SONICWALL

EXECUTIVE BRIEF: A LUCRATIVE OPPORTUNITY IN MANAGED SECURITY SERVICES

What MSSPs must consider when managing SMBs' security environments

Abstract

Moving from traditional IT Support to a Managed Security Service Provider (MSSP) model requires many strategic changes.

Key challenges for SMBs

The digital transformation is continuously evolving, with new technologies and approaches to IT architecture, such as cloud and converged infrastructure environments. Today, more small and medium businesses (SMBs) are embracing the cloud for cost and operational benefits. When deploying new software, systems and architecture to enable their digital strategy, SMBs also find themselves needing to redefine their security strategy. They need to deal with advanced adversaries attacking the vulnerable web applications, systems and connected devices now in their environment.

Adding to this complexity are the numerous tools running on different platforms and data reporting in various formats. These make security manageability and accountability an operational challenge. The absence of coordination, central collection, normalization and analysis of disparate data often lead to an incomplete and incoherent view of what is happening in the organization. This lack of visibility and awareness inside the security environment further impair SMBs' ability to identify and remediate security gaps. Filling these gaps is crucial to ensure network normalcy, secure service delivery and regulatory conformity.

Key challenge SMBs face as they look to advance their digital strategy are about understanding their risks, which risks to focus on, and where to put more of their security, resources and people to protect their environment. Moreover, the absence of a capable in-house security team creates a situation where SMBs

MSSPs face a myriad of business and technical issues in order to deliver the right services.

do not have the risk information and answers fast enough to address these concerns. Consequently, this leads to another problem which is their inability to respond to a security risk event at the speed and effectiveness needed to be successful.

Key opportunity for IT Resellers

For SMBs to overcome these challenges, they must establish a cohesive approach to security management, reporting and analytics. This should start with streamlining defensive tactics and workload into a well-integrated solution. In addition, they should automate and correlate workflows to form a fully coordinated security governance, compliance and risk management strategy. SMBs need more than a periodic report that verifies the environment is protected and information is secured or demonstrates compliance to the auditors. IT resellers serving as trusted advisor to SMBs have a lucrative opportunity to lead and deliver value, expertise, and technologies. Just as importantly, they can also offer risk management and flexible managed security services to support their clients' digital business transformation.

However, moving from traditional IT Support to a Managed Security Service Provider (MSSP) model requires many strategic changes to the reseller business model, staffing plan, data center architecture, back-end automation processes, legal obligation, compliance, service level delivery, and go-to-market strategies. All of this means aspiring resellers face a myriad of business and technical issues associated with the infrastructure they're going to develop and the tools they're going to employ in order to deliver the right services at the right time and for the right cost as an MSSP.

Conclusion

In order for a long lasting, trustworthy customer relationship to take root, MSSPs need to demonstrate exceptional value and service. To do so, MSSPs must not only form a holistic, measurable approach to managing their clients' security environment but also a clear and deep understand their business needs.

Learn more in our solution brief, "A Unified Approach to Managing Governance, Risk and Compliance."

About Us

SonicWall has been fighting the cyber-criminal industry for over 25 years, defending small, medium size businesses and enterprises worldwide. Our combination of products and partners has enabled a real-time cyber defense solution tuned to the specific needs of the more than 500,000 global businesses in over 150 countries, so you can do more business with less fear.

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