

CLOUDFEST

In association with
Blackwall



Inner Circle

The Conversation So Far

CONVERSATION 1

Headlines from Spring's State of the MSP Industry Report

Six key observations from 12 months monitoring the MSP industry

Confidence is strong

Cybersecurity climbing the agenda

Partnerships in flux

AI is deployed across MSP functions

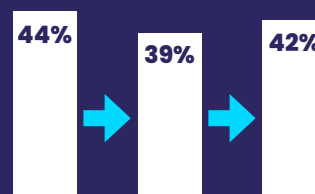
It's a tool and a threat

This is just the beginning...

CONVERSATION 2

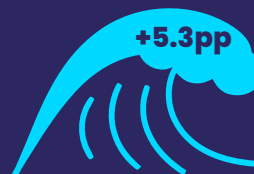
The State of the Cloud: Results and Outlook

Top lines from 18 months of benchmarking on the global Cloud and infrastructure industry



The Security V-Shape

Cybersecurity fell sharply as a top business priority when AI panic peaked — then rebounded.



The Geopolitical Surge

Barely registered in Wave 1, then surged as the third-largest single-wave increase in the series.



Where Next?

The December wave documented the crisis moment, March 2026 revealed the correction beginning. The next chapter depends on whether strategic awareness becomes execution capability.

CONVERSATION 3

The “Crawl-for-Traffic” Model is Breaking

Francisco Carvalho from Blackwall on how businesses can adapt to the fundamental breakdown in the web referral economy.



53% of all web traffic is now automated

Web content is being turned into a one-way training set for AI, extracting value with little in return.

It's not sustainable to scale infrastructure to serve “useless traffic” and agents certainly don't care about brand.

Our clear action points for businesses:

- ① Audit traffic composition
- ② Nuanced robot strategy
- ③ Owned channels
- ④ Measurement and tracking

Pages crawled per visitor sent:

Anthropic
~38,000:1

OpenAI
~1,100:1

Google Search
~3:1 to 30:1

CONVERSATION 4

Trust, Compliance and Control Are Points of Weakness

From three decades of adversarial testing, ‘The Ethical Hacker’ Ralph Echemendia concludes: relationships breed vulnerability.



68% of breaches involve trusted insiders or third parties

Ask yourself ...

- ❓ Do you know your organisation's three biggest security risks?
- ❓ When were security controls last stress tested under realistic conditions?
- ❓ Are supplier and Cloud security risks fully understood?
- ❓ How quickly would it take to detect a breach?
- ❓ Do employees feel safe reporting security issues?