Cloud-delivered security services provide operational efficiencies to drive down the total cost of ownership. Survey participants cited a variety of benefits driving the use of cloud security services, which collectively represent a lower total cost of ownership for security solutions delivered as a service.

- Security products offered as a service are easier to use and operationalize.
- Cloud security services eliminate the need for on-premises systems lowering time to deployment and value and complexity.
- The subscription pricing model of cloud security services allows us to treat this as an operating vs. capital expense.
- We employ contractors, mobile, and remote employees resulting in a perimeter-less infrastructure and cloud security services allow us to secure these distributed environments via a central management platform.
- We feel cloud security services are a more effective approach to securing our cloud resident workloads by being co-resident in the cloud.
- Cloud security services provide automated failover for improved availability.

How cloud-delivered security services drive down the total cost of ownership of endpoint security:

- **Decrease operational complexity** by eliminating the need for on-premises infrastructure.
- **Achieve ease of use** via guided setup wizards, tool tips, and embedded help videos.
- **Shift cost structure** to an operating expense as a subscription service.
- **Streamline onboarding** and securing remote employees and contractors via a centralized, ubiquitous platform.

The Bigger Truth

Small and medium-sized businesses are not immune to targeted attacks such as ransomware and require a powerful yet simple solution to protect their endpoints against such infections. Cloud-delivered endpoint security services can provide both the requisite efficacy for threat protection and the efficiency to drive down the total cost of ownership.