



SURVEY NAME

# Guardz Msp Survey 2024

DATE

Thursday, September 5, 2024

POWERED BY Pan- Pollfish

SQ

TYPE: SINGLE SELECTION

### What types of clients does your organization typically serve?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Enterprises or corporations	0.00%	0		
A2	Small to medium-sized businesses (SMBs)	100.00%	262	100.00%	262.0
A3	Individual consumers	0.00%	0		
A4	Temporary contracts with various businesses	0.00%	0		

COMPLETES 262

SQ

TYPE: MULTIPLE SELECTION

Which of the following best describes your role or the role of your organization?

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	IT provider for a single company	0.00%	0.00%	0			
A2	IT provider for multiple companies	66.03%	53.23%	173	63.07%	51.02%	165.25
A3	Managed service provider (MSP) delivering IT/security services to other businesses	58.02%	46.77%	152	60.56%	48.98%	158.66
A4	Outsourced IT worker	0.00%	0.00%	0			

COMPLETES 262

Q1

TYPE: SINGLE SELECTION

What do you consider the biggest threat to your clients' cybersecurity?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Data leakage	36.64%	96	34.41%	90.15
A2	Phishing attacks	27.86%	73	30.91%	80.99
A3	Ransomware	23.28%	61	24.51%	64.22
A4	Insider threats	8.40%	22	7.78%	20.4
A5	Other	3.82%	10	2.38%	6.24
A6	Physical security				

COMPLETES 262

Q2

TYPE: MULTIPLE SELECTION

What challenges do you face in meeting clients' security needs?

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Managing multiple different security point solutions at once	48.09%	19.09%	126	49.01%	19.56%	128.42
A2	Keeping up with the evolving threat landscape	59.92%	23.79%	157	60.82%	24.28%	159.36
A3	Customizing solutions for different clients	54.20%	21.52%	142	49.50%	19.76%	129.68
A4	Keeping clients informed about threat management	44.66%	17.73%	117	43.99%	17.56%	115.26
A5	Managing client-specific compliance requirements	43.51%	17.27%	114	46.27%	18.47%	121.22
A6	Other	1.53%	0.61%	4	0.94%	0.38%	2.46
A7	Response time/downtime						

COMPLETES 262

Q3

TYPE: MULTIPLE SELECTION

Which of the following business challenges do you find most difficult to address?

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Expanding and scaling our services	44.27%	20.86%	116	44.01%	21.50%	115.31
A2	Maintaining service quality	40.46%	19.06%	106	38.68%	18.90%	101.35
A3	Client retention and satisfaction	43.51%	20.50%	114	42.34%	20.69%	110.94
A4	New client acquisition	45.42%	21.40%	119	42.56%	20.79%	111.5
A5	Effective resource allocation	38.17%	17.99%	100	36.76%	17.96%	96.3
A6	Other	0.38%	0.18%	1	0.33%	0.16%	0.88

COMPLETES 262

Q4

TYPE: MULTIPLE SELECTION

### What are the most significant obstacles in integrating new technologies into your existing security stack?

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Compatibility with legacy systems	50.76%	23.09%	133	52.70%	23.84%	138.08
A2	High implementation costs	52.29%	23.78%	137	55.33%	25.02%	144.96
A3	Lack of internal expertise and training	40.46%	18.40%	106	36.58%	16.54%	95.84
A4	Resistance to change from staff	43.89%	19.97%	115	43.47%	19.66%	113.9
A5	Vendor support and reliability	31.68%	14.41%	83	32.25%	14.59%	84.49
A6	Other	0.76%	0.35%	2	0.78%	0.35%	2.04

COMPLETES 262

Q5

TYPE: MULTIPLE SELECTION

What are the most common cybersecurity misconceptions among your clients?

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Underestimating the threat landscape	52.67%	23.75%	138	56.04%	24.94%	146.84
A2	Overreliance on a single security solution	50.00%	22.55%	131	48.43%	21.55%	126.88
A3	Assuming that compliance equals security	48.85%	22.03%	128	47.43%	21.11%	124.27
A4	Not recognizing the need for cyber insurance	36.26%	16.35%	95	37.69%	16.77%	98.76
A5	Not understanding the need for employee training	32.82%	14.80%	86	34.35%	15.29%	90.0
A6	Other	1.15%	0.52%	3	0.76%	0.34%	1.98

COMPLETES 262



Q6

TYPE: MULTIPLE SELECTION

Which technological challenges pose the greatest difficulty for your cybersecurity efforts?

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Keeping up with rapidly evolving threats	58.78%	26.74%	154	61.07%	27.10%	160.0
A2	Ensuring interoperability of security tools	36.64%	16.67%	96	37.25%	16.53%	97.59
A3	Managing large volumes of security data	47.33%	21.53%	124	45.89%	20.36%	120.23
A4	Implementing advanced threat detection technologies	42.75%	19.44%	112	45.31%	20.11%	118.71
A5	Maintaining a secure remote work environment	32.82%	14.93%	86	34.59%	15.35%	90.63
A6	Other	1.53%	0.69%	4	1.23%	0.55%	3.24

COMPLETES 262

Q7

TYPE: SINGLE SELECTION

How many different cybersecurity point solutions does your organization use to secure clients?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	1-3	22.52%	59	27.35%	71.64
A2	4-6	50.00%	131	47.00%	123.13
A3	7-9	14.50%	38	11.14%	29.2
A4	10 or more	12.21%	32	13.97%	36.6
A5	None	0.76%	2	0.55%	1.43

COMPLETES 262

Q8

TYPE: MULTIPLE SELECTION

### What challenges do you face with using multiple point solutions?

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Integration issues	56.11%	25.52%	147	57.92%	26.75%	151.75
A2	Higher costs	57.63%	26.22%	151	59.01%	27.26%	154.6
A3	Lack of training for each platform	40.84%	18.58%	107	40.27%	18.60%	105.51
A4	Alert fatigue	29.39%	13.37%	77	24.45%	11.30%	64.07
A5	Too much data/information	35.11%	15.97%	92	34.30%	15.84%	89.86
A6	Other	0.76%	0.35%	2	0.55%	0.25%	1.43

COMPLETES 262

Q9

TYPE: SINGLE SELECTION

### How often do you evaluate and consolidate your point solutions?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Multiple times a year	46.56%	122	46.84%	122.73
A2	Annually	41.22%	108	42.38%	111.03
A3	Every two years	6.49%	17	4.83%	12.64
A4	Every five years	2.29%	6	1.99%	5.23
A5	Rarely	3.05%	8	3.60%	9.44
A6	Never	0.38%	1	0.35%	0.93

COMPLETES 262

**Q10**

TYPE: SINGLE SELECTION

How concerned are you about your organization facing liability issues related to cybersecurity incidents among your clients?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Very concerned	26.34%	69	24.91%	65.26
A2	Somewhat	40.46%	106	41.24%	108.06
A3	Neutral	18.70%	49	17.20%	45.07
A4	Not very concerned	12.98%	34	14.10%	36.93
A5	Not concerned at all	1.53%	4	2.55%	6.68

COMPLETES 262

Q11

TYPE: SINGLE SELECTION

How much money does your average client spend on cyber security services each month?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	\$0-\$500	12.21%	32	14.35%	37.59
A2	\$500-\$1K	21.37%	56	23.03%	60.34
A3	\$1K-\$5K	41.22%	108	41.14%	107.78
A4	\$5K - \$20K	18.32%	48	16.01%	41.94
A5	\$20K+	6.87%	18	5.48%	14.35

COMPLETES 262