Cyber Security Budgeting & Cost Transparency Guide for SMEs

What Cyber Security Should Cost — And Why

Executive Summary

SMEs often struggle to understand cyber security pricing. This guide explains what drives cost, what good pricing looks like, and how to plan a realistic budget.

1. The Real Cost Drivers

- Licensing
- Implementation
- Support
- Compliance
- Monitoring
- Training

2. What Good Pricing Looks Like

- Transparent
- Predictable
- Aligned to value
- No hidden extras

3. What Bad Pricing Looks Like

- "From £X" with no detail
- Mandatory add-ons
- Unclear onboarding
- No exit costs disclosed

4. SME Budget Benchmarks

- Micro business

- Small business
- Medium business

5. Budget Planning Template (Printable)

A simple worksheet SMEs can complete in under 10 minutes.