



# Rouse Consulting Group Accelerates Business Growth with ConnectSecure

## How RCG used ConnectSecure to tap into growing demand for compliance and threat management among SMBs

**“It really has opened so many additional doors and capabilities to extend our cybersecurity suite of services. It’s made us more efficient in many ways.”**

Paul Rouse  
President and Owner of Rouse Consulting Group

When market conditions change, Rouse Consulting Group quickly adapts to stay ahead of demand. It was this service-minded approach that brought this leading managed service provider (MSP) to ConnectSecure. The RCG team saw a distinct opportunity to tailor solutions for small and medium-sized businesses (SMBs) as they searched for support amid growing regulatory pressure, cyber insurance requirements, and cyber risk awareness.

Now, the ConnectSecure platform for vulnerability management, remediation, and compliance is a fundamental piece in their suite of cybersecurity services. From prospecting to vendor management, ConnectSecure has helped RCG accelerate business growth by driving service improvements across the enterprise.

## Meet Rouse Consulting Group

Rouse Consulting Group (RCG) is a leading managed service provider (MSP) headquartered in the Quad Cities (Moline, Ill.). In business since 1995, they provide IT services, support, and solutions to small and medium-sized businesses throughout the United States and abroad, focusing primarily on financial services, manufacturing, and distribution. The company's commitment to service excellence has earned accolades such as winning the Best Customer Service in the Quad-Cities for 2022 and ranking third on MSPMentor's prestigious Top Small Business Managed Service Providers List.

## Challenges: New demands required comprehensive offering

Staying ahead of IT trends and adapting technologies to meet evolving client needs is central to RCG's mission. In recent years, the MSP began to notice a growing awareness of cybersecurity as clients faced tougher compliance requirements and demand for cyber liability insurance.

While RCG offered cybersecurity services, the company determined a more comprehensive approach would enable them to better tailor service offerings around their clients' different security postures and goals. Deploying their original cybersecurity solution at a large scale would not be feasible from both a financial and security perspective.

Specifically, the company sought a new solution that would provide continuous scanning, proactive vulnerability assessment, and support for critical compliance requirements, such as PCI and HIPAA.

## Choosing ConnectSecure: Features enhanced MSP appeal

RCG decided to adopt ConnectSecure to boost their cybersecurity services after a careful review of the competitive landscape. The RCG team found ConnectSecure's comprehensive platform for vulnerability management, remediation, and compliance provided an ideal complement to existing tools and positioned the company to take the lead on countering the ever-growing cyber threats to clients.

With features such as continuous scanning, ConnectSecure stood out from traditional manual vulnerability assessments and penetration testing, allowing RCG to proactively identify and address security risks. Combined with an affordable price, ease of scaling, customer responsiveness, and relentless commitment to continuous improvement, ConnectSecure became RCG's partner of choice.

**“The ability that ConnectSecure has given us to validate other toolsets is hugely important. It has really transformed a lot of our internal operations and provided tremendous value.”**

Paul Rouse  
President and Owner of  
Rouse Consulting Group

## Benefits and results:

ConnectSecure quickly became a high-value tool in RCG's cybersecurity practice, delivering a wide range of benefits:

- 1. Accelerated business growth and service expansion:** ConnectSecure has enabled RCG to attract new customers and expand their service offerings in the cybersecurity domain, positively impacting their revenue generation and profitability. With a more tailored approach to client needs, RCG has been able to attract the growing number of SMBs that value compliance and proactive security.
- 2. Enhanced efficiency and insights:** ConnectSecure has improved the company's internal processes, allowing them to identify and address security issues more effectively. The tool provides valuable insights into their clients' environments, helping them better understand their security posture and potential vulnerabilities.
- 3. Improved validation and vendor accountability:** ConnectSecure serves as an independent third-party validator for other tool sets used by the company. This allows RCG to have candid conversations with vendors about any discrepancies in reporting and ensure they are receiving the intended value from their investments.
- 4. Proactive response to emerging threats:** ConnectSecure's ability to quickly update its vulnerability assessment capabilities in response to new, zero-day threats ensures that RCG can rapidly identify and address potential security risks for their clients.
- 5. Strong partnerships and mutual success:** RCG values the partner engagement with ConnectSecure, particularly the Wednesday calls where they collaborate with other partners to address global challenges and improve the tool. By working closely with their partners and leveraging the full potential of ConnectSecure, the company can ensure mutual success for both parties.
- 6. Effective prospecting:** RCG leverages ConnectSecure as a prospecting tool for potential clients, showcasing the tool's capabilities and how it can help improve their security posture. The findings lays the foundation for a productive conversation about risk and the importance of cybersecurity services.

## Conclusion

The adoption of ConnectSecure has brought significant benefits to Rouse Consulting Group. Considered an integral part of the company's cybersecurity practice, ConnectSecure has empowered RCG to drive business growth, enhance efficiency, improve vendor management, establish proactive threat response, and build strong partnerships.

At a time when SMBs face both regulatory pressure and rising cyber threats, RCG is positioned to swiftly meet demand with ConnectSecure.



**ConnectSecure.com**

### **About ConnectSecure**

ConnectSecure empowers managed service providers (MSPs) to position themselves as the partner every small and medium-sized business (SMB) 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.