

Small Business IT Survival Guide

Essential IT Strategies to Protect, Optimise & Grow Your Kenyan Business

Brought to you by Dinix Systems — Your Premier IT Consulting Wizards in Kenya

Cybersecurity

Cloud & Backup

VoIP & Comms

Managed IT

What's Inside This Guide

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Is Your Business IT-Ready?

Most Kenyan SMEs only address IT problems when something breaks — a crashed server, a ransomware attack, or an internet outage that halts operations for hours. This reactive approach is costly and avoidable. This guide gives you practical, no-jargon steps to protect your business, reduce costs, and operate more confidently.

43%
of cyberattacks
target SMEs

60%
of affected SMEs
close within 6 months

KSh 2M+
average cost of
a data breach

80%
of breaches
prevented with basics

Section 1: Cybersecurity Basics Every SME Must Know

Cybercriminals increasingly target small businesses because they often have weak defences. These five steps dramatically reduce your risk without a big budget.

1. Use Strong Passwords + a Password Manager

- ✓ Never reuse passwords across systems or accounts.
- ✓ Use a free password manager like Bitwarden to generate and store credentials securely.
- ✓ Enforce a minimum 12-character password policy for all staff.

2. Enable Multi-Factor Authentication (MFA)

- ✓ Activate MFA on email, banking, and all cloud accounts immediately.
- ✓ Even if a password is stolen, MFA blocks unauthorised access.
- ✓ Google Authenticator and Microsoft Authenticator are free and easy to deploy.

**Over 60% of small businesses that suffer a major cyberattack close within 6 months.
Cybersecurity is not optional — it is a survival strategy.**

3. Keep All Software and Systems Updated

- ✓ Unpatched software is the #1 entry point for ransomware.
- ✓ Enable automatic updates on Windows, antivirus, and all business applications.
- ✓ Schedule monthly patch reviews with your IT provider.

4. Train Your Staff — Humans Are the Weakest Link

- ✓ Run regular phishing awareness sessions — most attacks start with a staff email click.
- ✓ Teach employees to verify sender addresses before opening attachments or links.
- ✓ Create a clear policy for reporting suspicious emails immediately.

5. Install Endpoint Protection on Every Device

- ✓ Use business-grade antivirus on all computers, laptops, and mobile devices.
- ✓ Ensure devices accessing company data have remote-wipe capability.
- ✓ Control which USB devices can connect to company computers.

Section 2: Cloud & Backup — Don't Lose Everything

Hardware fails. Fires happen. Laptops get stolen. Without a solid backup strategy, one bad day can erase years of work. Cloud solutions make reliable backup affordable for any SME.

The 3-2-1 Backup Rule — Memorise This

- ✓ 3 copies of your data at all times.
- ✓ 2 stored on different devices or media.
- ✓ 1 copy stored offsite or in the cloud.

Best Cloud Solutions for Kenyan SMEs

- ✓ Microsoft 365 — Business email, OneDrive storage, Teams collaboration.
- ✓ Google Workspace — Gmail, Drive, Docs and Sheets for seamless teamwork.
- ✓ Automated daily backups of all critical business data.
- ✓ Dinix Systems manages cloud migration and ongoing backup monitoring.

Dinix Systems cloud migration starts from KSh 150,000 — includes full setup, data migration, and staff training. The cost of NOT backing up is far greater.

Disaster Recovery Planning

- ✓ Define your Recovery Time Objective (RTO) — how quickly must systems be restored?
- ✓ Test your backups quarterly — an untested backup is not a backup.
- ✓ Document a step-by-step recovery procedure every staff member can follow.
- ✓ Consider Dinix's Premium plan which includes full disaster recovery management.

Section 3: VoIP & Unified Communication — Cut Your Phone Bill

Traditional landlines are expensive and inflexible. VoIP (Voice over Internet Protocol) lets your team make and receive calls over the internet — from anywhere, on any device — at a fraction of the cost.

Why Kenyan SMEs Are Switching to VoIP

- ✓ Save up to 60% on local and international calls vs. traditional lines.
- ✓ One number that rings on your desk phone, laptop, and mobile simultaneously.
- ✓ Professional features: hold music, call routing, voicemail-to-email.
- ✓ Scales instantly — add or remove lines without hardware changes.
- ✓ Works perfectly for remote and hybrid teams across multiple locations.

Unified SIP Communication by Dinix Systems

- ✓ Real-time voice, video, and instant messaging on one platform.
- ✓ Presence information — see who is available before you call.
- ✓ Enterprise-grade scalability for growing businesses.
- ✓ Full setup, configuration, and ongoing support included.
- ✓ VoIP implementation from KSh 100,000 to KSh 500,000.

A business with 10 staff can save KSh 30,000+ per month by switching from traditional lines to a Dinix VoIP system.

Section 4: Managed IT vs. In-House IT

Should you hire a full-time IT person or partner with a managed IT provider? Here is an honest, side-by-side comparison.

	In-House IT Staff	Dinix Managed IT
Monthly Cost	KSh 80,000 - 150,000 (salary + benefits)	KSh 10,000 - 150,000 (scales to your needs)
Coverage Hours	Business hours only	24/7 monitoring available
Skills Available	One person's expertise	Full team: security, cloud, network, VoIP specialists
Sick / Leave Cover	No coverage	Always covered
Proactive Monitoring	Reactive only	Continuous, automated
Scalability	Hire more staff	Adjust plan instantly
Best For	Large enterprises (50+ staff)	SMEs of any size

Section 5: The IT Checklist Every Kenyan Business Needs

Use this checklist to audit your current IT setup. Any box you cannot tick is a risk to address.

Security

<input type="checkbox"/>	All accounts have strong, unique passwords
<input type="checkbox"/>	MFA enabled on email and all cloud accounts
<input type="checkbox"/>	Antivirus / endpoint protection on all devices
<input type="checkbox"/>	Firewall configured and active on the network
<input type="checkbox"/>	Staff phishing awareness training done in last 6 months
<input type="checkbox"/>	All software and operating systems fully up to date

Backup & Recovery

<input type="checkbox"/>	Daily automated backups running and verified
<input type="checkbox"/>	Backups stored offsite or in the cloud
<input type="checkbox"/>	Backup restoration tested in the last 3 months
<input type="checkbox"/>	Disaster recovery procedure documented and shared

Network & Infrastructure

<input type="checkbox"/>	Wi-Fi uses WPA2 or WPA3 encryption with a strong password
<input type="checkbox"/>	Guest Wi-Fi is separate from the staff/business network
<input type="checkbox"/>	Router and switch firmware up to date
<input type="checkbox"/>	Server hardware less than 5 years old

Communication & Productivity

<input type="checkbox"/>	Business email on a professional domain (not Gmail/Yahoo personal)
<input type="checkbox"/>	Staff collaboration tool in place (Teams, Slack, or similar)
<input type="checkbox"/>	Video conferencing solution available for remote meetings
<input type="checkbox"/>	Phone system supports remote and mobile working

Section 6: How Dinix Systems Can Help

Dinix Systems is Kenya's trusted IT partner for SMEs. We handle your technology so you can focus on running and growing your business.

Service	What's Included	Starting From
Basic Managed IT (Monthly)	Remote support, security updates, 1 on-site visit/month	KSh 10,000/mo
Standard Managed IT (Monthly)	Everything in Basic + 24/7 monitoring, cloud backup, quarterly IT review	KSh 30,000/mo
Premium Managed IT (Monthly)	Unlimited support & on-site visits, disaster recovery, monthly strategy	KSh 70,000/mo
VoIP / SIP Setup (One-time)	Full VoIP system design, installation, and staff training	KSh 100,000
Cybersecurity Audit (One-time)	Full security assessment, penetration test, remediation plan	KSh 100,000
Cloud Migration (One-time)	Microsoft 365 / Google Workspace migration, setup & training	KSh 150,000

Ready to Secure Your Business?

Book a FREE IT Health Check with our team. We will assess your current setup, identify risks, and give you a clear action plan — at no cost, no obligation.

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