



Entara Transforms Service Delivery with ConnectSecure

How Entara partnered with ConnectSecure to capitalize on Vulnerability Management as a Service (VMaaS)

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McKaila Posey
Cybersecurity Manager at Entara

In August of 2023, Entara shared exciting news in a press release: The security-first [eXtended Service Provider \(XSP\)](#) was launching a new cybersecurity offering, Vulnerability Management as a Service (VMaaS). Only months later, the service had generated new contracts and become the lead topic of both sales conversations and quarterly business reviews.

The catalyst behind the change? A partnership with ConnectSecure. By leveraging the ConnectSecure Cybersecurity Platform, Entara has turned vulnerability management into a staple business offering.

“It has transformed our service delivery,” says McKaila Posey, Cybersecurity Manager at Entara. “Not only has ConnectSecure helped our clients really see the value we bring, but the metrics of our engineers also look fantastic.”

Get to know Entara

Entara, the world's first eXtended Service Provider (XSP), delivers exceptional, security-first IT solutions for their clients, including managed IT and cybersecurity services, incident response services, and more. Founded in 2001, the organization provides the strategic vision, platforms, processes, and people to help clients shape their optimal IT future.

Entara has been repeatedly recognized on the CRN MSP 500 list in the Security 100 category as well as on MSSP Alert's Top 250 MSSPs list. The organization acts as a true partner to their clients and has been honored by The Channel Company on the MES Midmarket 100 list each year since the awards inception.

Challenges: Cumbersome management caused frustration

Before partnering with ConnectSecure, the Entara team experienced growing dissatisfaction with their vulnerability management tool. The challenges spanned a wide range of areas:

- **Inaccurate Vulnerability Detection:** The high number of false positives resulted in unnecessary checks and wasted resources.
- **Inefficient Remediation Process:** Instead of a unified solution, the previous tool linked a single vulnerability to numerous PCs, each suggesting different updates. The disjointed approach made the remediation process time-consuming and cumbersome to manage.
- **Complex Interface:** The portal's lack of user-friendliness posed a steep learning curve for Entara's engineers. Many found it difficult to use the tool effectively without constant oversight.
- **Obscure Prioritization Process:** The tool provided no data on the severity of vulnerabilities, forcing the team to devote time and resources to making that determination themselves.
- **Lackluster Reporting:** The rigidity of the reporting feature left the team no choice but to customize reports by hand to meet client demand, consuming hours of valuable time.
- **Difficulty in Demonstrating Value:** The inability to produce clean, historical reports on remediation efforts made it challenging to demonstrate the value and effectiveness of their cybersecurity measures to both internal and external stakeholders.
- **Lack of Multi-Tenant View:** The setup prevented the team from easily scaling the vulnerability management service and became an obstacle to business growth.

Choosing ConnectSecure: Multi-tenancy and reporting offered winning formula

To find the most suitable tool, Entara conducted extensive research on vulnerability management solutions. In particular, they wanted a tool that could offer multi-tenancy capabilities and streamlined reporting—features that were noticeably lacking in their previous setup.

Among the tools Entara evaluated was a high-profile brand, known for its API capabilities. However, despite those features, it fell short in meeting Entara's need for a multi-tenant environment.

Entara set up Proof of Concept (POC) tests for several tools that initially seemed promising. This hands-on approach allowed them to confirm that the absence of multi-tenancy was a significant barrier to adoption. Entara also evaluated a tool that offered something akin to multi-tenancy but the lack of reporting and scanning functionalities took it out of the running as well.

Finally, Entara settled on ConnectSecure, which stood out as the only solution that effectively addressed all critical requirements. With a straightforward and efficient dashboard and robust multi-tenant functionality, ConnectSecure turned out to be the ideal match.

“What struck me most about ConnectSecure is its user-friendly, multi-tenant dashboard. It has simplified our processes, allowing us to focus more on strategic initiatives, and truly elevated the way we handle our clients' needs.”

McKaila Posey

Cybersecurity Manager at Entara

Benefits and Results: Efficiency gains fueled business growth

Entara's switch to ConnectSecure marked a significant turning point in their vulnerability management service delivery. The transition streamlined their processes and expanded their service offerings, leading to enhanced client satisfaction and business growth.

Entara realized benefits such as:

- 1. Enhanced Service Offering:** The ease of managing ConnectSecure allowed Entara to offer vulnerability management as a service to their clients. This was a significant shift from the previous setup, where vulnerability management was more of an internal operation.
- 2. Accurate Remediation and Reporting:** Unlike their previous experience, where false positives and reporting inaccuracies were rampant, ConnectSecure enabled Entara to perform accurate vulnerability prioritization and remediation. The tool's efficient dashboard provided a clear historical view of remediated vulnerabilities, showcasing their accomplishments to stakeholders without the need for extensive manual intervention.
- 3. Customizable Reporting:** With ConnectSecure, Entara gained access to a wide array of report options, allowing them to cater to varied client preferences. The ability to create custom reports and white-label them with logos added to the professional presentation of their service.

- 4. Client Engagement and Feedback:** The introduction of ConnectSecure was well-received by Entara's clients. Presentations during quarterly business reviews garnered positive feedback, with clients appreciating the cost-effectiveness and comprehensive nature of the service.
- 5. Sales and Marketing Strategy:** The adoption of ConnectSecure enabled Entara to integrate vulnerability management into their security pyramid, recommending it to new clients as a proactive measure. The clear demonstration of the service's value facilitated easier client acquisition.
- 6. Operational Efficiency:** ConnectSecure significantly reduced the time Entara spent on managing vulnerabilities, from an average of 15 hours a week per client to about 10 hours. This efficiency not only improved their service level agreements (SLAs) but also enhanced client satisfaction, leading to increased demand for their services.
- 7. Efficient Team Management:** With ConnectSecure, Entara could effectively organize a dedicated mini-team, consisting of engineers skilled in managing the tool. This specialization enabled a more focused and proficient handling of vulnerability management tasks.
- 8. Active Directory and Azure Reporting:** Offering clients Active Directory and Azure reports provided a holistic view of their environments, a feature highly valued for comprehensive security assessments.
- 9. Asset Tracking and Network Scanning:** The asset tracking feature of ConnectSecure helped Entara in monitoring the health and status of client assets. Network scans further allowed them to assess and secure clients' network infrastructure comprehensively.

Conclusion

Entara's adoption of ConnectSecure not only resolved their initial challenges but also provided them with a platform that enhanced their service delivery, client satisfaction, and business growth. The tool's multi-tenancy capability, efficient reporting, and comprehensive features have made it an invaluable asset in their cybersecurity offerings.

Learn how you can level up your business by making the switch to ConnectSecure.

ConnectSecure.com



About ConnectSecure

ConnectSecure empowers managed service providers (MSPs) to position themselves as the partner every business needs to thrive in an increasingly complex threat and compliance landscape. As the only multi-tenant, all-in-one vulnerability scanning and compliance management tool for MSPs and MSSPs, ConnectSecure is designed to build cyber resilience, power sales, and boost their credibility as cybersecurity experts. ConnectSecure serves a rapidly growing global customer base of over 2,000 MSPs.