

# The Coeus Chronicle

INSIGHT WITH FORESIGHT

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TRUSTED IT, CYBERSECURITY, AND CLOUD ADVISORS



Welcome to the Coeus Chronicle, your monthly briefing from **Coeus Consulting**.  
We bring clarity to the technology decisions shaping modern businesses.

## The Omen

Signals of Change



### Urgent Security Brief: Defending Against Escalating Iranian Cyber Retaliation

In the wake of Operation Epic Fury, Iran-linked threat actors and aligned hacktivist groups have increased disruptive cyber activity. DDoS campaigns, destructive malware, phishing, and exploitation of exposed infrastructure remain key concerns for organizations connected to U.S. critical infrastructure and other opportunistic targets.

Organizations should prioritize patching internet-facing systems, hardening OT environments, strengthening identity controls, and monitoring for social engineering and destructive activity. The threat is not limited to the largest utilities or enterprises.

SMBs can be especially exposed because they often have fewer dedicated cybersecurity resources and may occupy important positions in larger supply chains. A single unpatched device or compromised credential can become a path to much broader operational disruption.

Sources: Tenable - Operation Epic Fury and Iranian Cyber Counterattacks | FBI - The Iran Threat | CISA - Small and Medium Businesses

## The Proven Path

Strategies for Today

### Five Technology Trends Driving Small-Business Success in 2026

Salesforce's small-business research points to five technology trends that distinguish growing SMBs:

- Prioritize Customer Experience:** Growing SMBs put customer satisfaction first and use technology to respond more quickly to customer needs.
- Invest Early in AI-Backed Tech:** Salesforce reports that 76% of SMBs increased technology spending, including automated marketing, AI-assisted sales, and self-service support.
- Adopt Integrated Smart Tools:** SMBs are investing across AI, CRM, cloud, and cybersecurity, and 73% say technology helps them keep pace with or outpace competitors.
- Leverage AI as a Competitive Edge:** 91% of SMBs using AI report a boost in revenue, while growing businesses are nearly twice as likely to invest in AI as declining businesses.
- Centralize Data Management:** 66% of SMBs are increasing investment in data management, and 84% say complete and accurate data is becoming more important to business success.

Source: Salesforce - Top Small Business Trends for 2026: Smart Tech You Need to Know



## The Horizon

Preparing for Tomorrow



Sources: California - SB 53 | Colorado - SB25B-004

### What to Expect in AI Regulation in 2026

State-level AI requirements are becoming concrete even as federal policy continues to evolve. California's SB 53 established transparency and safety requirements for large frontier AI developers, while Colorado moved the effective date of its high-risk AI requirements to June 30, 2026.

The practical issue for SMBs is that AI governance cannot be delegated entirely to a vendor. Businesses need to know where AI is being used, what data it can access, which decisions it influences, and what documentation or human oversight may be required as state rules continue to develop.

**Coeus Perspective:** Treat AI governance as an operating discipline, not a one-time policy exercise. An inventory of AI use, clear data boundaries, defined ownership, and documented review of higher-risk applications create a foundation that can adapt as regulations change.

## The Agora

Meet Coeus

### Explore the Coeus Podcast and Blog

Ever wonder what's actually keeping your business from reaching the next level? Explore the Coeus Consulting podcast and blog at [coe.us](https://coe.us) to discover the hidden IT strategies that turn technical hurdles into growth.

[Watch our video](#)[Read our blog](#)

## About Coeus Consulting

Coeus Consulting helps growing businesses make technology more secure, reliable, and predictable. We bring enterprise-level discipline to managed IT, cybersecurity, cloud, and compliance for businesses across the Southwest.

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