

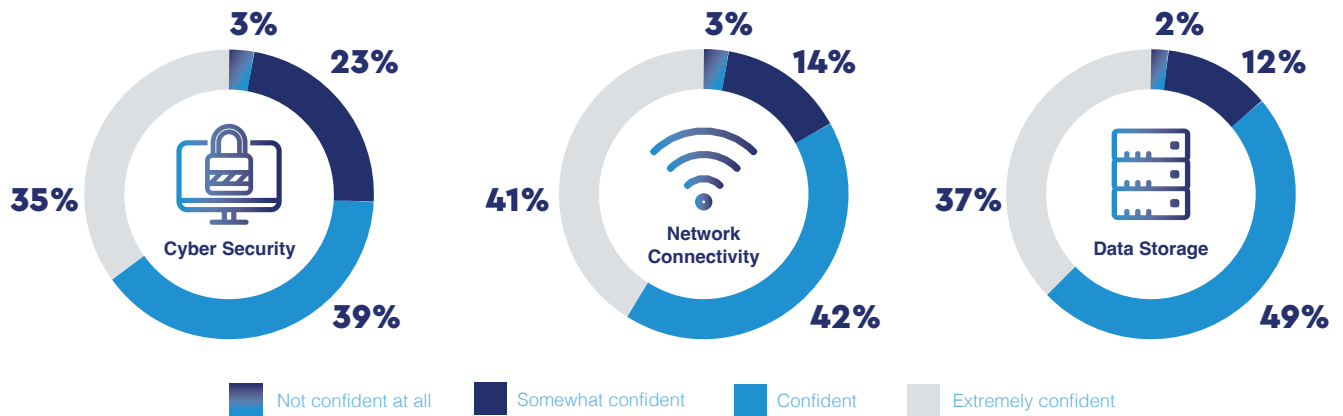
# The IT Factor: Cox Small Business Pulse on Managed IT Services



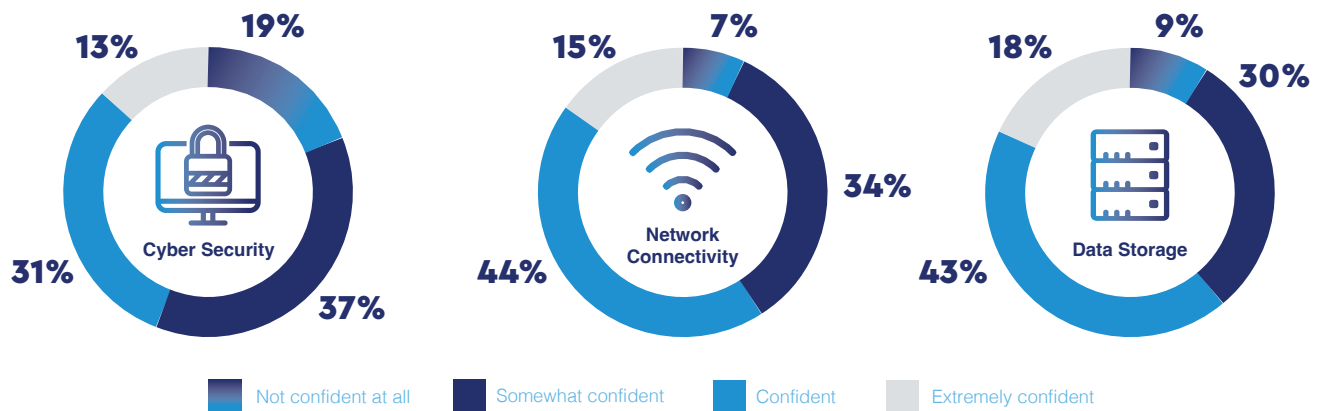
## The State of Managed IT Services in Small Businesses

Forty-two percent of small business owners surveyed have managed IT services in place for their business.

With managed IT services, they feel more confident in their capabilities to navigate:



Those that do not have managed IT services for their small business feel less confident, especially when it comes to cyber security.



Twenty-one percent of small business owners don't know what managed IT services are, which signals a significant knowledge gap on the value of managed services.

## Business Size and Cost are the Biggest Barriers

The top reasons why small business owners don't have managed IT:



say their business is too small



say it is too expensive



are too busy focusing on other business priorities



say they or a member of their team handle all IT challenges

## Phishing Detection Could Be the Hook

Of the cyber security offerings available through managed IT services, small business owners are most interested in:



managed firewall



intrusion detection



phishing detection

With the top three most dreaded IT challenges for small business owners being device viruses (42%), back-up and disaster recovery (38%), and phishing attacks (35%), it's no surprise that cyber security is the top IT need that small business owners prefer to outsource (42%).



# 90%

of small business owners agree that having a managed IT services provider to oversee cyber security

for their business makes them feel more protected against cyber threats.

## Big Benefits are Driving Investment in Managed IT Services

Most beneficial managed IT services:



Cloud services - i.e., desktops as a service



Infrastructure as a service



Disaster recovery as a service



Cloud migration or monitoring

The top perks:



More productive teams



Cost savings

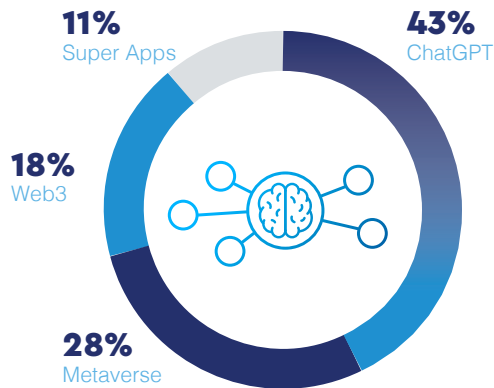


Time savings

And **71%** of those with managed IT services have already or plan to invest more this year than they did in 2022.

## ChatGPT is the IT Tech

And with the time saved from incorporating managed IT services, small business owners can explore nuanced technology options that they are interested in for their business in the near term, including:



## About the Cox Small Business Pulse on Managed IT Services

Cox Business commissioned a blind survey of American small business owners in April of 2023. Respondents to the online survey included a total of 500 small business owners.



The commercial services division of Cox Communications, Cox Business, provides fiber-based network and managed and cloud solutions that support applications and create connected environments for more than 370,000 businesses nationwide, including health care providers, K–12 and higher education, financial institutions and government organizations. We also serve most of the top-tier wireless and wireline telecom carriers in the U.S. through our wholesale division.

For more information, please visit  
[www.coxbusiness.com](http://www.coxbusiness.com)

**COX**  
BUSINESS