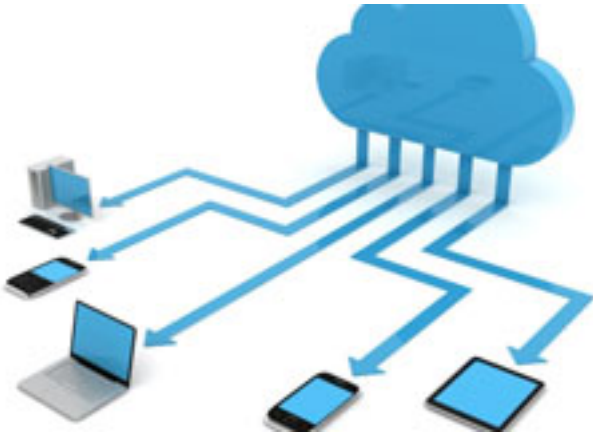


## Security Makes SMBs Cloud-Reluctant

Written by Marco Attard  
10 January 2013

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According to AVG research the majority of SMBs are still uncertain about the cloud-- meaning the miss out on the flexibility and efficiency of cloud-based services.



The survey covers over 1000 SMBs based in the UK and US. It reveals 31% of UK SMBs do not understand cloud services despite having heard about them, while 22% think cloud services are only for large companies.

Just 21% are considering to adopt cloud services over the next 12 months, and an equal percentage already makes use of some form of cloud services such as sharing/collaboration tools, storage and mobile device apps.

52% of UK SMBs deal with their IT themselves, and 18% fear data breaches and loss.

Why don't SMBs trust the cloud, even if 95% regularly use up to 5 pieces of technology in their daily work? The study cites a lack of understanding, cost, lack of trust and a belief such services are too complicated.

Thus the study highlights an opportunity-- the education of SMB customers on the benefits of the right cloud services.

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