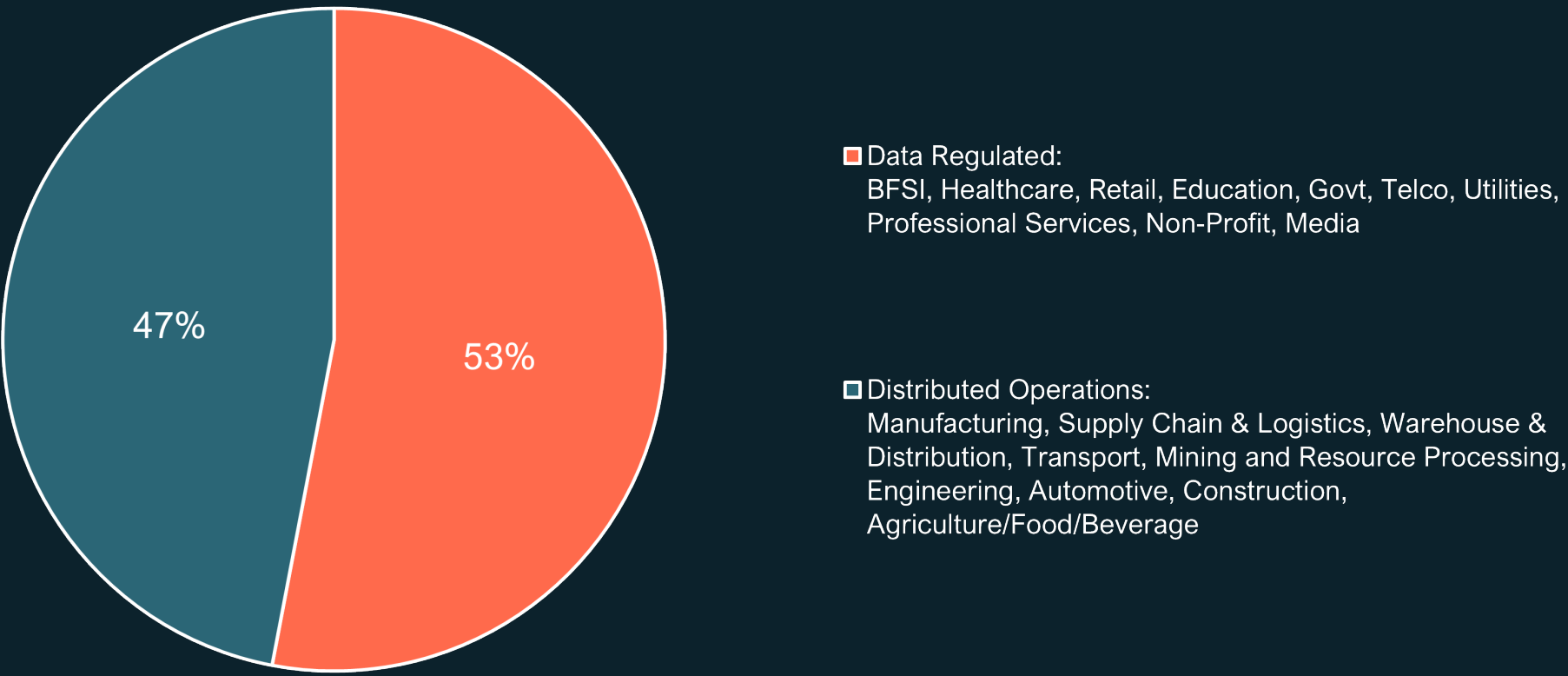
# SMB Scale



Source: *The Future Of Operations: Advancing AI-Driven Innovation and Cloud Agility for Small and Medium Sized Businesses*, a Forrester Consulting study conducted on behalf of Crayon, March 2025



# Industry Cluster Weighting



Source: *The Future Of Operations: Advancing AI-Driven Innovation and Cloud Agility for Small and Medium Sized Businesses*, a Forrester Consulting study conducted on behalf of Crayon, March 2025

# Industry Classifications

Industry	Proportion (%)
Financial services, banking, and/or insurance	9.05
Manufacturing, production, and materials	8.74
Retail	8.44
Healthcare	8.13
Business or professional services	6.44
Non-profit	6.13
Supply chain and logistics	6.13
Government (e.g., local, state, federal)	5.98
Engineering (e.g., mechanical, civil, industrial)	5.83
Automotive (e.g., manufacturers, dealerships)	5.83
Education	5.83
Warehouse and distribution	5.83
Utilities	5.83
Mining and resource processing	5.83
Technology and/or technology services	1.53
Telecommunications services	0.92
Construction	0.77
Consumer product goods and/or manufacturing	0.77
Transportation	0.77
Agriculture, food, and/or beverage	0.61
Media and/or leisure	0.61







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# Trends for 2027



**Samantha Marks**

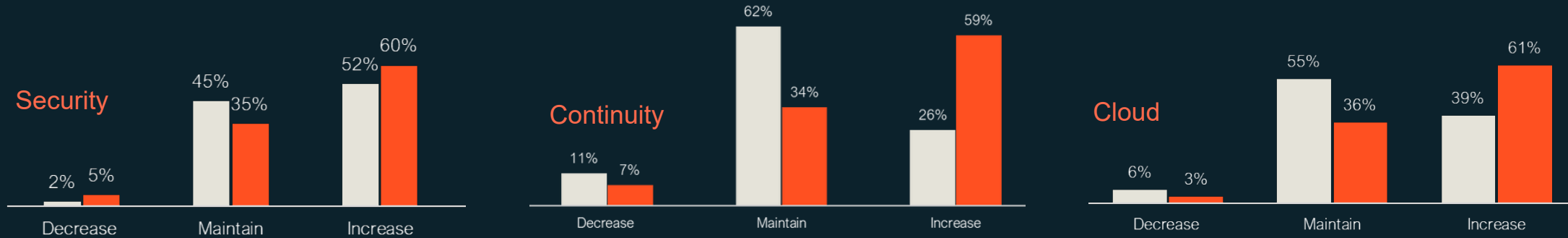
*Research Program Lead,  
Crayon APAC*



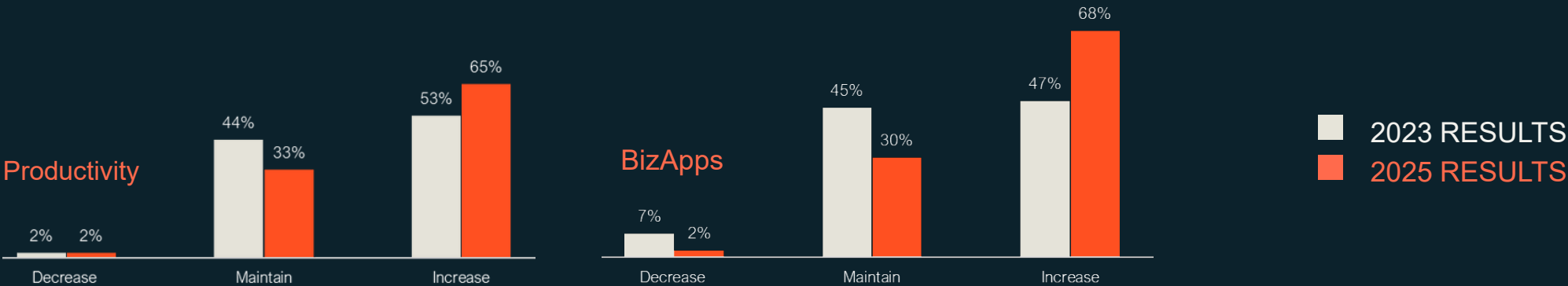


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# Investment up in all domains



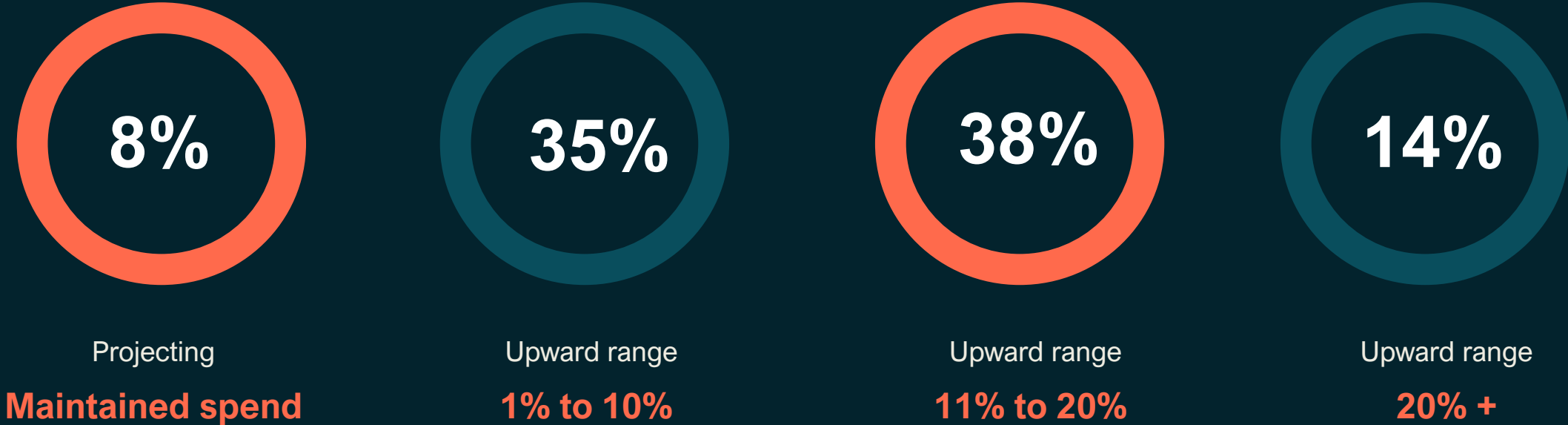
Continuity has biggest spike on 2023.



Data comparisons from *The Future Of Operations* studies 2023 and 2025, conducted by Forrester Consulting on behalf of Crayon



# SMBs will invest more with their IT partners





# Emerging Themes

SMB critical objectives are focused on making operational gains in five key areas:

Experience.

Enhanced engagement, satisfaction and efficiency for **customers, employees and partners.**

Competitiveness & Performance.

**Innovation**, brand strength and differentiation for **revenue growth** and market leadership.

Agility & Responsiveness

Faster pivots into opportunity and out of risky or volatile conditions with **increased adaptability.**

Risk & Resilience

Improved continuity, compliance and **reduced exposure** to known or unforeseen risk horizons for **enhanced market trust.**

Efficiency & Optimisation

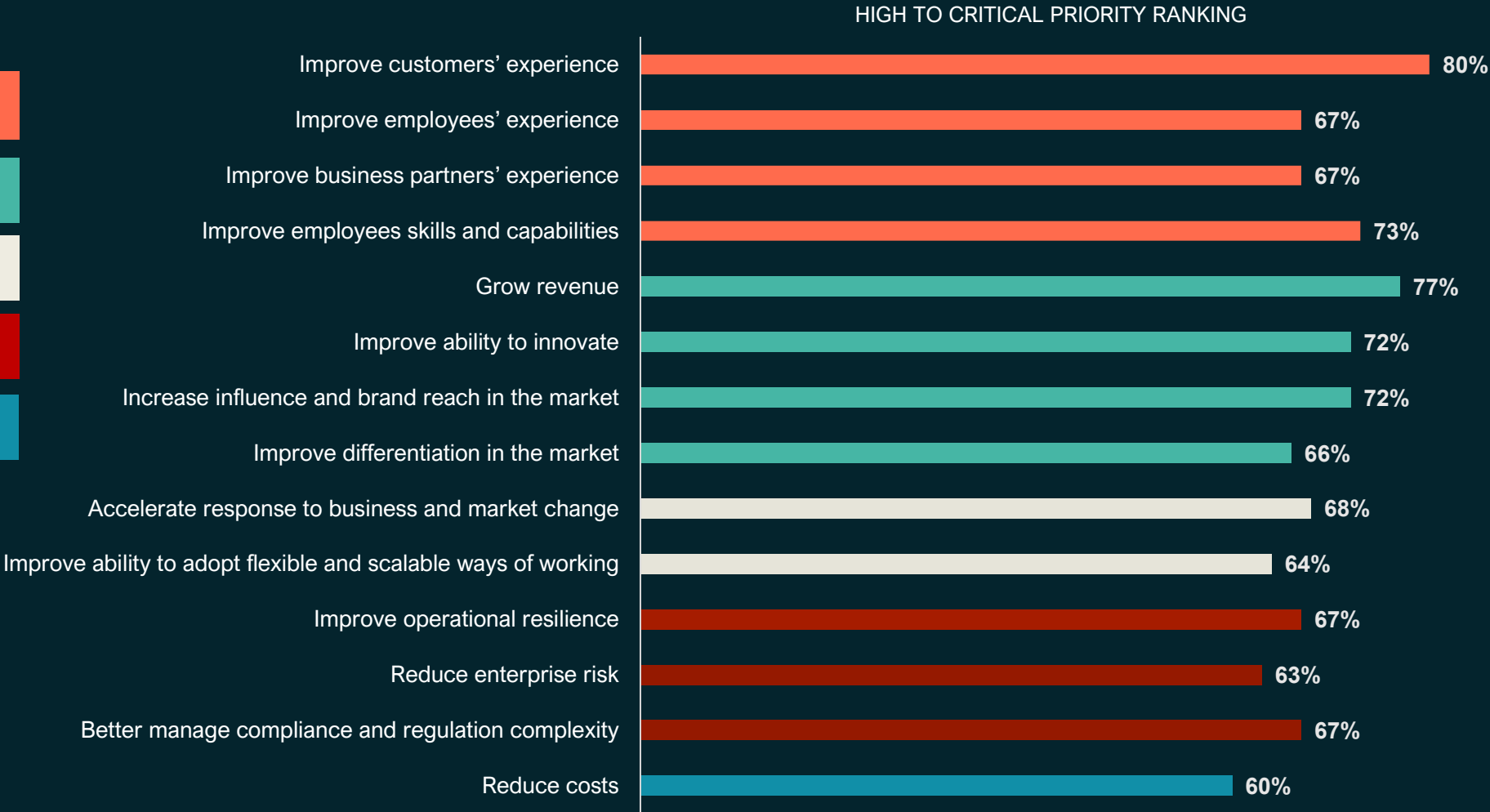
Continuous improvement programs that **enhance value gains** and reduce value loss for **greater profitability.**





# Business Objectives

- Experience
- Competitiveness and Performance
- Agility and Responsiveness
- Risk and Resilience
- Efficiency and Optimisation

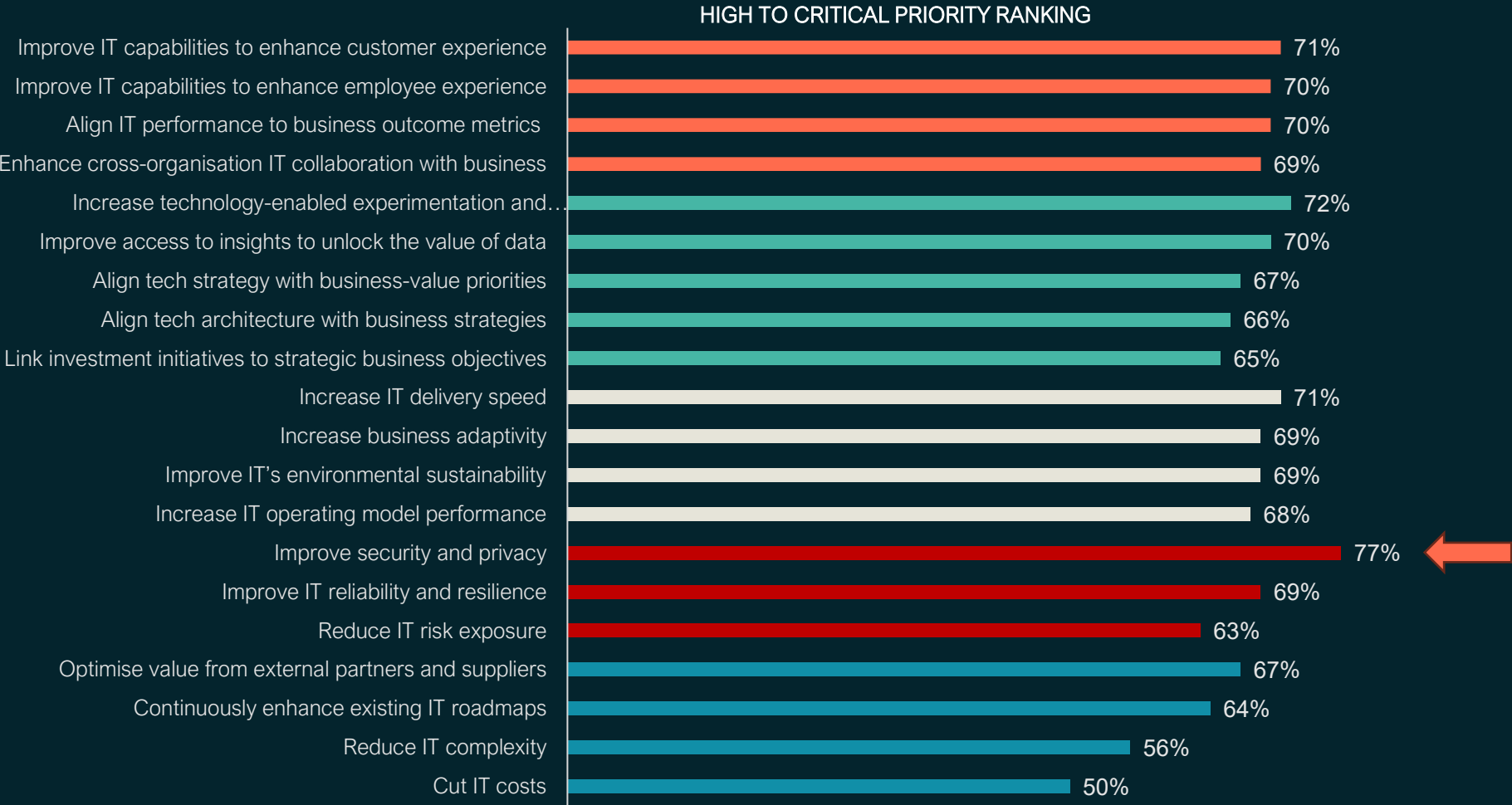


The Future Of Operations: Advancing AI-Driven Innovation and Cloud Agility For Small And Medium-Sized Businesses, a Forrester Consulting study on behalf of Crayon, March 2025



# IT Objectives

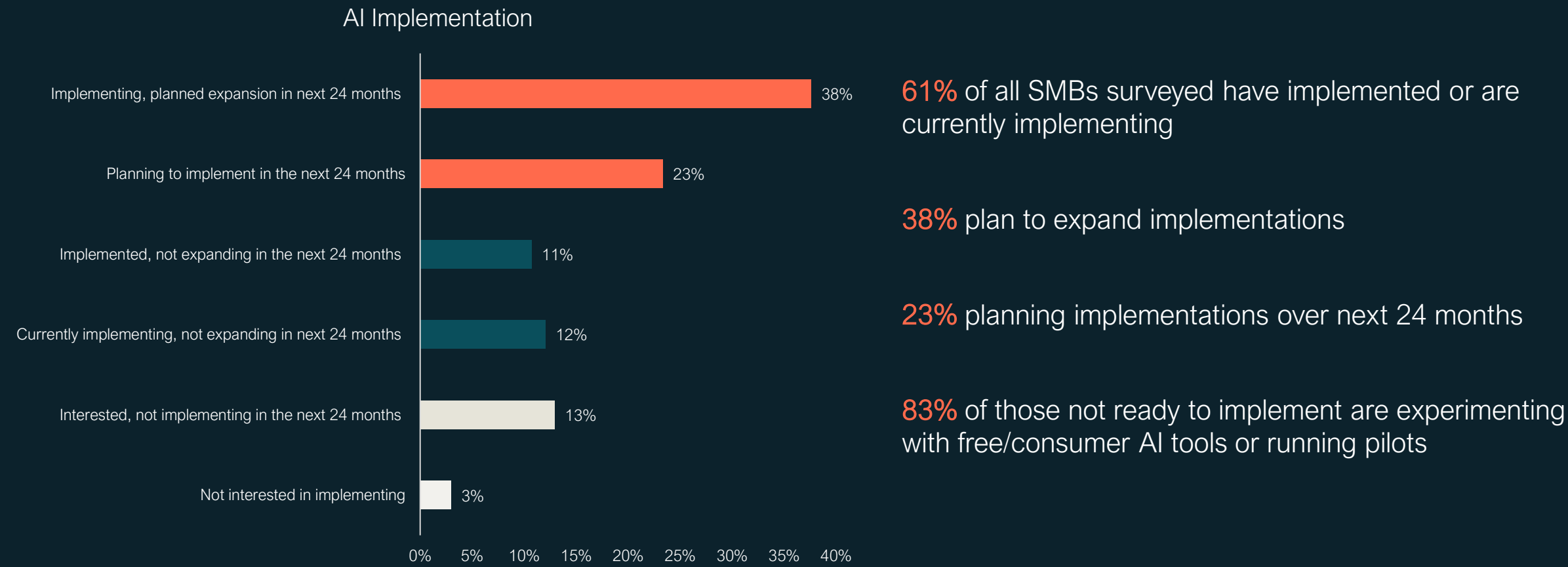
- Experience
- Competitiveness and Performance
- Agility and Responsiveness
- Risk and Resilience
- Efficiency and Optimisation



The Future Of Operations: Advancing AI-Driven Innovation and Cloud Agility For Small And Medium-Sized Businesses, a Forrester Consulting study on behalf of Crayon, March 2025



# AI Momentum is Significant



The Future Of Operations: Advancing AI-Driven Innovation and Cloud Agility For Small And Medium-Sized Businesses, a Forrester Consulting study on behalf of Crayon, March 2025



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# The Appetite for AI



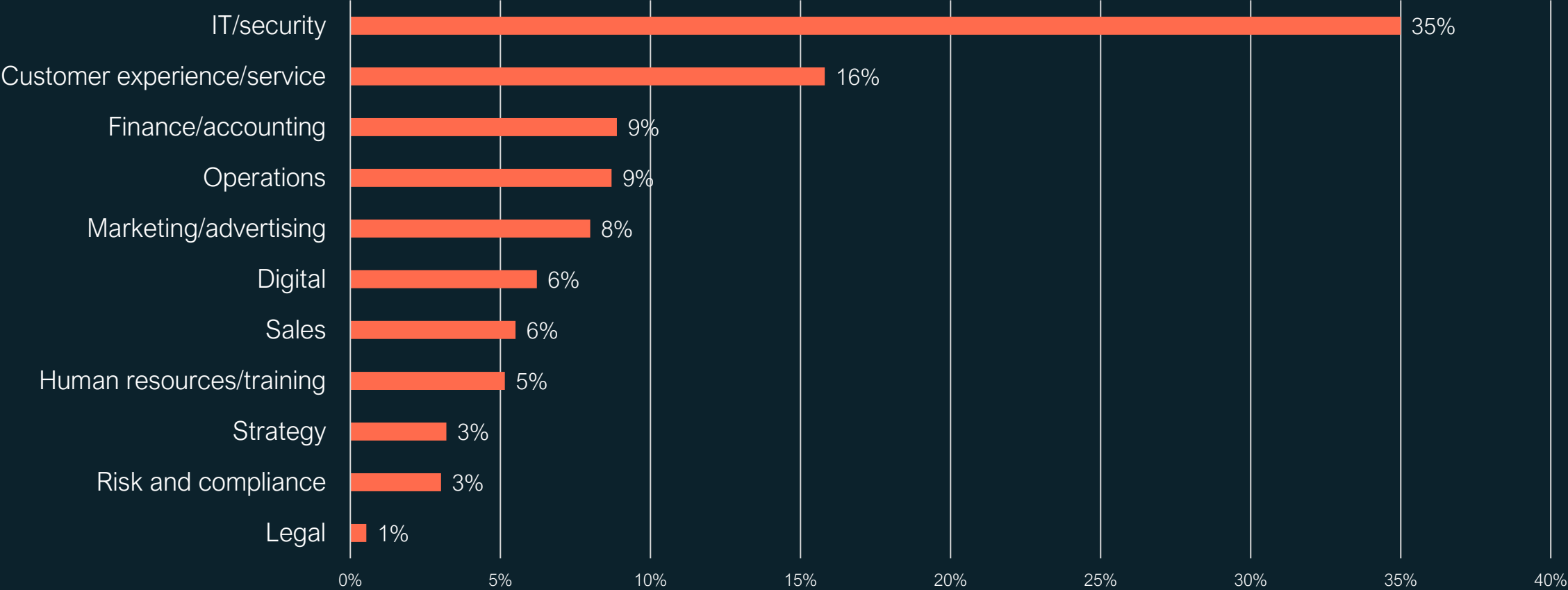
**Gino Barletta**  
Senior Cyber Security Presales  
Consultant







# AI Implementation in Business

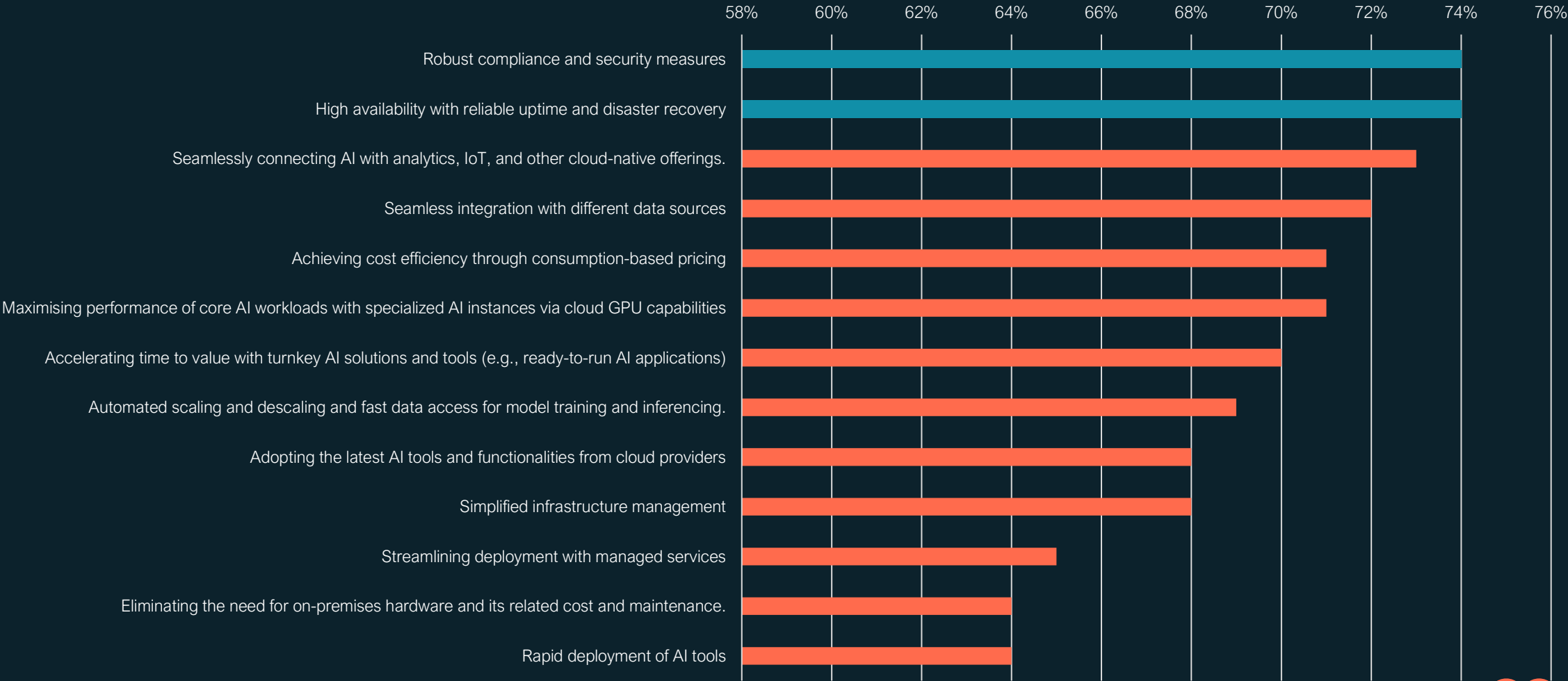


*The Future Of Operations: Advancing AI-Driven Innovation and Cloud Agility For Small And Medium-Sized Businesses*, a Forrester Consulting study, commissioned by Crayon, March 2025



# Security and Continuity are key for AI in the Cloud

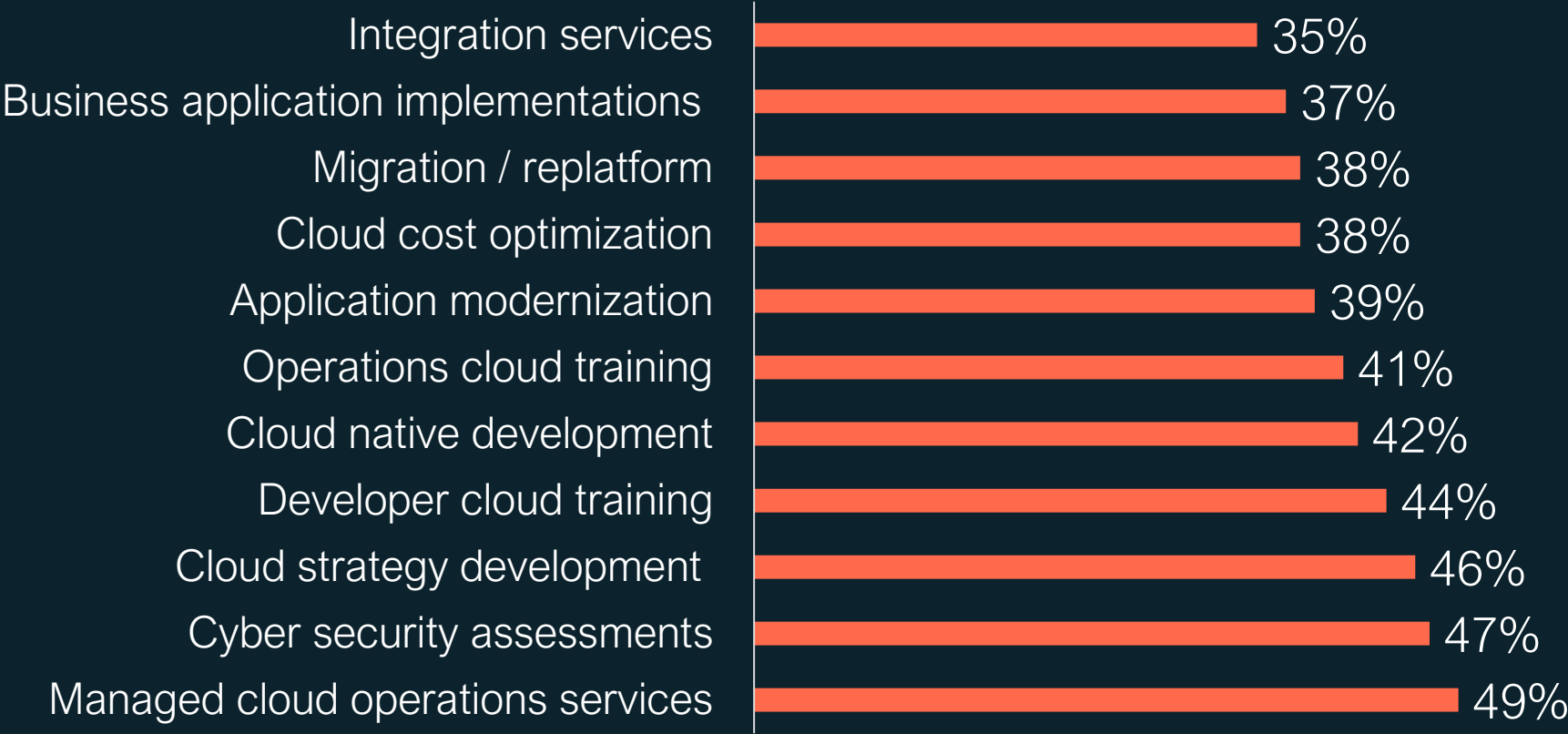
High to Critical Importance





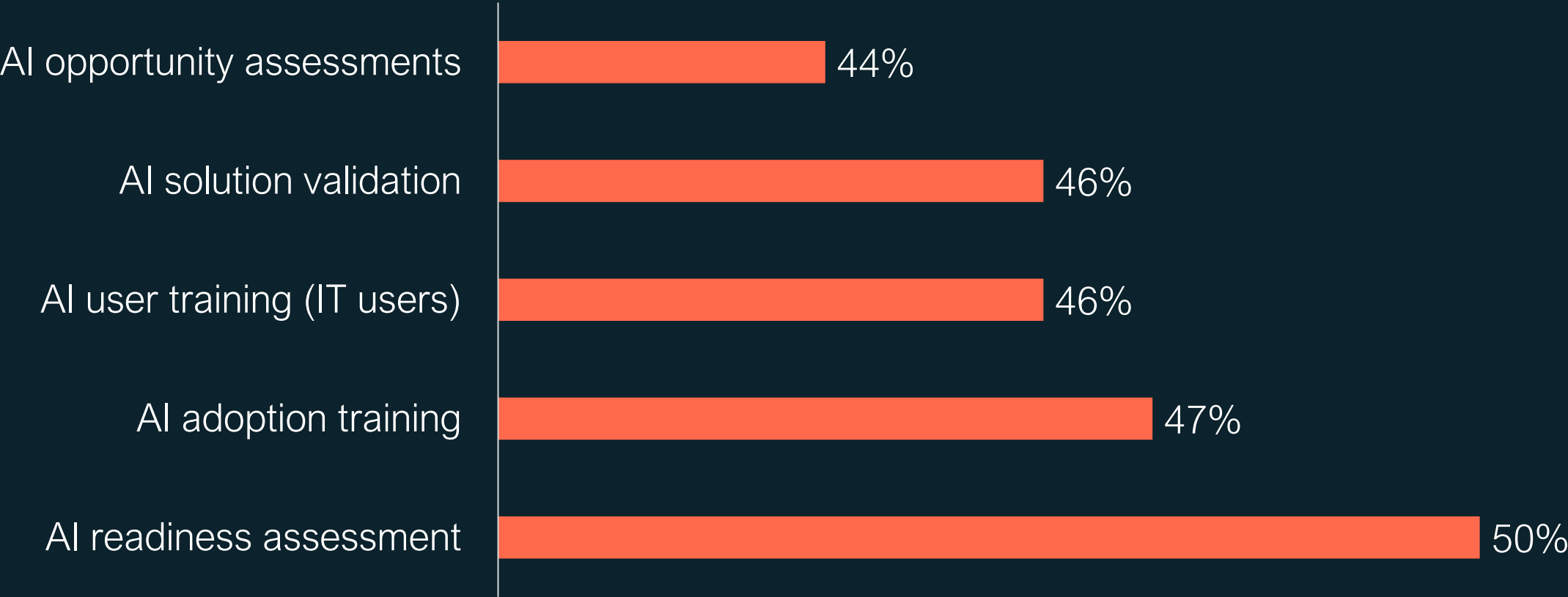
# SMB Service Requirements in Security Domain

Thinking about cloud adoption for the following operational domains for the next 24 months, please indicate the initiatives for which your organisation is likely to engage a third-party service provider to support.





# AI Service Demand in Security Domain





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## Security solution adoption intents



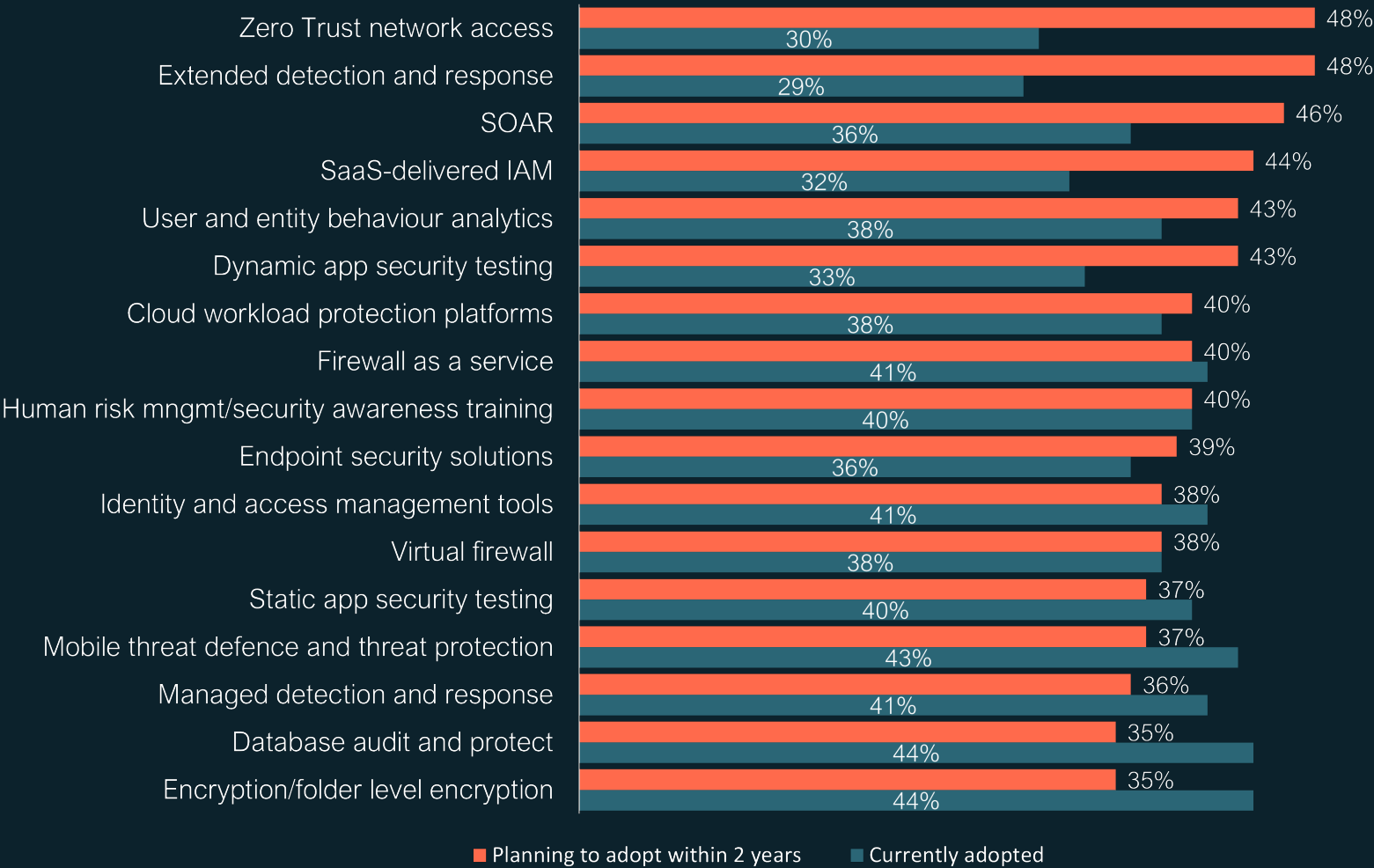
**Shabaz Wadiwala**

Senior Cyber Security Presales  
Consultant



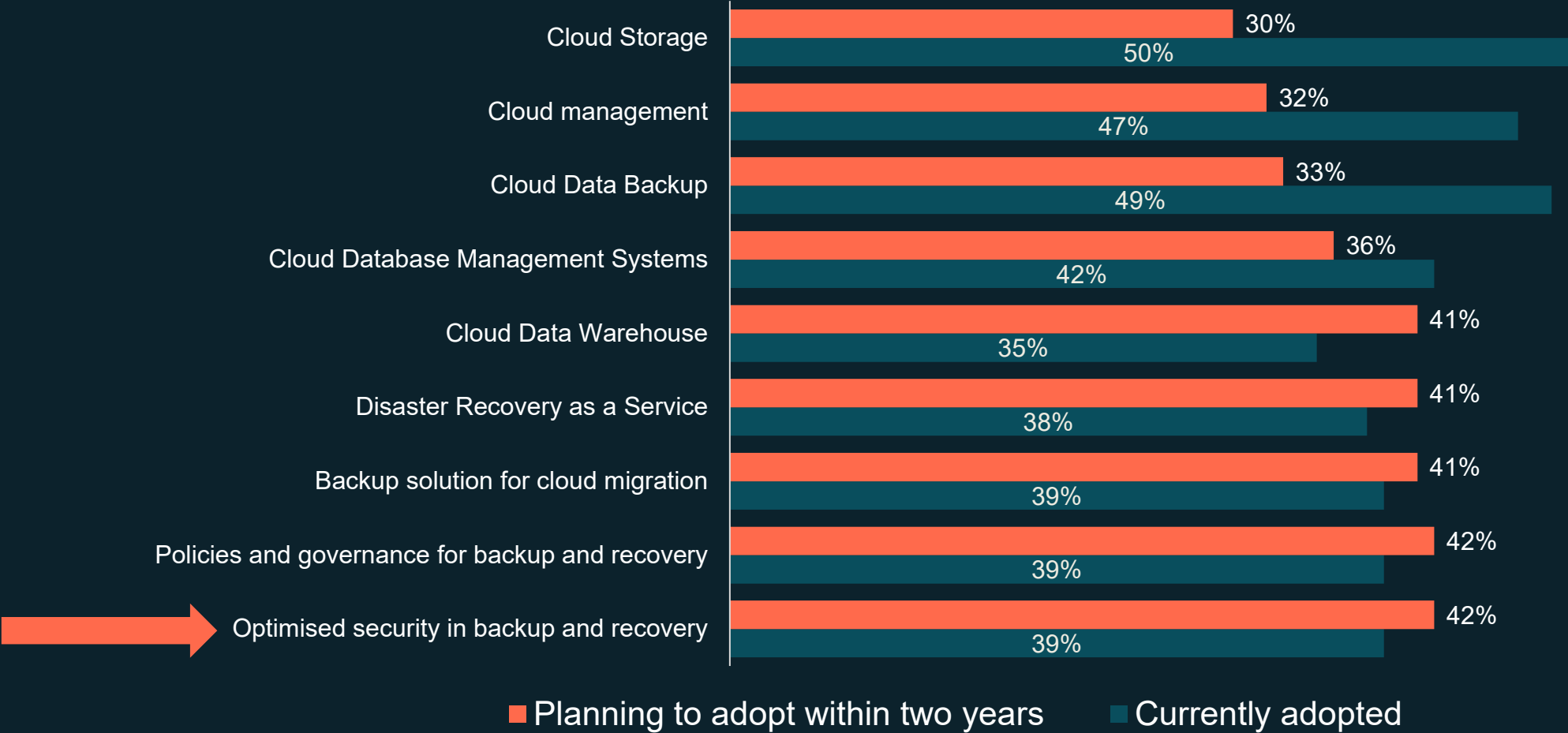


# Security Solution Adoption Trends





# Continuity Solution Adoption Trends



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## Mapping security to business priorities



**Michael Brooke**  
Crayon APAC One Security  
Team Leader

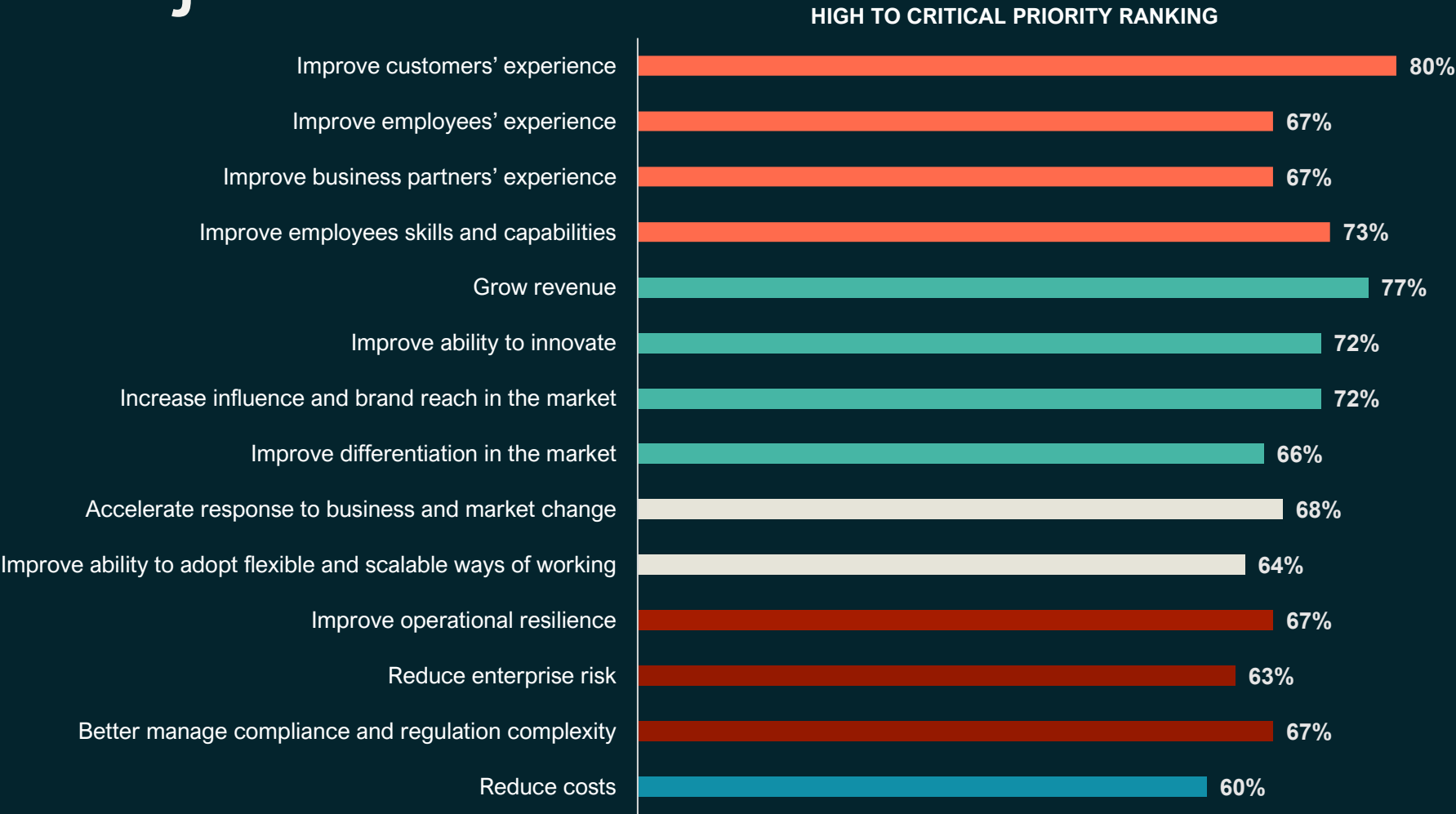






# Business Objectives

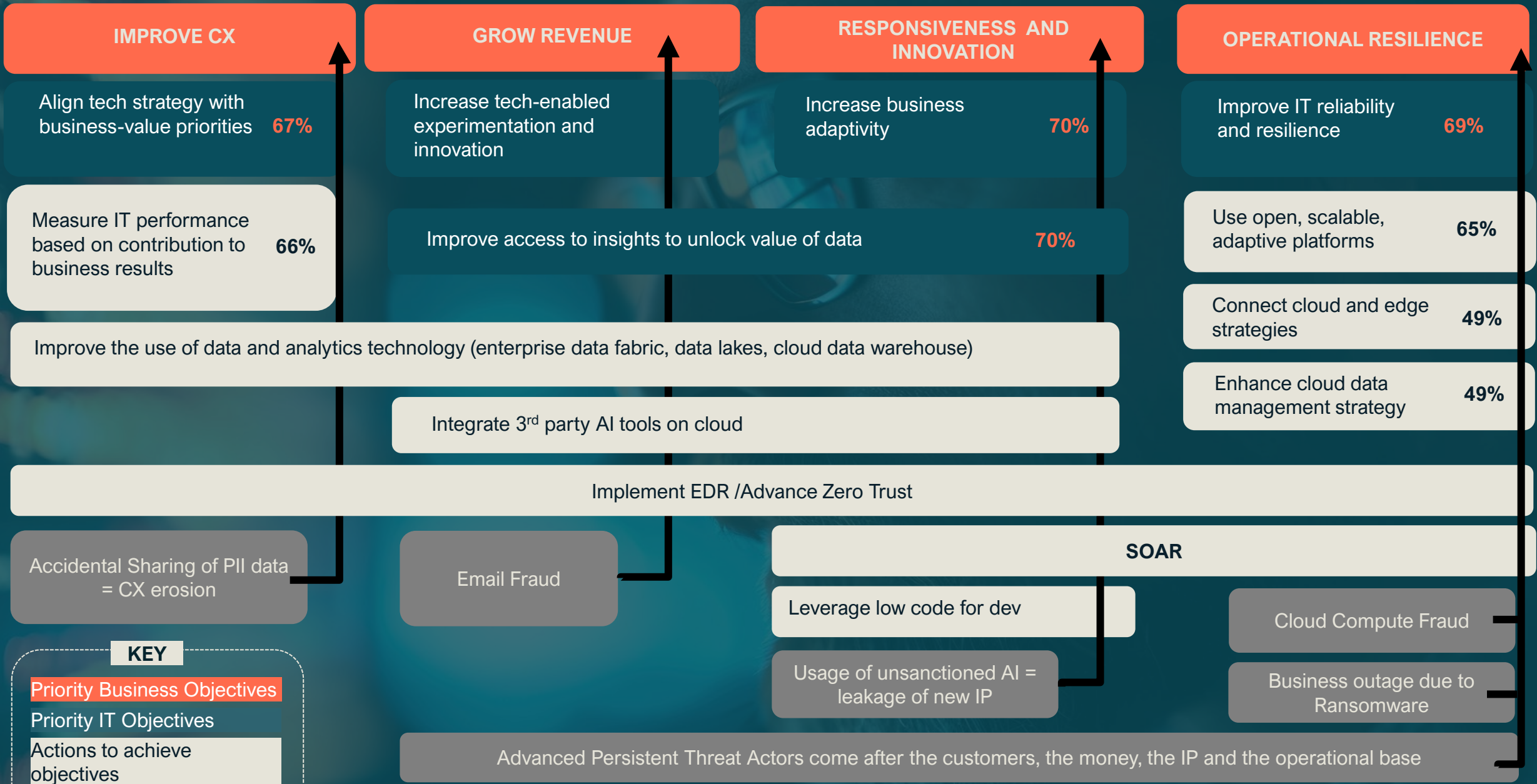
- Experience
- Competitiveness and Performance
- Agility and Responsiveness
- Risk and Resilience
- Efficiency and Optimisation



Non-technical decision makers may need help to understand:

1. how cybersecurity threats can impact the achievement of topline business objectives
2. how planned IT actions mitigate that impact

The following slide is an example of visually mapping impact and IT action directly to business objectives.



**KEY**

Priority Business Objectives

Priority IT Objectives

Actions to achieve objectives

Security Risk Vectors

Internal & External Parties

The following are further examples of how partners can map threat impact, action and solution directly to business objectives.



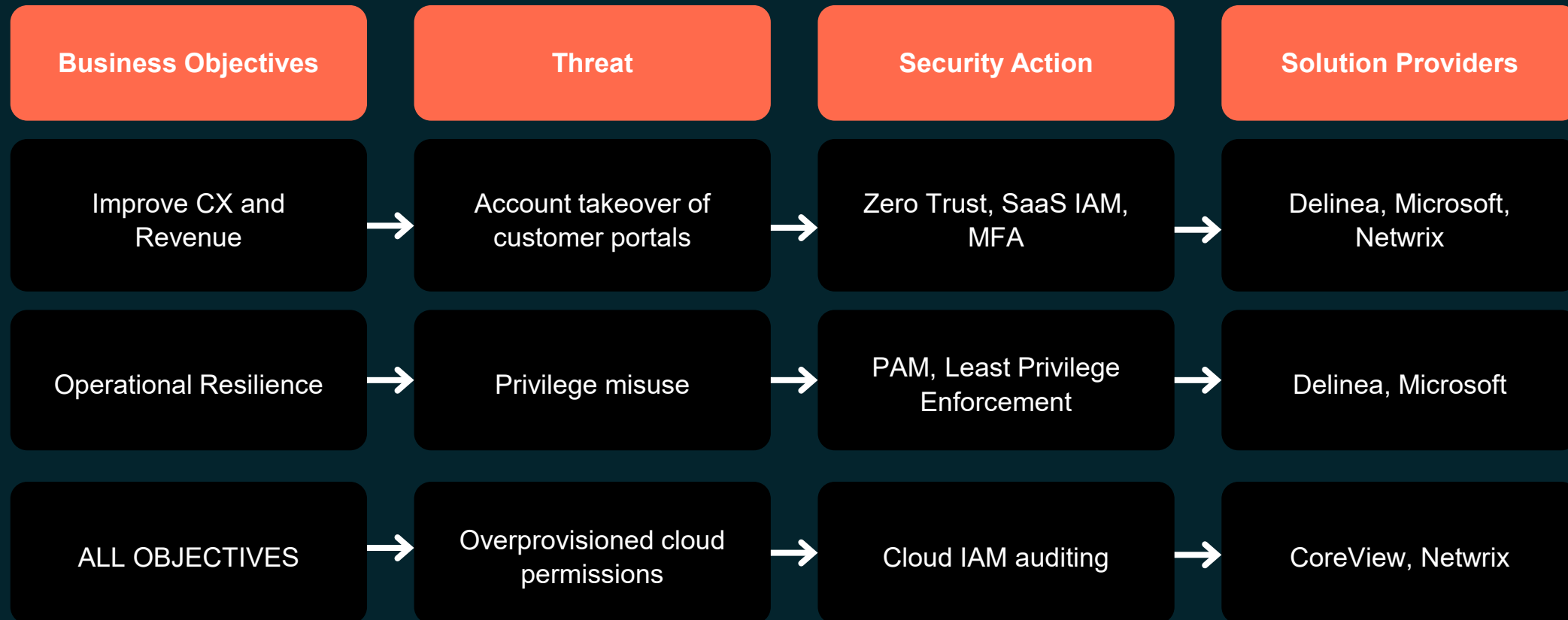
# Impact of Human Risk and Social Engineering Threats on Business Objectives







## Impact of Identity and Access Risk on Business Objectives



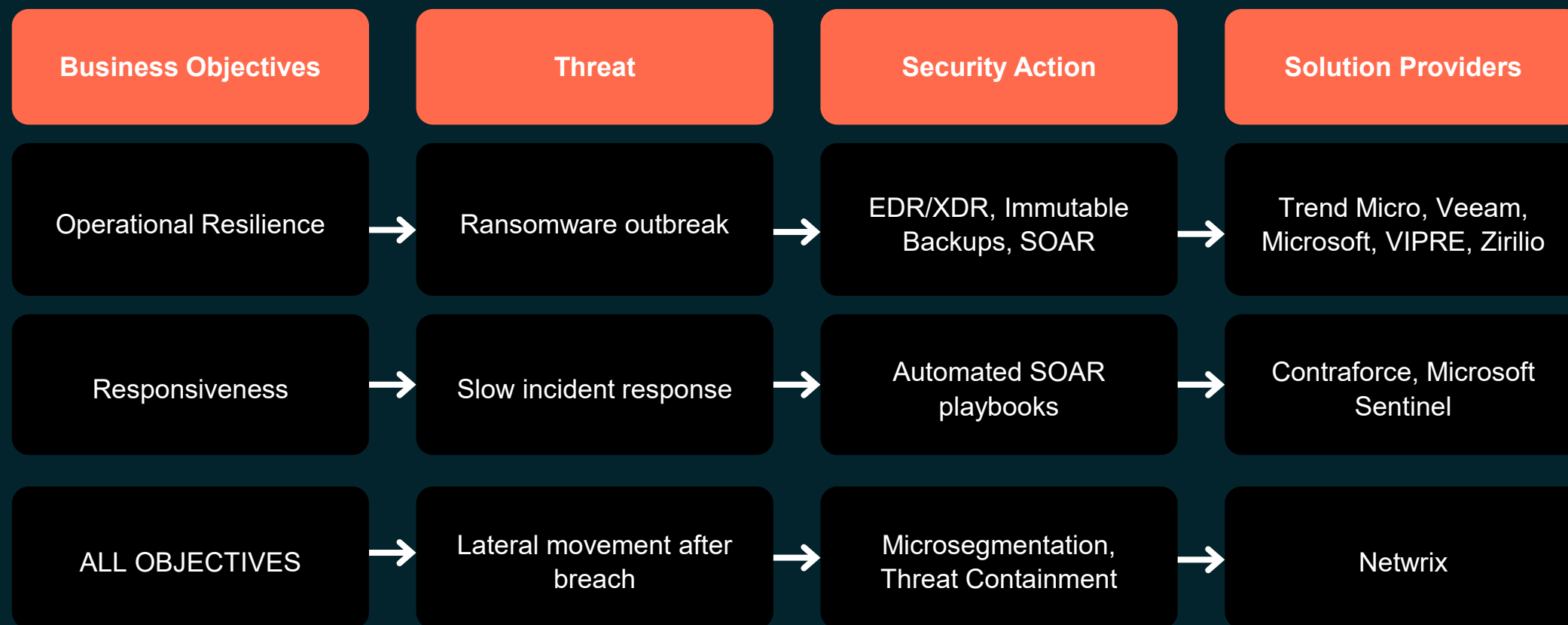


## Impact of Vulnerability and Misconfiguration Exploits on Business Objectives





## Impact of Detection and Response Weakness on Business Objectives





# What SMBs value in third-party service engagements

- Providers are more effective at organising and coordinating the business and technology stakeholders in our firm to drive implementation
- The providers help us define a clear strategy for our cloud and/or AI strategy and adoption
- We need an external perspective to think about our business and technology in more innovative ways
- We want to utilise the third party's expertise in adhering to industry regulations and standards
- The providers help us accelerate time to market for cloud and/or AI solutions

48% Stakeholder Management

47%  
42.5% } Strategy Alignment

40.5% Knowledge and Expertise

39.5% Accelerated Time to Market





# Crayon Cybersecurity Practice



Managed Detection  
& Response Services



In-house expertise



Vendor agnostic  
security  
assessments



Turnkey  
solutions



Cloud security assessment  
Penetration Testing /  
Vulnerability assessment  
Patch management  
Dark Web Monitoring  
Security Awareness training



Technology  
agnostic advice



Full-spectrum  
protection

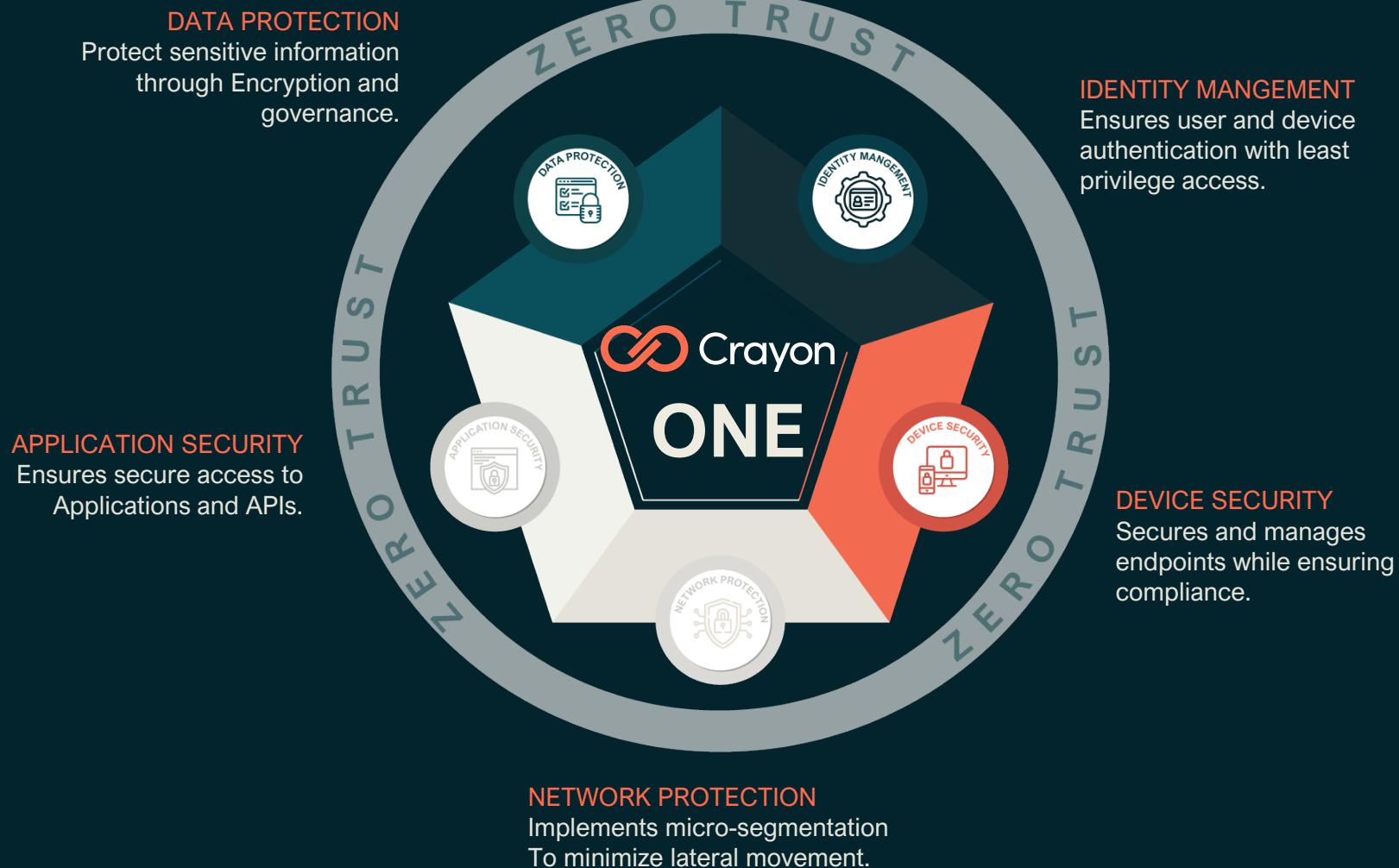


Automated Deployments,  
Powered by "Crayon ONE  
Security IP"



# Crayon ONE Security Framework

## Modern SecOps



- Empower your defence with real-time detection and precise identification of cyber threats.
- Secure your assets and enforce governance with robust protection at every layer.
- Accelerate recovery and respond decisively to minimize impact and restore operations.





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# Crayon ONE Security Framework

1. Baseline security
2. Anti Ransomware / Anti Business Email  
Compromise (BEC)
3. Data Protection
4. Identity Management
5. Cloud Protection





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# Strategic Partnerships Within All Layers of Cyber Security

 Microsoft

 CoreView

 invicti

 AIRLOCK  
DIGITAL

 CONTRAFORCE

 veeam

 ZIRILIO

 eset

 usecure

 TREND  
MICRO

 netwrix

 AUTOMOX

 SMX

 Mend.io

 Acronis

 Senserva

 AvePoint

 Delinea



# Q&A





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# How to get started today

**Scan the QR code now**

**OR reach out to your existing Crayon contact**

- We'll meet with you and your team
- Outline best approach for your requirements, be they business, technical, time and budget constraints
- More than likely, we have already solved your issue with prior customers.

