ITPS Scales Vulnerability Management With Cost-Effective ConnectSecure

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> Simon Hopkin
> Head of Cyber Security at ITPS

How ConnectSecure's competitive price became a driver of ITPS business growth

In conversations with prospects and clients, the ITPS sales team has found a topic that resonates—vulnerability management. It wasn't always that way. Before ITPS discovered ConnectSecure, robust security was a tough sell; especially small and midsize businesses (SMBs) balked at the high costs.

ConnectSecure turned that dynamic on its head, enabling ITPS to leverage vulnerability management to upsell current clients and prove their value to prospects.

"It's been an excellent tool for us to drive engagement," says Simon Hopkin, Head of Cyber Security at ITPS. *"It's very quick and easy to deploy and you get almost immediate results."*

Get to know ITPS

ITPS is a UK-based data center and managed IT services expert, delivering complex, future-proof IT projects that help clients do business better. Founded in North East England in 2000, the company has attracted a large and diverse clientele serving household names in the public, private, and non-profit sectors across the UK.

Strong alliances with top-tier partners have allowed ITPS to grow a portfolio that spans Cloud Computing, Cyber Security, Managed Services, Professional Services, Communications, and Data and Analytics. The company's position as a key player in the UK IT landscape was solidified by developments such as being selected as the sole North East supplier for NHS Digital and deploying the world's first Microsoft Azure Stack.

The challenge: Making top-notch security accessible

In recent years, as the risks and implications of cyberattacks have entered boardroom discussions, ITPS has increasingly been able to sell vulnerability management to its larger clients. But while those big corporations could absorb the steep cost of the products that ITPS offered, smaller businesses could not.

The inability of SMBs to afford the big-name VM products not only hurt their security, it also prevented ITPS from scaling the company's service offerings, bringing any sales discussions to an inevitable close. This obstacle motivated ITPS to explore the marketplace for a vulnerability management solution that would cater to companies of all sizes and budgets.

In addition, Hopkin was frustrated by the lack of an option tailored to managed service providers (MSPs). Despite the solutions provider's promise that such an option was in the works, it never seemed to materialize.

The discovery: Cost-effective excellence with ConnectSecure

A chance Google search turned up what Hopkin was looking for—ConnectSecure, a vulnerability management solution designed by MSPs for MSPs and so cost-effective that he initially wondered if it was too good to be true. He then selected a long-term customer for a trial deployment of the network scan and found ConnectSecure delivered rich, detailed insights and valuable integrations— features ITPS was unable to find elsewhere without a hefty price tag.

"It delivered the type of insights we just couldn't get from some of the larger players, or if we did, it came at a significant premium," Hopkin says. *"So very quickly we got excited."*

The impact: Opening doors to enhanced security and growth

Here's how ConnectSecure shifted the game for ITPS and its clients:

1. **Cost-effective Vulnerability Management:** ITPS' small and midsize clients can now access world-class security at a price they can afford. The reasonable price also appealed to larger clients, prompting a significant number to give up their previous vulnerability management product in favor of ConnectSecure. To date, every client that has been onboarded has opted to keep the service.

2. **New conversations, new opportunities:** The new ConnectSecure offering has provided ITPS with a reason to initiate informed discussions around IT security, sparking interest and opening up avenues for growth. By taking advantage of ConnectSecure's ease of deployment and quick results, ITPS can effectively prove its value. Once clients try the platform and see the impact for themselves, Hopkin says they are often surprised by their level of risk exposure, making the sale a formality.

3. **Stronger value proposition:** ConnectSecure has helped unlock other service opportunities for ITPS, enriching the company's value proposition to clients. In addition to patch management, ITPS is exploring the possibility of pitching the compliance features of the ConnectSecure platform to clients who have mastered the fundamentals of vulnerability management.

4. **Winning client trust:** The easy-to-understand dashboard and immediate insights have helped ITPS not only to solidify existing relationships but also to attract new clients eager for straightforward vulnerability management. By using ConnectSecure's color-coded segmentation of vulnerabilities, the ITPS team makes the complex topic of exploitation risk accessible to clients unfamiliar with the technical jargon.

5. **Leveraging cyber resilience:** For some companies, it takes a breach to realize the value of vulnerability management. After one such costly incident made cybersecurity a top priority for a client, previously indifferent to the topic, the ITPS team was able to immediately step in and successfully introduce ConnectSecure.

6. **Responsive partnership:** The collaborative development process of ConnectSecure has enabled ITPS to request product features that are expediently added to the platform. Weekly partner calls alongside open and honest exchanges of information have served to build a partnership unlike anything Hopkin has experienced before: *"I've never met a company quite like this. They are incredibly responsive to feedback and the speed at which the product is developed is incredible."*

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Conclusion

The adoption of ConnectSecure has empowered ITPS to scale its vulnerability management service offering, proving that world-class IT security is no longer only for the big players. Unlike previous solutions that proved too costly for small to midsize clients, ConnectSecure has given ITPS a cost-effective and MSP-tailored option that appeals to clients and prospects of all sizes. Leveraging the ease of deployment and quick results, ITPS has made ConnectSecure a sales tool that effectively drives revenue in an environment where companies are increasingly receptive to proactive cybersecurity.

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

ConnectSecure.com

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