Small and medium-sized businesses (SMBs) have the same exposure to web threats as enterprises but often lack resources and expertise to protect themselves. Providers have a trusted relationship with SMB subscribers and are well-positioned to help them. Security services are a strong complement to Internet access services, making the web safer and more productive for business for a modest incremental charge on a monthly bill.

### Sizing up SMB

#### Security Solutions

**Capabilities Checklist**

- Providers evaluating security solutions targeted at SMBs should consider the following:

  - **SMB FEATURES**
    - Domain and URL-level web defences
    - Customizable web filters
    - Group and device-level policies
    - Automatic threat updates
    - Reports designed for non-experts
    - No software or hardware to install
    - Provider defines business model, branding
    - Scanning with software and services
    - Optional free trial period for subscribers
    - Complete operational control and visibility
    - Extensive security data and telemetry
    - Fine-grained policy
    - Fixed, mobile (incl. CDMA/GPRS, Wi-Fi support)
    - Threat intel based on in-house data science
    - Integration with open big data systems
    - Dynamic exploits, and not available for most devices commonly found in small businesses

  - **SMB BENEFITS**
    - Get broad threat coverage
    - Enable acceptable use policies (AUPs)
    - Configure different privileges for guests and specialized devices like POS terminals
    - Ensure defences are always current
    - Make it easy to understand threats detected and network activity
    - SIMply purchase and deployment
    - Align service with business and market goals
    - Customized & infused with your brand
    - Drive demand with free service trial
    - Compact, simple to use, and manage security and telemetry data
    - Target threats and enable personalized services
    - Implement “follow-me” subscriber protections
    - Respond rapidly to fast-changing threats
    - Like data to improve overall site, security, subscriber experience
    - Create tailored services, customize subscriber experience
    - Balance operational and financial objectives
    - Track engagement, assess customers
    - Scale to millions of business subscribers
    - Reduce time to revenue, increase penetration with tailored propositions

### Competitive Landscape

Akamai SPS Secure Business provides a foundational layer of security defenses just like enterprise networks have. SMBs can deploy it in minutes and see how they’re being protected whenever they want. Alternative small business solutions have limitations as described below:

#### Endpoint Software

- Endpoint software is capable of removing some forms of malicious code from infected devices but is challenged detecting new threats with today’s highly dynamic exploits, and not available for most devices commonly found in small businesses.

#### CPE

- CPE can transfer network data flows, but encryption has made the majority of traffic invisible. Managing security data generated by CPE also does not scale well, and personalizing configurations to match individual business preferences is challenging.

#### Cloud

- Cloud-based security services interpret operational overhead but only offer providers limited visibility and control, and in most cases the cloud provider controls data generated by the service.

#### Other DNS-based Services

- New entrants are positioning DNS-based security services, but they have limited system and network scale capabilities. They also lack data science expertise and real-time network data for security analysis.

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