

Managed Security Beyond the Trusted Advisor Role



1.0

Security challenges require solutions - and there's a lot of each!



The Cloud Security Services/Managed Security Services (MSS) market is predicted to grow to \$9 billion by 2017.



The continued and escalating onslaught of cybercrime is causing many companies – particularly small- and mid-sized businesses (SMBs) – to seek the help of managed security service providers (MSSPs). According to analyst firm Infonetics Research, the Cloud Security Services/Managed Security Services (MSS) market is predicted to grow to \$9 billion by 2017, a 45 percent increase since 2012. This staggering growth is fueled by the increase in both the volume and complexity of attacks, the increased number of security devices being implemented, and the disappearance of the security perimeter (thanks to hyper-mobility of both employees and data).

Businesses are relying on solution providers like you to help them close these security gaps. Lawrence Walsh, CEO and chief analyst of The 2112 Group, in his blog entitled “Moving Partners from ‘Trusted Advisors’ to ‘Trusted Providers’”¹, stated that “end users want more than advice about technology; they want partners to take the IT helm so they can focus on what they do best.” For SMBs, the task of keeping up with security technology and the burden of protecting their business from threat is daunting and, according to Walsh, “If businesses could ‘dispense with the expense’ and operational burden of IT, they would.”

As Walsh points out, solution providers have long held to the position of being Trusted Advisors, people and companies that end users rely upon for technology guidance and know-how. The market now needs “Trusted Providers,” a solution provider that doesn’t just sell and support technology, but also runs it around-the-clock for your customer, providing the infrastructure and intelligence to properly protect your client from cyber threats.

¹ <http://the2112group.com/2015/05/moving-partners-trusted-advisors-trusted-providers>

2.0

Let's look at three reasons why you need to offer 24/7 Security Services to your customer base.

IF YOU DON'T, SOMEONE ELSE WILL!

You've all heard of the major data breaches across the US in recent years:

- Anthem: 80 million records compromised
- Home Depot: 56,000,000 records compromised
- JP Morgan Chase: 76 million records compromised
- Target: 40 million credit/debit cards, 70 million Customers, at a cost of more than \$1.5 billion

The United States has the most costly data breaches globally, at \$195 per record, and the highest total cost for a data breach in the world. (Ponemon Institute, "2014 Cost of Data Breach Study," May 2014). Just ask Sally Beauty Supply about the high costs of remediating security breaches. In March 2014, the company was breached resulting in the loss of credit card account information affecting thousands of customers. Sally Beauty Supply had to bear the typical remediation and notification expense, including offering one year of free credit report monitoring and identity-theft protection to the affected customers. In early May 2015, Sally Beauty Supply was hit yet again, resulting in an overnight drop in stock of more than \$.20 per share.

These data breaches do not affect just large enterprise customers. Many small businesses have been attacked. According to a 2013 the National Small Business Association survey, 44 percent have suffered security breaches. Midsize businesses are a more appealing target for some hackers because they have valuable data and often lack the security expertise to prevent and detect attacks. A 2013 Ponemon Institute study found that 55 percent of SMBs had experienced a data breach, and half of those businesses experienced multiple incidents.

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Bye Bye, business? It doesn't have to be this way.



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The costs associated with computer and website attacks can run well into the thousands and even millions of dollars for a small company. According to the National Cyber Security Alliance, 60 percent of small businesses will fail within six months of falling victim to a cyber-attack. A successful attack can most likely be the death of a small business.

This escalating threat presents a daunting task for SMBs who do not have the resources, the tools or the intelligence to mount an adequate defense. They are looking to you, their Trusted Advisor, to step up and provide the solutions and services that they desperately need but can't implement themselves. And if you aren't able to deliver these security services, they will find a Trusted Provider that can deliver.



4.0

Increasing Revenue is OK, but what about Profits?!



Security services are only as good as the cyber intelligence built into the solution and the quality of the security engineers manning the service.



It's no secret that profit margins on product sales continue to decline. Point security products are no different, as the market has become saturated with various solutions claiming to be the "silver bullet" for cyber protection. Not only do you need to find a way to increase new business revenue, but you need to develop a set of high margin services to increase your overall profitability.

Providing 24/7 security services lets you develop an annuity-based revenue model that delivers high value, high margin, multi-year services that can dramatically increase your value to your customer while increasing your overall profitability.

For many partners, however, delivering 24/7 security services can be just as daunting a task as it is for your customer. A security service infrastructure and staffing is a costly capital outlay that many solution providers cannot afford. Developing and maintaining the expertise isn't easy, either. Security services are only as good as the cyber intelligence built into the solution and the quality of the security engineers manning the service.

Solution providers quickly realize building this service will be costly and erode profitability for a long time. However, partnering with a Security Services provider allows the MSP to immediately offer security services with no investment, decreasing time-to-market and increasing profitability.

5.0

Deep and Wide is the Way to Go!

Partners who sell products or point solutions to their customers are continually fighting the price game, risking the loss of a customer based on a competitor's lower price. On the other hand, partners that are able to offer a richer portfolio of products, solutions and services can expand their footprint within the client, becoming their go-to trusted provider.

Bundling products, solutions and services allows you, the partner, to deliver a superior client experience while keeping your customer engaged and loyal. Customers will rely on you to make the technology buying decisions because they know that you will support and service that technology for them. The vendor brand will no longer matter; your brand is what becomes preeminent. They turn to you for help desk support, issue resolution, solution advice, security strategy and plan implementation.

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Security Services deliver the threat protection and cyber-intelligence that your customers' need but cannot develop on their own. In short, your relationship is no longer based on price. You now are a high-value, trusted provider – now with the opportunity to expand your footprint within that customer as you continue to add solutions and services they need. And, by bundling products, solutions and services together in a unified security services offering, you can deliver the right combinations for a comprehensive solution for the client.

6.0

It's Morphing Time!

We've already mentioned the need to morph from a Trusted Advisor to a Trusted Provider, but the growth of your business and the health of your brand may soon depend on your ability to change. The 2112 Group's Walsh said it best: "While there will always be a place for the value-added reseller and integrator, the future doesn't lie with the trusted advisor. End users want more than advice; they want actions and freedom. The future belongs to the trusted provider, and it's incumbent upon the vendor community to shine the light of progress in this direction."

The channel is typically resistant to change. Change involves risk. A healthy, thriving business today may become complacent instead of looking toward the future. And even if you see change coming, how do you plan to embrace it when you are unsure of how to implement the required changes?

The secret lies in developing the right vendor partner network. Vendors that can deliver white-label security services to you will help you create a Trusted Provider portfolio that delivers:

- Immediate profitability without capital investment.
- High-value services that deliver the protection your clients need - resulting in high customer satisfaction and retention.
- Security intelligence that establishes preference and loyalty to your company brand.

The threat of a cyber-attack is forever looming, but the future is coming - and it promises to be bright and profitable for MSPs and IT solution providers who see the need to evolve from Trusted Advisor to their client's preferred, Trusted Security Provider. While the shift requires change on many levels, the wise partner will discover the way to immediate profitability and customer satisfaction is relying on vendors who can help them immediately implement 24/7 security services.

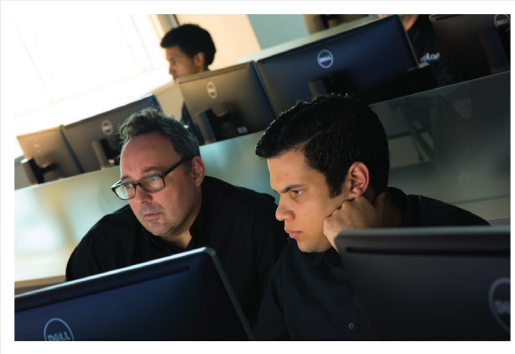
7.0

Vijilan 24/7 Security Services

Vijilan enables Managed Security Providers (MSPs) and IT solution providers to sell cost-effective 24/7 security services to their clients. Our world-class cyber-threat detection services are designed to reduce risk and enhance your client's ability to achieve regulatory compliance. Because our expertise is based on years of threat intelligence and is sold exclusively through the channel, you can rely on a long-term, trusted relationship with Vijilan Security.

The benefits of Vijilan Managed Security Services are many:

- **100% Channel:** Vijilan's offerings are sold exclusively through MSP's. We do not sell our services directly to your customers like other security vendors. Empowering you to improve your customer's security readiness is our goal.
- **Immediate deployment:** The benefits of world-class security with no capital outlay, no software to buy and no staffing headaches are now available! Enhance your profitability and use your funds and staff to expand into other new technologies.
- **MSP friendly pricing:** Vijilan's pricing is per monitored device, not by log volume. This means you can assure your customer of a fixed price without monthly fluctuations or math formulas to determine Events per Second (EPS).
- **White label delivery:** Improve your image as a security provider by offering Vijilan's services to your customers under your own branding.
- **Reliability and trust:** Become a trusted security provider by leveraging Vijilan's extensive history of threat expertise and intelligence.
- **Improve client retention:** Build trust in your business and keeps your customers happy. The use of Vijilan's services means your customers are better protected. This because they don't need to introduce a third party to satisfy their monitoring requirements.



Contact us today and let's talk about becoming a Vijilan MSP partner.



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