TeamLogic IT Wins More Business with ConnectSecure

> **"** *The message of cybersecurity really resonates. Increased media coverage and greater regulatory pressure has made SMBs increasingly aware of the importance of protection.* **"**
>
> Sandeep Kaushal
> President of TeamLogic IT

How TeamLogic IT leveraged ConnectSecure to turn cybersecurity into an engine for revenue growth

ConnectSecure's comprehensive platform for vulnerability management, remediation, and compliance has been a game-changer for Sandeep Kaushal and his MSP business in Hartford, Conn. The president of this leading member of the TeamLogic IT family has turned cybersecurity into a source of recurring revenue.

In fact, the TeamLogic sales team seizes every prospect interaction as an opportunity to introduce the benefits of ConnectSecure. While the message resonates with prospects, it has also allowed TeamLogic to demonstrate tangible value to existing clients.

TeamLogic now leverages ConnectSecure to help their clients ensure compliance and identify and remediate vulnerabilities at a time of ever-escalating cyber threats and regulatory pressure. The result: Increased revenue and improved client retention.

Meet TeamLogic IT

Named two-time MSP of the Year, TeamLogic IT is a national provider of technology solutions that businesses rely on for best-in-class managed IT services. Each of the 200 locations across North America is independently owned and operated.

Under Sandeep Kaushal's direction, the Hartford location has achieved an elevated profile, partly due to its leadership on providing proactive cybersecurity protection. Kaushal arrived at TeamLogic with a deep understanding of the importance of cybersecurity. During many years of working for Fortune 500 IT companies and managing IT departments in the insurance industry, he saw for himself their vulnerability to attacks.

His experience has shaped TeamLogic's focus on delivering high-quality, secure solutions to its diverse client base, including schools, manufacturing companies, financial services companies, hotels, and CPAs.

Challenges: Reporting and patching struggles

TeamLogic faced several issues with their previous cybersecurity solution. The reports were difficult to decipher and required substantial editing to get them in shape for client presentations. Patch management was an equally frustrating endeavor with no clear way of determining whether it achieved its stated aim. Combined with fear-based sales tactics, Kaushal increasingly felt the vendor was not a good fit.

"We had such a mishmash of data and really no true source of it," Kaushal said, "So, we were looking for a tool that would help us get a true picture of the health of the assets under our care and the health of our own network."

Choosing ConnectSecure: Early detection left impression

TeamLogic discovered ConnectSecure in the aftermath of Log4j, the zero-day attack that sent shockwaves through the global tech industry and exposed a wide range of web applications, email services, cloud platforms, and more to exploitation. ConnectSecure caught Kaushal's attention when the company became the first to detect the critical cyber vulnerability, known as Log4Shell or CVE-2021-44228.

After a demo and trial, TeamLogic decided to make the switch. Along with a less pressure-oriented sales process and more favorable engagement terms, they found the ConnectSecure team easier to work with than their previous vendor. The overall approach aligned better with the MSP's values and business practices.

ConnectSecure also offered a lightweight agent installation that appealed to the TeamLogic team. Not only did the agent leave no impact on the clients' infrastructure performance, it also enabled the team to collect more data than before for an enhanced understanding of client network health.

Benefits and results: Instant value drove more business

After only three months of use, ConnectSecure emerged as a leading sales tool for TeamLogic, while delivering immediate value to existing clients.

Among the gains, TeamLogic noted:

1. **Improved Services and Increased Revenue:** TeamLogic leverages ConnectSecure to uncover what their clients "didn't know they didn't know." By identifying vulnerabilities, the MSP is able to prove value, which, in turn, has resulted in enhanced customer trust and additional business.

2. **Enhanced Patch Management:** ConnectSecure offers a reliable and accurate source of information that enables better patch management, third-party-patching, and firmware updates to the delight of TeamLogic's customers. As a result, the MSP is able to address potential vulnerabilities and maintain a higher level of security for their clients. The consistent accuracy stands in sharp contrast to the previous tool that they gave up in favor of ConnectSecure.

3. **Informed Sales Conversations:** TeamLogic uses ConnectSecure to lead sales conversations on cybersecurity, customizing discussions based on client expertise and needs, such as compliance and personal data protection. By prioritizing education and soft selling, they help clients understand the value of their services. This educational approach has proven successful in building long-lasting partnerships.

4. **Valuable Vulnerability Assessments:** TeamLogic uses ConnectSecure to assess clients' network health during onboarding, identifying potential vulnerabilities and creating tailored security plans for each client. The process demonstrates the team's cybersecurity knowledge and commitment to network safety, leading to improved client trust.

5. **Lightweight Agent Installation:** ConnectSecure empowers TeamLogic to seamlessly gain a complete understanding of clients' network health since it does not interfere with their infrastructure performance. The ease of use appeals to the clients as well.

Conclusion

ConnectSecure has become a revenue-generator for Sandeep Kaushal's TeamLogic IT. With the backing of ConnectSecure, TeamLogic is able to demonstrate immediate value by assuming the role of cybersecurity expert, helping clients uncover and remediate vulnerabilities as well as meet tightened regulatory requirements.

Cybersecurity is now so important to this MSP that it's the lead topic of every sales conversation. And the message resonates as small and midsize businesses are growing increasingly aware of the risk that cyberattacks pose to their long-term sustainability and bottom line. As they look for protection, TeamLogic steps up to provide the exact solution that they need to thrive amid rising cyber threats.

> *ConnectSecure is a very important tool for us to determine the health of our prospects during onboarding. There's no impact on performance and we're able to collect a lot of data. There's twofold benefit to that—we know what's going on with their infrastructure and clients know we can provide proof that we're keeping an eye on things.*
>
> Sandeep Kaushal
> President of TeamLogic IT

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