

A person in a dark suit and striped shirt is sitting at a desk, working on a laptop. A white coffee cup is on the desk next to the laptop. The scene is dimly lit, suggesting an office environment.

TURNING DATA PROTECTION INTO
A GAME CHANGER FOR MSPS

ENTER EBOOK

Introduction

MANY CUSTOMERS DON'T UNDERSTAND THE RISK TO THEIR DATA

In an increasingly regulated and hostile Internet environment, Managed Service Providers (MSPs) are forced to move at the pace dictated by cybercriminals.

In the face of this, protecting customer's confidential or regulated data, managing their vulnerabilities and demonstrating the value of these activities is a major challenge for MSPs. This is compounded by the fact that **many customers don't understand the risks to their data**, or even realise that they have a problem in the first place.

Until now, the software tools available to help MSPs show customers where their data is vulnerable and remediate the risks to that data have generally been expensive. As a result **these critical service offerings have remained out of reach for many managed IT providers.**

Not any more...

SolarWinds MSP Risk Intelligence gives you the **opportunity to grow your businesses** by not only managing customers' hardware and software, but also by managing their data as well.

SolarWinds MSP is committed to buying, building, integrating and licensing great technologies at affordable prices. More importantly, **we recognise these technologies have to help MSPs grow and prosper in a competitive market place.** That's why we've worked hard to ensure that MSP Risk Intelligence is an affordable and easy to use product that stands out in today's marketplace.

... AND REMOVE THEM BEFORE
THEY BECOME A COSTLY
MISTAKE.

Accurately assessing a customer's data risk can be an immense challenge for MSPs.

RMM tools can do a great job of gathering specifications on the hardware and software on a network. However, **they fall short when it comes to identifying what type of data a customer has, where it is located and who has access to it, or being able to quantify the threat** this poses to the business.

MSP Risk Intelligence allows service providers to manage customer's data security by **identifying risk and mitigating it proactively**. Just as MSPs would tackle a failing hard drive in a RAID array as soon as the RMM tool warns them; they now have the capability to identify data at risk on customers' devices and networks, remediate the risk before the data is compromised and clearly show the real value of the work they have done to the customer.

Uncover the
hidden data risks
in your customers'
business...

UNCOVER THE HIDDEN DATA RISKS IN YOUR CUSTOMERS' BUSINESS

SHOW DATA
RISK
IN TERMS
YOUR
CUSTOMER
UNDERSTANDS
- FINANCIAL
IMPACT!

MSP Risk Intelligence scans your customer's network (including shared drives, end-points and cloud-based, hosted services like Dropbox®, Google Drive® and Microsoft OneDrive®) for vulnerabilities and the presence of unsecured confidential, personal or regulated data. From this the software calculates and presents a **clear financial liability amount**.

MSP Risk Intelligence provides specific, actionable and timely information to help MSPs understand and work to **remediate the many internal and external risks** of system compromise and data loss.

STAND OUT
IN THE
CROWD

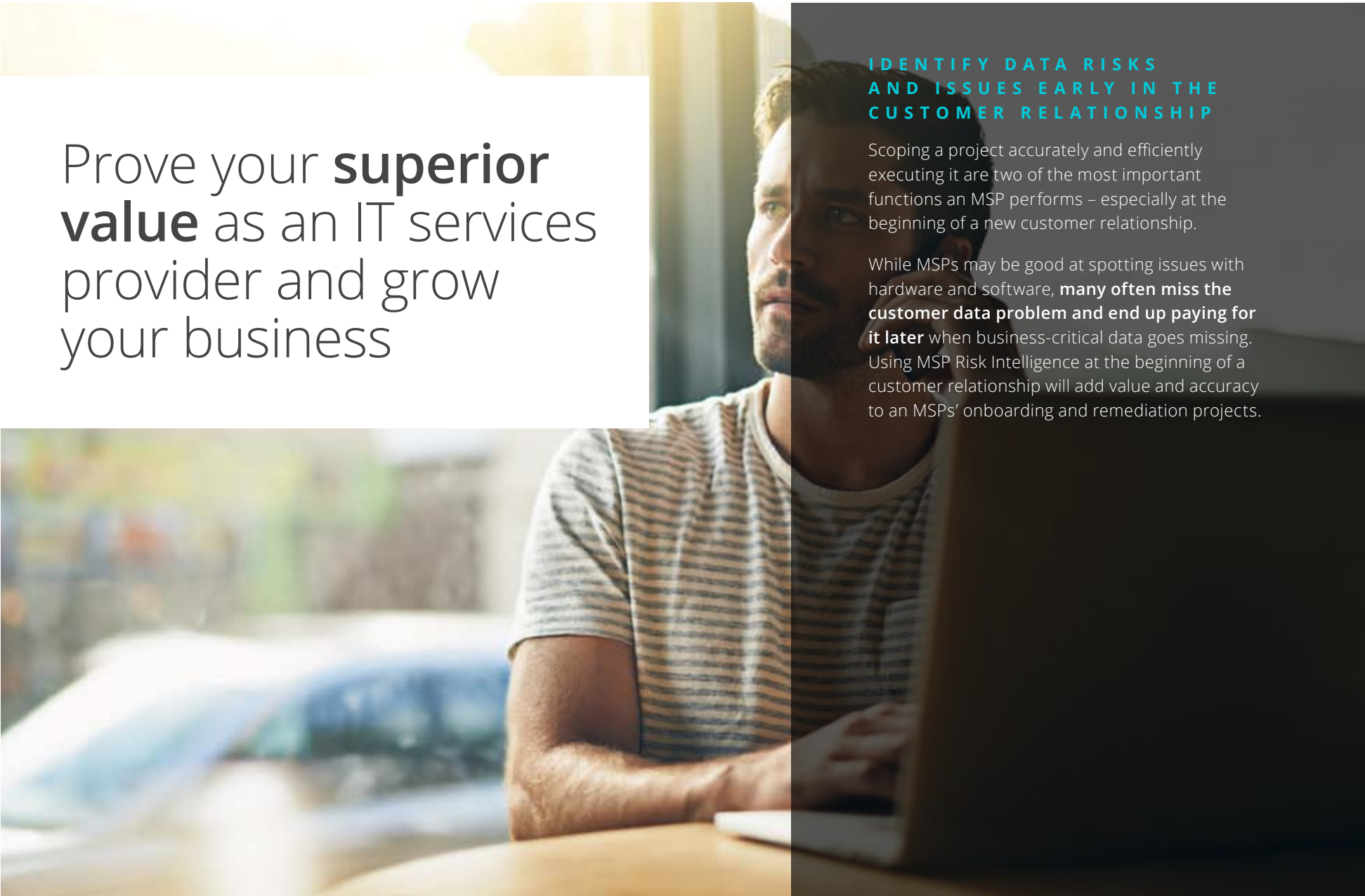
By combining the above functions and making them available through the SolarWinds MSP Remote Management and Monitoring (RMM) platform, our MSP Risk Intelligence solution provides MSPs with **a unique way to differentiate their services in a crowded market**. At the same time it improves the security protection they provide to their customers.

MSP Risk Intelligence generates reports that allow MSPs to **demonstrate the value** of comprehensive security services and efficient delivery of IT services. It is an ideal tool to **support the development** of a profitable Managed Security Services practice.

GET
ACTIONABLE
INSIGHT

CLEARLY
DEMONSTRATE
VALUE
TO YOUR
CUSTOMERS

MSP Risk Intelligence calculates risk in financial terms based on the PII (personally identifiable information) or payment card data found on each device, the severity of the vulnerability and the cost per record, including fines for unauthorized disclosure. The combination of all three provides the **projected cost of a data breach to the company if no action is taken**.



Prove your **superior value** as an IT services provider and grow your business

IDENTIFY DATA RISKS AND ISSUES EARLY IN THE CUSTOMER RELATIONSHIP

Scoping a project accurately and efficiently executing it are two of the most important functions an MSP performs – especially at the beginning of a new customer relationship.

While MSPs may be good at spotting issues with hardware and software, **many often miss the customer data problem and end up paying for it later** when business-critical data goes missing. Using MSP Risk Intelligence at the beginning of a customer relationship will add value and accuracy to an MSPs' onboarding and remediation projects.

3 KEY WAYS TO SHOW YOUR VALUE TO YOUR CUSTOMERS

PROVIDE A "BEFORE AND AFTER" SNAPSHOT OF YOUR CUSTOMER'S RISK


Generally, when MSPs inherit customers' networks, they are in less than perfect shape. Using MSP Risk Intelligence to **present the customer with a risk analysis before and after a project** is a great way to prove the value of your services.

Showing a large risk reduction can help MSPs gain loyal customers and encourage them to commit to an ongoing relationship. **As an MSP you get one chance to impress a customer** – MSP Risk Intelligence means that MSPs can turn focusing on the security of the business data into a winning strategy for landing new business.

SHOWING VALUE BUILDS ONGOING RELATIONSHIPS

EASE YOUR CUSTOMERS' COMPLIANCE HEADACHES

Most MSPs will encounter some sort of compliance requirements for securing sensitive information for their customers. Retailers are usually faced with the complexities of PCI, Healthcare providers have to comply with HIPAA and financial institutions must adhere to FFIEC. Even if the customer doesn't fall into one of these industry specific regulations, **all but three states in the United States and many countries around the world have enacted security breach laws**. As the IT services provider to their customers, MSPs have a key role to play in preventing the consequences of compliance violations while maintaining robust security on customer networks.



Become an
integral part of
your customers'
compliance effort

QUICKLY PRODUCE A COMPREHENSIVE UNDERSTANDING OF THE IT ENVIRONMENT

If the MSP is quoting a project for a customer in a regulated industry, getting a clear picture of the required clean-up effort is invaluable in quoting the actual cost of the mitigation and onboarding project.

Here's how MSP Risk Intelligence can help MSPs help their customers with compliance:

- **PCI DSS**

For PCI DSS, MSP Risk Intelligence can provide great value in establishing and maintaining compliance in the following ways: protecting card holder data; maintaining a vulnerability management program and implementing strong access control measures.

- **HIPAA**

For HIPAA, MSP Risk Intelligence can provide value for both the MSP and the customer in the area of technical safeguards – specifically focusing on how systems housing protected health information (PHI) must be protected from intrusion, and documenting risk analysis and risk management.

USE DATA TO SHOW THE VALUE OF YOUR MANAGED SERVICE EFFORTS

Retaining customers comes down to two important factors: delivering business value; and demonstrating and communicating that value to the customer through unbiased independent data-driven information.

Successful MSPs deliver great service and maximize their customers' efficiency and "up time". Without regular engagement the MSPs' services **could be taken for granted** and the customer may ask "Why am I paying you all this money, when our systems always seem to work?"

TAKE SERVICE DELIVERY TO THE NEXT LEVEL

MSP Risk Intelligence solutions and reports like the Data Breach Risk Intelligence report allow MSPs to take service delivery to the next level. The ability to demonstrate the value of what they undertake on a daily, weekly or monthly basis for the customer to quantifiably reduce risk is **a great opportunity to raise awareness of the power and importance of managed services**. Staying on top of a customer's business risk is sure to bring accolades – proving the value of services is irrefutable when you can demonstrate value through risk reduction reports.

Inform and
retain your
existing customers



Layered
security is
the future

DEPLOYING ANTIVIRUS IS ONLY ONE PART OF THE SOLUTION

In this age of ransomware and malicious code, MSPs know that security is about more than antivirus.

You need layers of security to protect a business effectively – from patch management and web protection to email filtering and backup. However, deploying layered security to customers can be **a complex undertaking with little room for error** on the part of the MSP.

Customers are reluctant to tolerate downtime, and show increased frustration with technology or inefficiencies caused by the majority security solutions available today. MSPs often service a wide range of different types of business and this requires flexibility of any layered security solution. For this reason **MSP Risk Intelligence offers MSPs the best of three worlds:**

- Something that is invisible to the end-user through robust security layers
- Provides comprehensive reporting metrics
- Offers scalable, hosted solutions

LAYERED SECURITY IS THE FUTURE

TAKE A
RISK-BASED
APPROACH
TO
SERVICING
YOUR
CUSTOMERS

Using MSP Risk Intelligence within the MSP RMM platform allows MSPs to add a unique capability to their layered security offering. By focusing on the data of the business MSPs can take a measured response to threats. Our MSP Risk Intelligence solution can identify the risk of a vulnerability to each customer – identifying vulnerable machines and the customer data at risk. **This helps the MSP prioritise their work effort**, and is the intelligent, risk-based approach to supporting the customer.

The security landscape is changing on an almost daily basis. Understanding the vulnerabilities and the customer data at risk allows the MSP to react accordingly and efficiently. MSPs know the best feedback from a customer is when they praise their service for **proactively addressing a risk before it becomes a problem**. By looking at customer risk based upon the data on systems, the vulnerabilities on those systems and calculating a potential financial risk, MSPs have the opportunity to be in the desirable business of providing the advanced security and guidance their customers need.

STAY ON
TOP OF A
CHANGING
SECURITY
LANDSCAPE

Taking **ACTION** is important; taking the **RIGHT ACTION** makes the MSP an IT security superhero.

THE POTENTIAL TO CHANGE THE GAME AROUND DATA SECURITY

MSP Risk Intelligence has the potential to change the game for MSPs.

This is one of the first RMM features built that truly addresses data security, alongside the systems security already available and as such it can play a powerful and strategic role in landing, expanding and retaining MSPs customers. We at SolarWinds MSP believe this is a huge opportunity for MSPs.

The introduction of a solution to manage access to and the protection of customer data demonstrates the commitment of SolarWinds MSP to cover the three critical concerns of MSPs for their customers:

- Hardware
- Software
- Data

What does this mean for the future of your **managed services business?**

About SolarWinds MSP



SolarWinds MSP empowers MSPs of every size and scale worldwide to create highly efficient and profitable businesses that drive a measurable competitive advantage. Integrated solutions including automation, security, and network and service management—both on-premises and in the cloud, backed by actionable data insights, help MSPs get the job done easier and faster. SolarWinds MSP helps MSPs focus on what matters most—meeting their SLAs and creating a profitable business. For more information, visit www.solarwindsmsp.com.

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