

70% of Small Businesses Surveyed Globally Want Telecom Providers to Provide Secure Traffic

73% of small businesses want security to be a core offering of their Internet/data provider

HOD HASHARON, Israel, November 14, 2022 -- [Allot Ltd.](#) (NASDAQ: ALLT) (TASE: ALLT), a leading global provider of innovative network intelligence and security-as-a-service (SECaaS) solutions for communication service providers (CSPs) and enterprises, today announced the publication of the results of a [survey conducted by Coleman Parkes Research](#) to measure the attitudes of small businesses toward cybersecurity.

Among the results of the survey of 1,000 businesses, with 50 employees or less, in North America, Europe and APAC, the following findings were revealed:

- 70% of small businesses share the view that “It is the responsibility of the Internet provider/CSP to provide secure traffic”
- 73% of small businesses want security to be a core offering of their Internet/data provider
- 69% look to their CSP for insights and solutions about how to stay safe.
- 65% of small businesses expect to be victims of a cyber attack
- Only 22% of respondents trust their existing solution will protect their small business from cyber attacks

The survey exposed several gaps in the cybersecurity posture of small businesses. 55% of respondents reported that there are too many products and services to secure and 40% lack knowledge to understand what is needed to secure their businesses.

These and other reported results support the notion that CSPs are uniquely positioned to be the security provider for small businesses worldwide. CSPs can take the lead and implement network-based cybersecurity solutions in order to provide the services that small businesses look to them for.

[Allot Secure](#) is the first network-based platform to provide subscribers with a unified user experience for on-net and off-net cybersecurity, including configuration, reporting and alert management. [NetworkSecure](#), a member of the Allot Secure family of solutions, protects mobile customers while they are on the CSP network. Allot [BusinessSecure](#) delivers router-based cybersecurity for small and medium sized businesses and [HomeSecure](#) delivers similar protection to the home network for consumers.

“The results of this global survey show that small businesses are sending a strong message to their communication service providers. They are clearly stating that they expect secure connectivity services and that they will seek providers who offer those services as they become available,” said Vered Zur, CMO at Allot.



[Join Allot for a webinar](#) November 16th at 10:00 AM CET and 4:00 PM CET where the details of the Allot SMB Survey will be discussed.

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Additional Resources:

Allot Blog: <https://www.allot.com/blog>

Telco CyberTalk Podcast: <https://www.allot.com/resources/podcasts>

Follow us on Twitter: [@allot_ltd](#)

Follow us on LinkedIn: <https://www.linkedin.com/company/allot-communications>

About Allot

Allot Ltd. (NASDAQ: ALLT, TASE: ALLT) is a provider of leading innovative network intelligence and security solutions for service providers and enterprises worldwide, enhancing value to their customers. Our solutions are deployed globally for network and application analytics, traffic control and shaping, network-based security services, and more. Allot's multi-service platforms are deployed by over 500 mobile, fixed and cloud service providers and over 1000 enterprises. Our industry-leading network-based security as a service solution is already used by over 20 million subscribers globally.

Allot. See. Control. Secure.

Forward-Looking Statement

This release contains forward-looking statements, which express the current beliefs and expectations of company management. Such statements involve a number of known and unknown risks and uncertainties that could cause our future results, performance or achievements to differ significantly from the results, performance or achievements expressed or implied by such forward-looking statements. Important factors that could cause or contribute to such differences include risks relating to: acceptance of our products by our reseller and customer in EMEA, our ability to compete successfully with other companies offering competing technologies; the loss of one or more significant customers; consolidation of, and strategic alliances by, our competitors, government regulation; lower demand for key value-added services; our ability to keep pace with advances in technology and to add new features and value-added services; managing lengthy sales cycles; operational risks associated with large projects; our dependence on third-party channel partners for a material portion of our revenues; and other factors discussed under the heading "Risk Factors" in the Company's annual report on Form 20-F filed with the Securities and Exchange Commission. Forward-looking statements in this release are made pursuant to the safe harbor provisions contained in the Private Securities Litigation Reform Act of 1995. These forward-looking statements are made only as of the date hereof, and the Company undertakes no obligation to update or revise the forward-looking statements, whether as a result of new information, future events or otherwise.



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