



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.

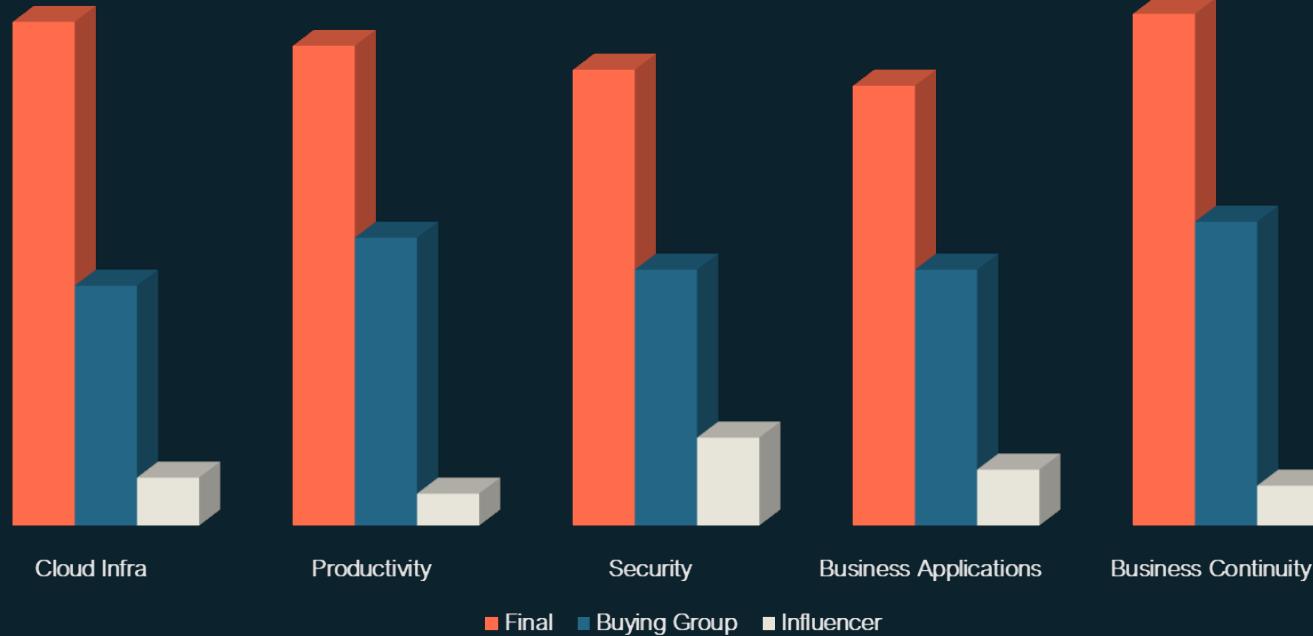
SMB participation data for the 2025 survey.





CYBERSECURITY 2027: SMB PRIORITIES AND BUYING BEHAVIOUR

Professional Profile

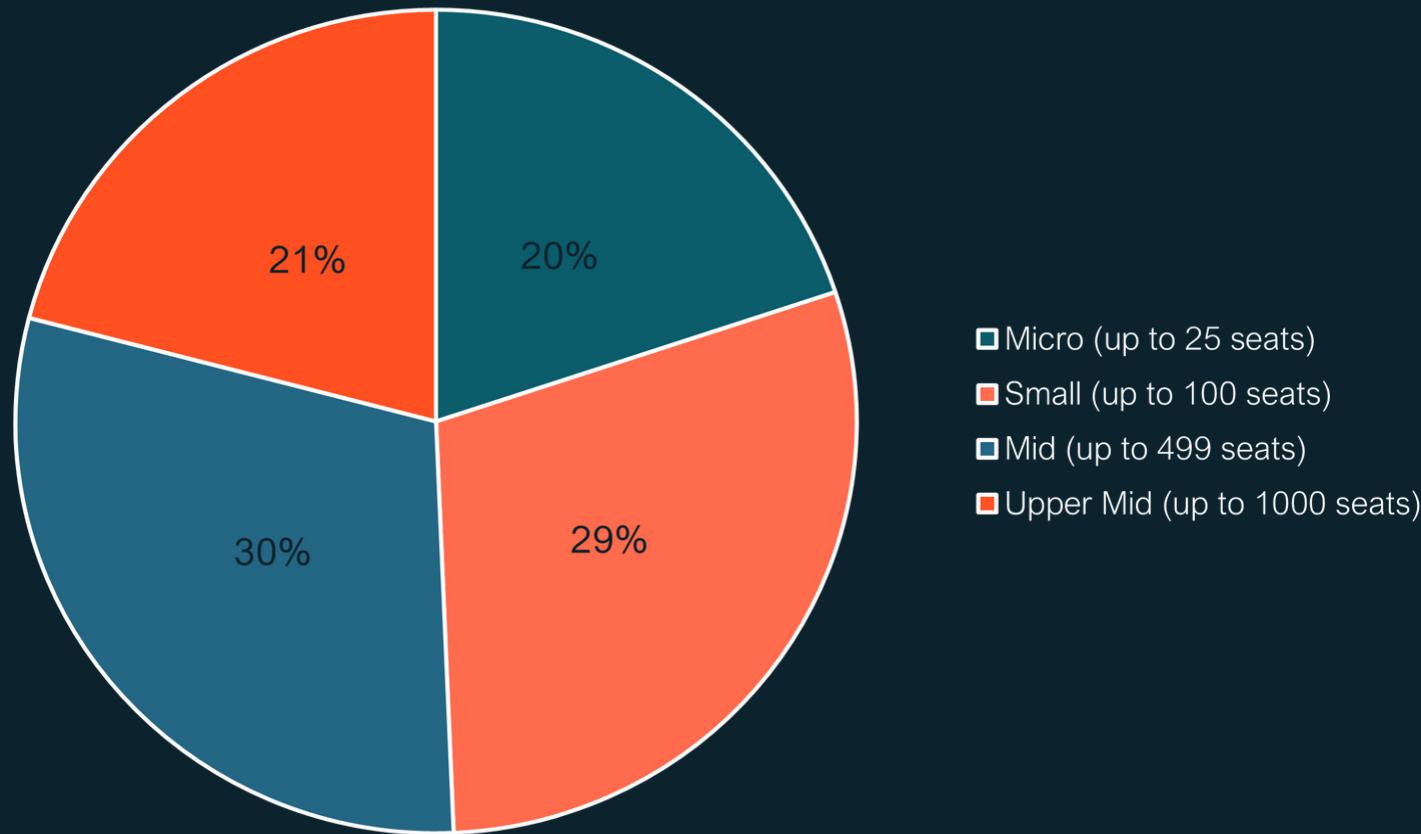


Business Roles	50%
IT and Security Roles	50%
C-Suite, Exec Leaders	40%
Directors, Snr Managers	60%
Final decision makers	60%
Internal buying team members	33%



CYBERSECURITY 2027: SMB PRIORITIES AND BUYING BEHAVIOUR

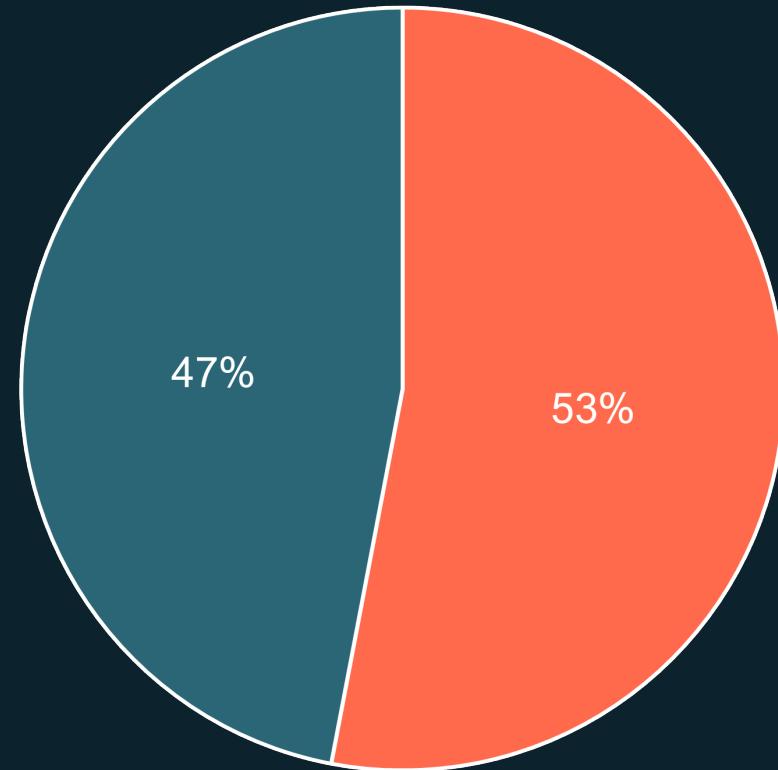
SMB Scale



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



■ Data Regulated:
BFSI, Healthcare, Retail, Education, Govt, Telco, Utilities,
Professional Services, Non-Profit, Media

■ Distributed Operations:
Manufacturing, Supply Chain & Logistics, Warehouse &
Distribution, Transport, Mining and Resource Processing,
Engineering, Automotive, Construction,
Agriculture/Food/Beverage

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



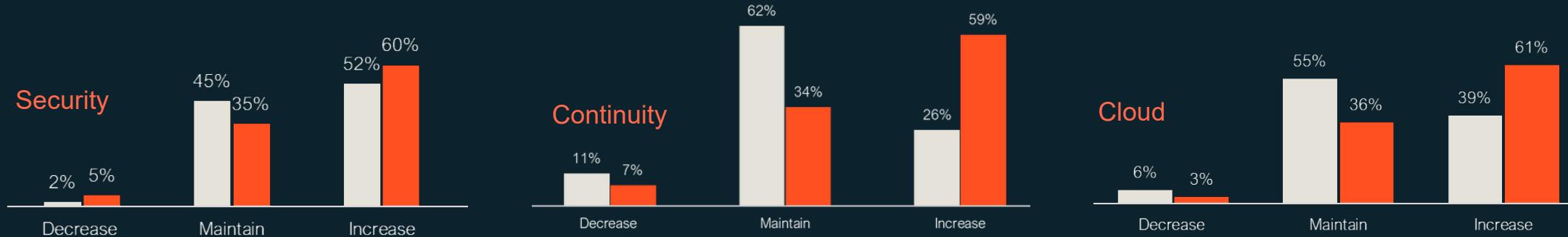
Samantha Marks
*Research Program Lead,
Crayon APAC*



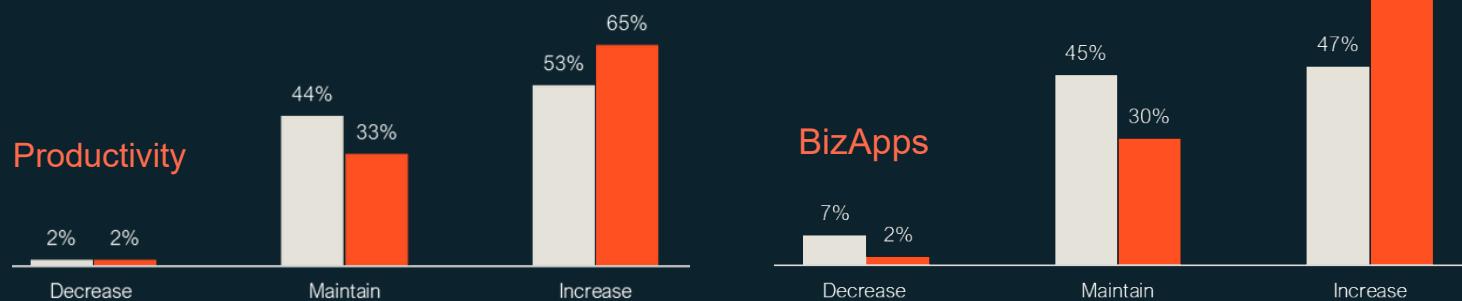


CYBERSECURITY 2027: SMB PRIORITIES AND BUYING BEHAVIOUR

Investment up in all domains



Continuity has biggest spike on 2023.



■ 2023 RESULTS
■ 2025 RESULTS

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



Projecting
Maintained spend



Upward range
1% to 10%



Upward range
11% to 20%



Upward range
20% +



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**.



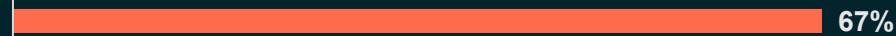
Business Objectives

HIGH TO CRITICAL PRIORITY RANKING

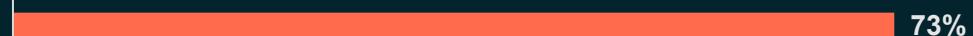
Experience

Improve customers' experience  80%

Competitiveness and Performance

Improve employees' experience  67%

Improve business partners' experience  67%

Improve employees skills and capabilities  73%

Agility and Responsiveness

Grow revenue  77%

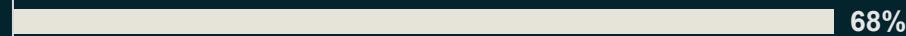
Risk and Resilience

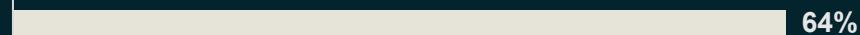
Improve ability to innovate  72%

Increase influence and brand reach in the market  72%

Efficiency and Optimisation

Improve differentiation in the market  66%

Accelerate response to business and market change  68%

Improve ability to adopt flexible and scalable ways of working  64%

Improve operational resilience  67%

Reduce enterprise risk  63%

Better manage compliance and regulation complexity  67%

Reduce costs  60%



IT Objectives

Experience

Improve IT capabilities to enhance customer experience 71%

Improve IT capabilities to enhance employee experience 70%

Align IT performance to business outcome metrics 70%

Enhance cross-organisation IT collaboration with business 69%

Increase technology-enabled experimentation and innovation 72%

Competitiveness and Performance

Improve access to insights to unlock the value of data 70%

Align tech strategy with business-value priorities 67%

Align tech architecture with business strategies 66%

Link investment initiatives to strategic business objectives 65%

Agility and Responsiveness

Increase IT delivery speed 71%

Increase business adaptivity 69%

Improve IT's environmental sustainability 69%

Increase IT operating model performance 68%

Improve security and privacy 77% 

Improve IT reliability and resilience 69%

Reduce IT risk exposure 63%

Optimise value from external partners and suppliers 67%

Continuously enhance existing IT roadmaps 64%

Reduce IT complexity 56%

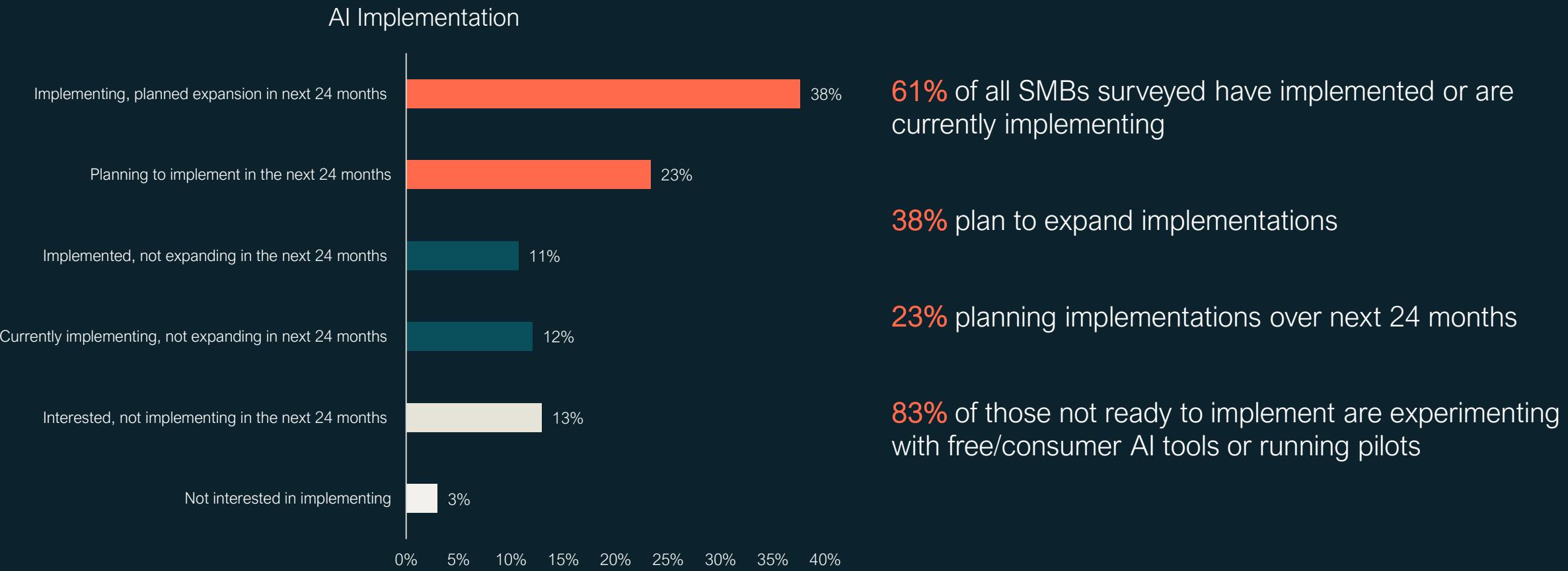
Cut IT costs 50%

Risk and Resilience

Efficiency and Optimisation



AI Momentum is Significant





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The Appetite for AI



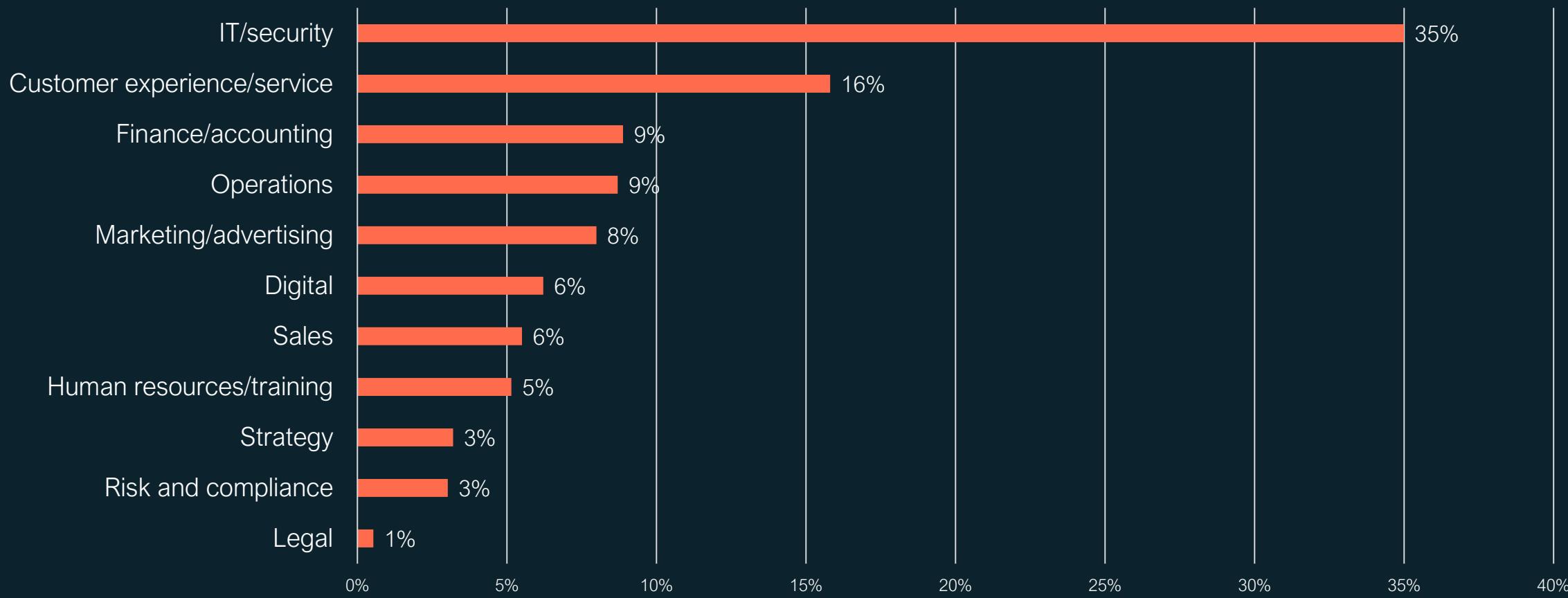
Gino Barletta

Senior Cyber Security Presales
Consultant





AI Implementation in Business

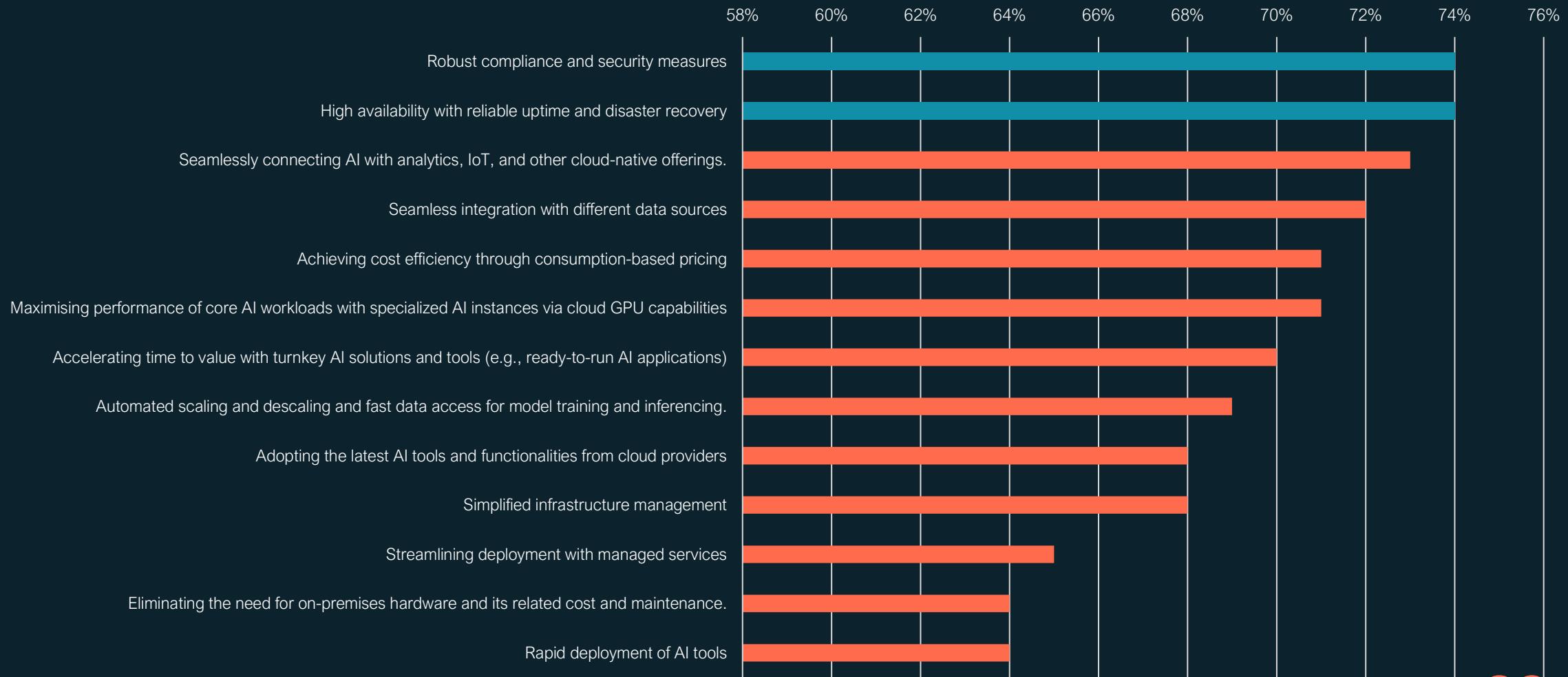


The Future Of Operations: Advancing AI-Driven Innovation and Cloud Agility For Small And Medium-Sized Businesses, a Forrester Consulting study, commissioned by Crayon, March 2025



Security and Continuity are key for AI in the Cloud

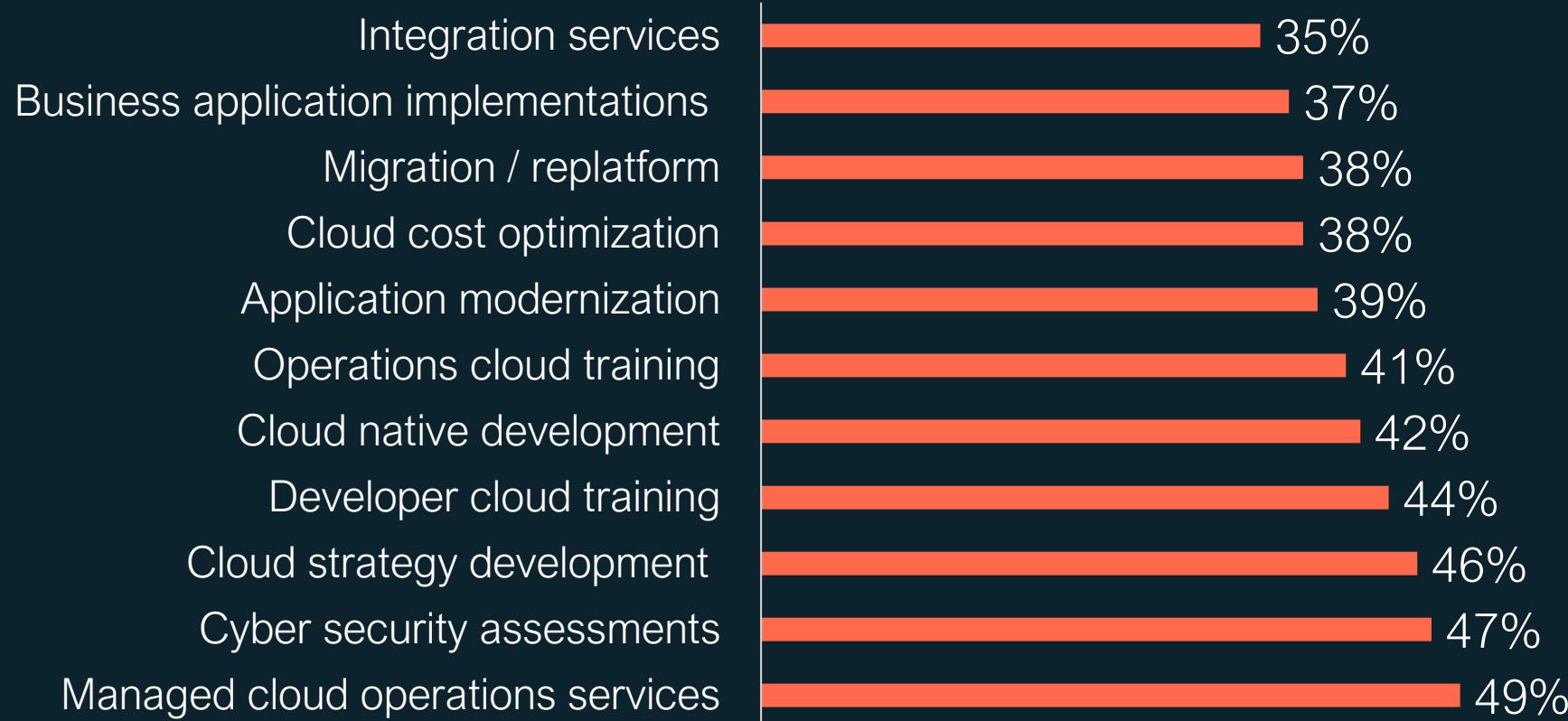
High to Critical Importance





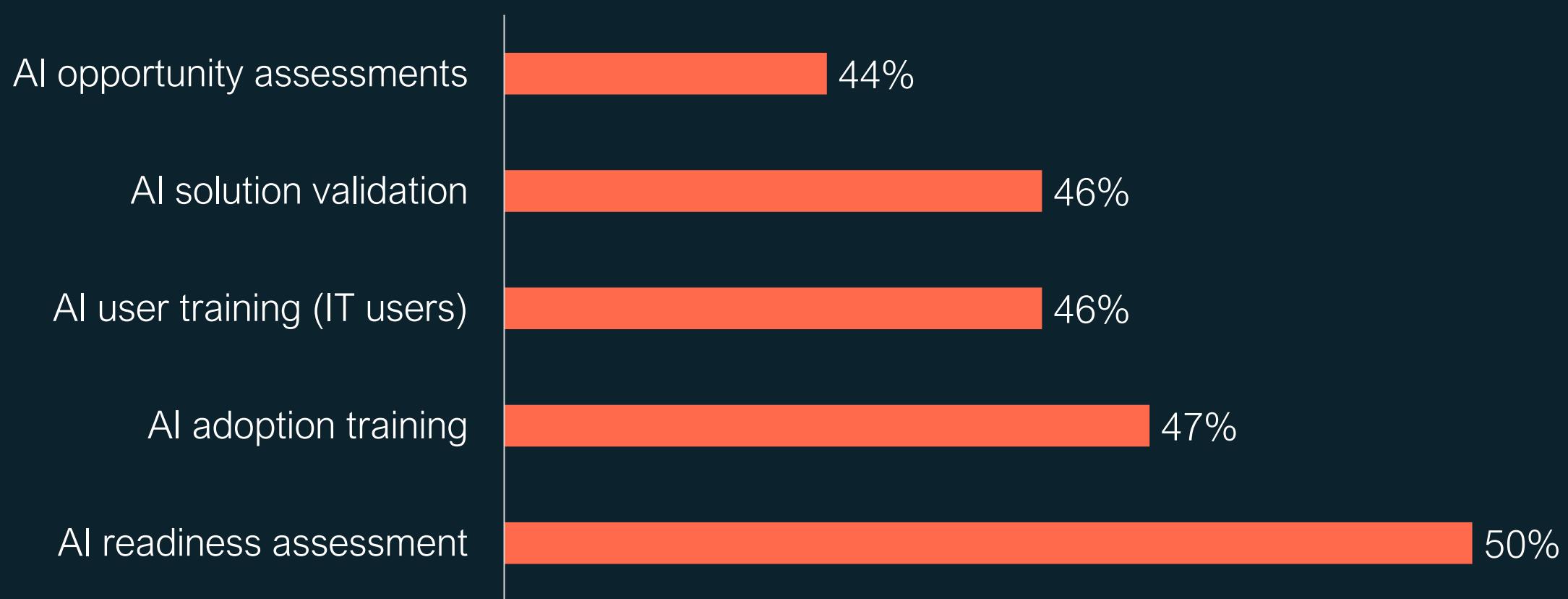
SMB Service Requirements in Security Domain

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



Security solution adoption intents

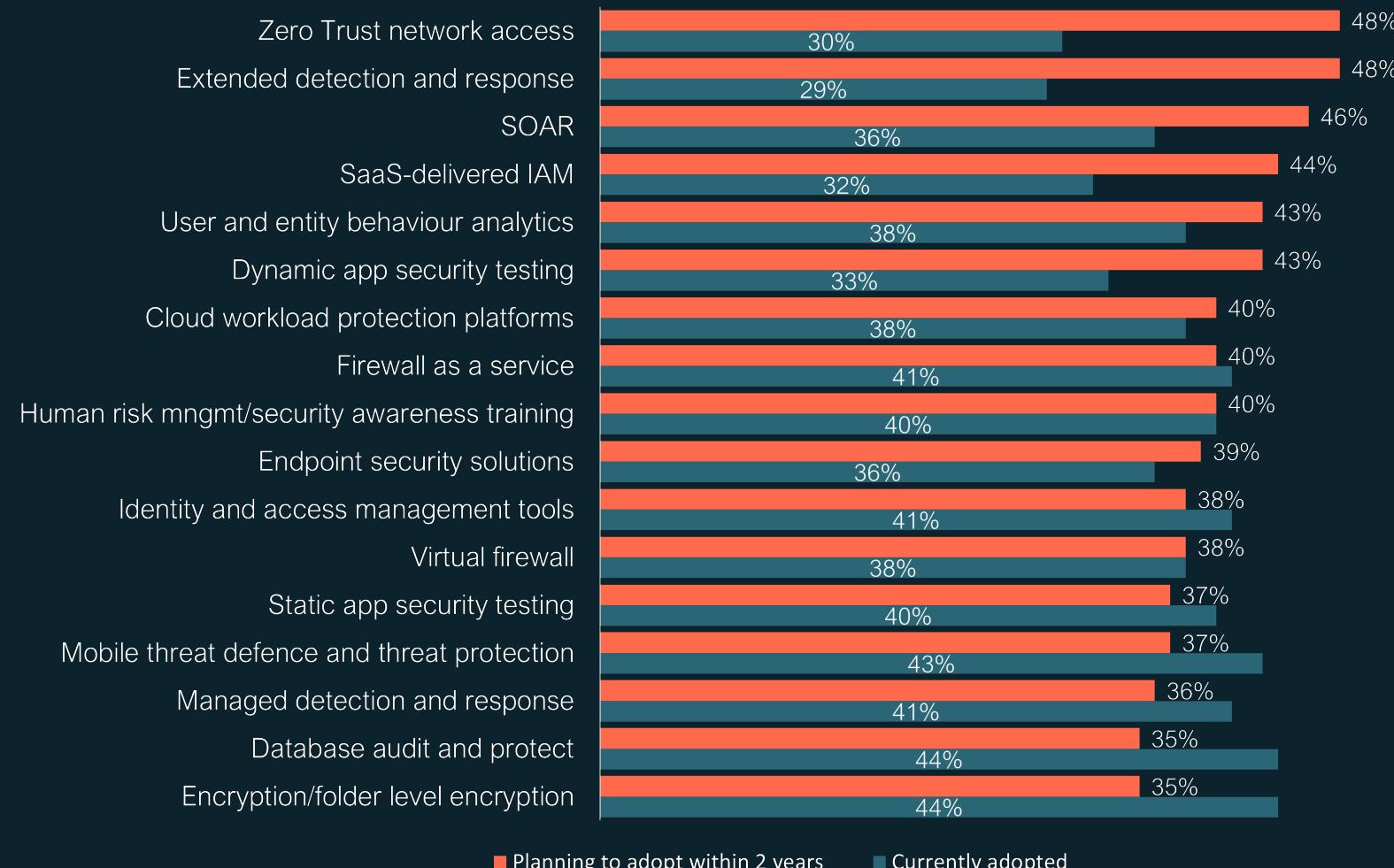


Shabaz Wadiwala
Senior Cyber Security Presales
Consultant





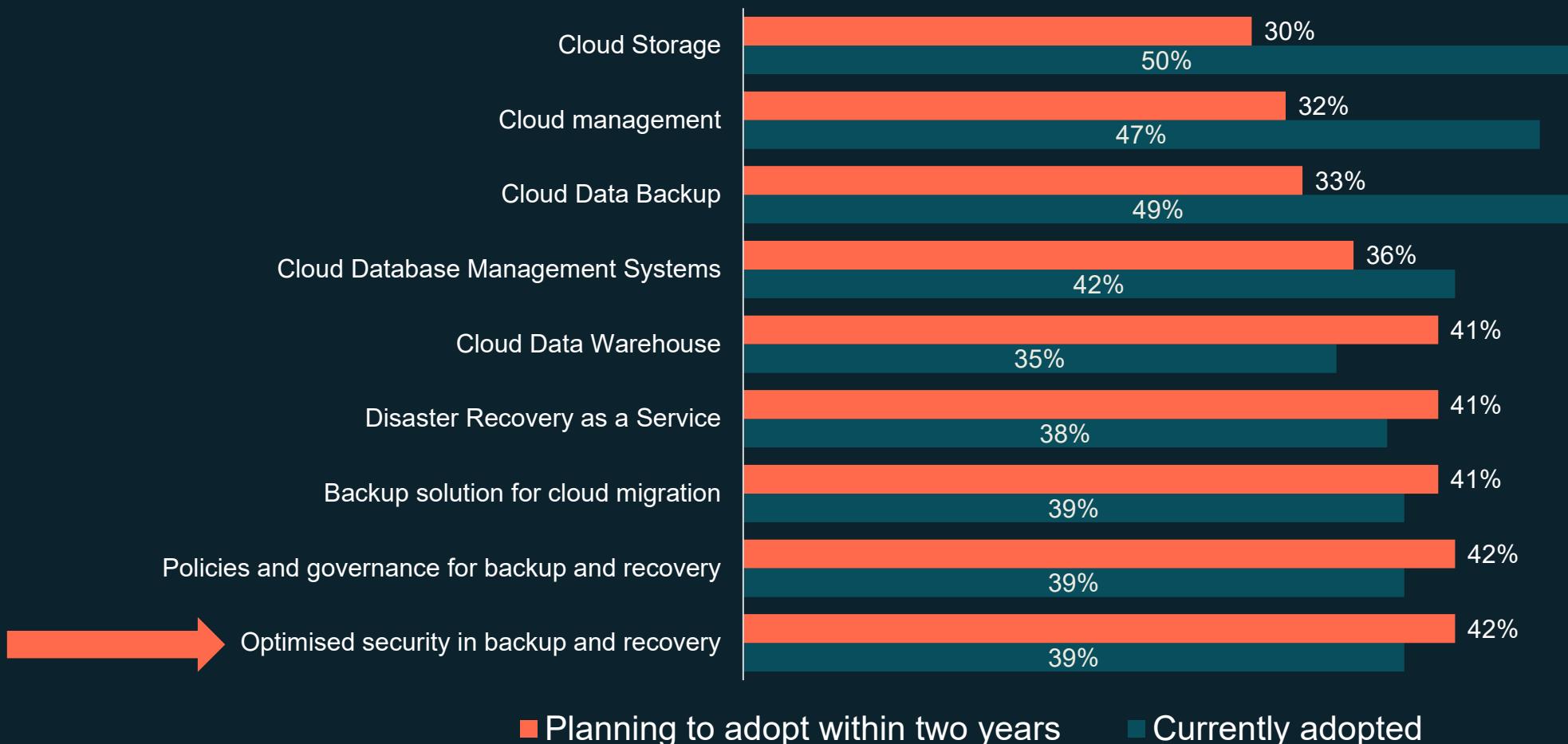
Security Solution Adoption Trends



■ Planning to adopt within 2 years ■ Currently adopted



Continuity Solution Adoption Trends



Mapping security to business priorities

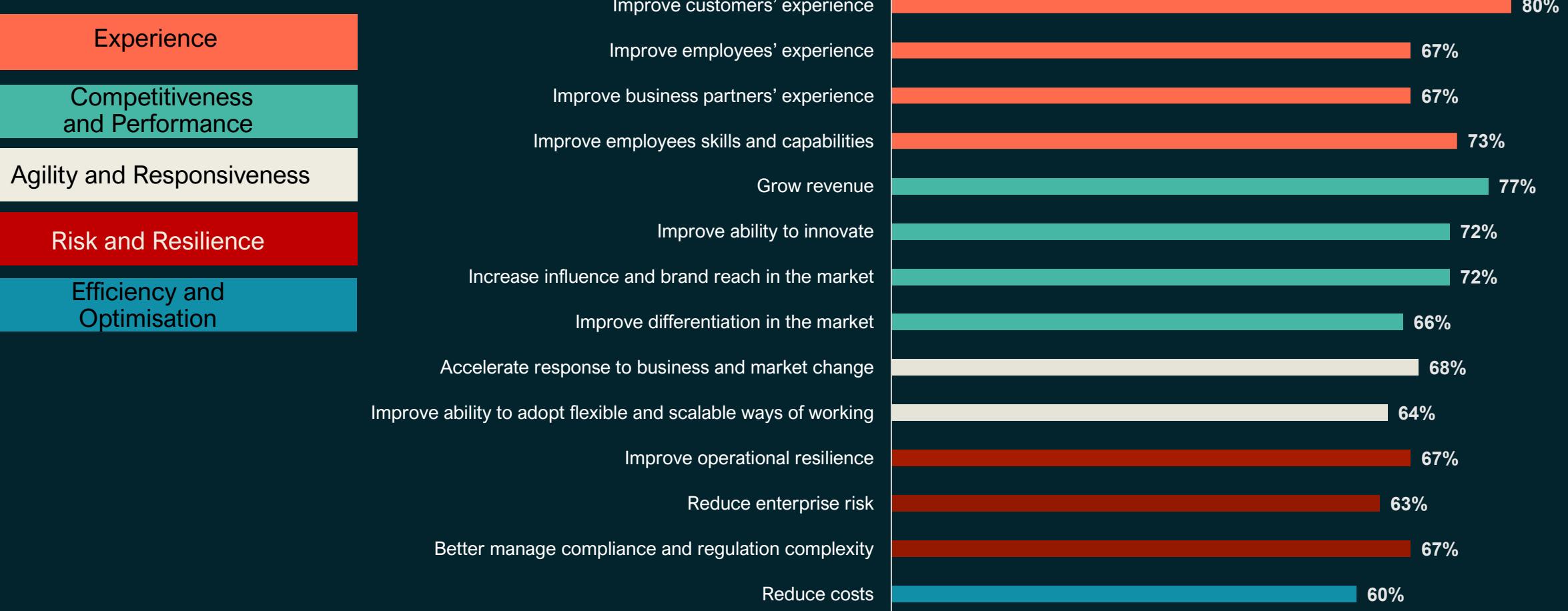


Michael Brooke
Crayon APAC One Security
Team Leader





Business Objectives



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.



IMPROVE CX

Align tech strategy with business-value priorities **67%**

Measure IT performance based on contribution to business results **66%**

Improve the use of data and analytics technology (enterprise data fabric, data lakes, cloud data warehouse)

Integrate 3rd party AI tools on cloud

Implement EDR /Advance Zero Trust

Accidental Sharing of PII data = CX erosion

KEY

Priority Business Objectives

Priority IT Objectives

Actions to achieve objectives

Security Risk Vectors

GROW REVENUE

Increase tech-enabled experimentation and innovation

Improve access to insights to unlock value of data

RESPONSIVENESS AND INNOVATION

Increase business adaptivity

70%

70%

OPERATIONAL RESILIENCE

Improve IT reliability and resilience **69%**

Use open, scalable, adaptive platforms **65%**

Connect cloud and edge strategies **49%**

Enhance cloud data management strategy **49%**

SOAR

Leverage low code for dev

Usage of unsanctioned AI = leakage of new IP

Cloud Compute Fraud

Business outage due to Ransomware

Advanced Persistent Threat Actors come after the customers, the money, the IP and the operational base

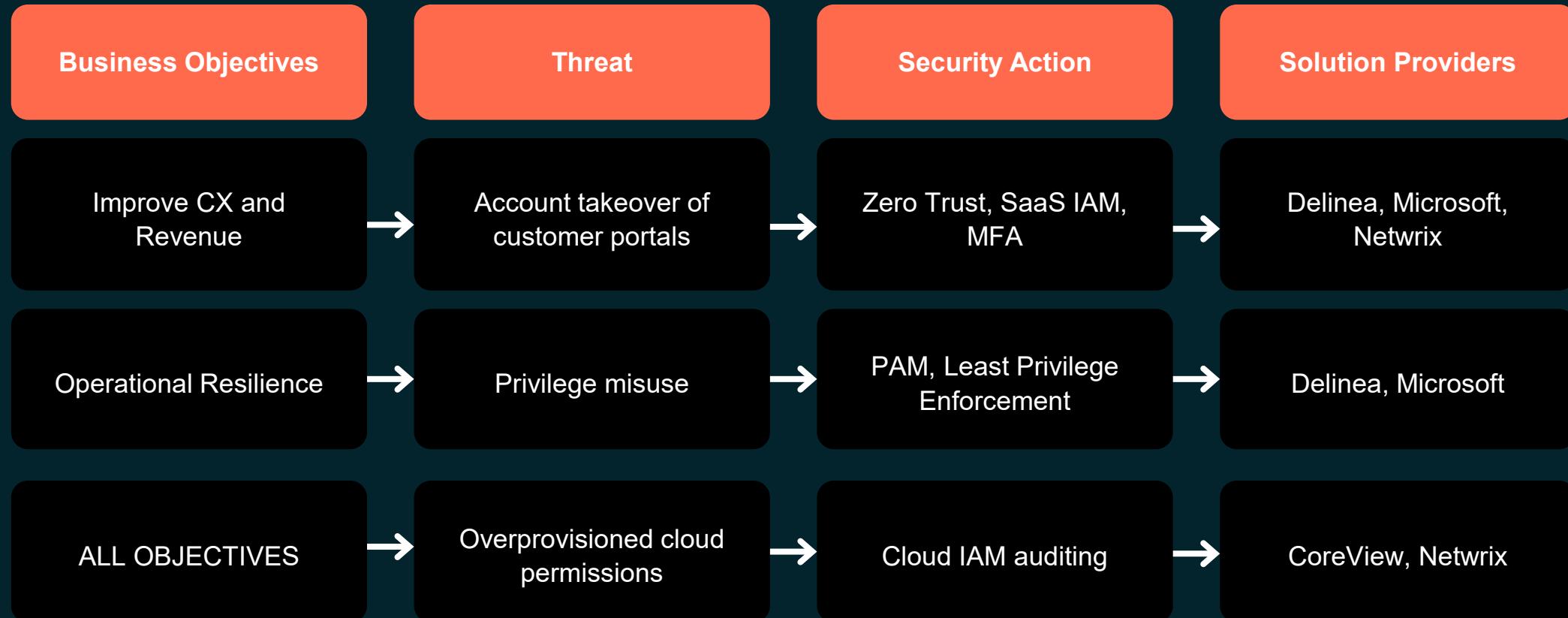
The following are further examples of how partners can map threat impact, action and solution directly to business objectives.

Impact of Human Risk and Social Engineering Threats on Business Objectives





Impact of Identity and Access Risk on Business Objectives

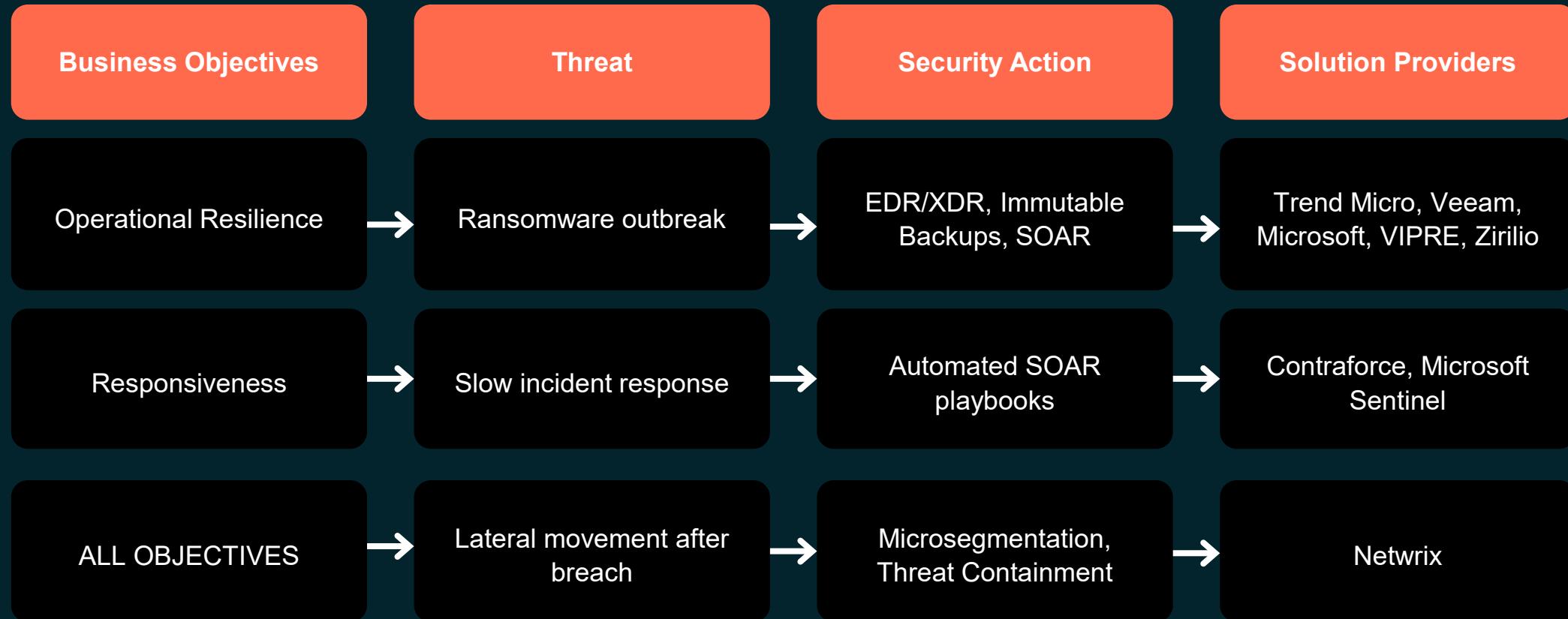


Impact of Vulnerability and Misconfiguration Exploits on Business Objectives





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% Strategy Alignment

42.5%

40.5% Knowledge and Expertise

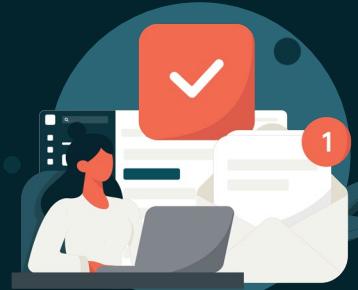
39.5% Accelerated Time to Market





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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

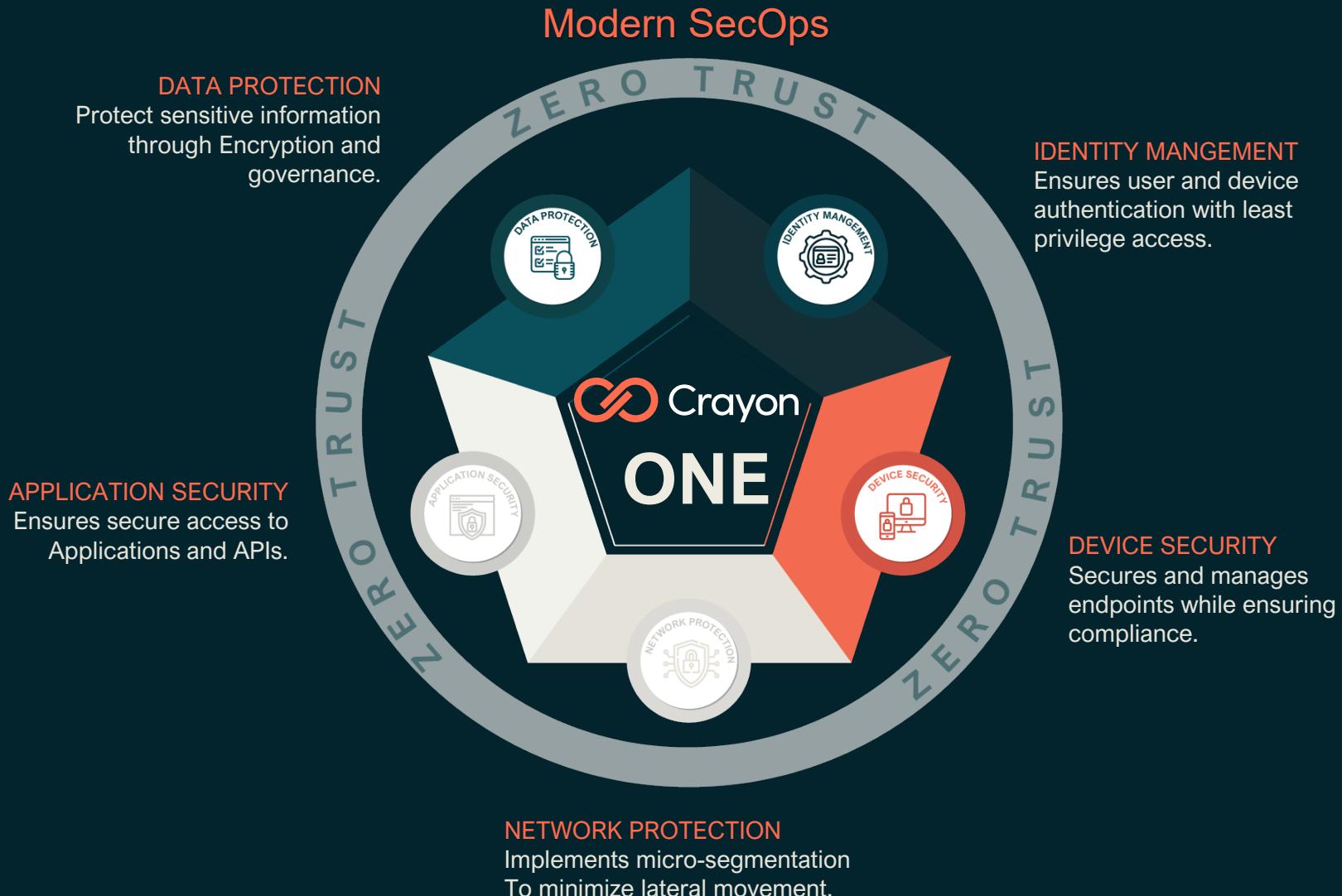


Automated Deployments,
Powered by "Crayon ONE
Security IP"



CYBERSECURITY 2027: SMB PRIORITIES AND BUYING BEHAVIOUR

Crayon ONE Security Framework



- 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.



CYBERSECURITY 2027: SMB PRIORITIES AND BUYING BEHAVIOUR

Crayon ONE Security Framework

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





CYBERSECURITY 2027: SMB PRIORITIES AND BUYING BEHAVIOUR

Strategic Partnerships Within All Layers of Cyber Security





Q&A





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.

