

About the Partner: With more than 35 years in the business, this Managed Service Provider (MSP) is among few IT providers that have such depth and breadth of experience. Their longevity in a tough industry is a testament to the trust they've earned from clients over the years. This U.S.-based company supports clients with Monitoring and Management, Back-up and Disaster Recovery, Onsite Support and Maintenance, plus Hardware Procurement. Their primary core focus is on providing premier cybersecurity and technology solutions to small-to-medium-sized businesses (SMBs) of all industries.

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*- Vice President of Sales,
Netsurion MSP Partner*

Why Netsurion

As an IT industry veteran, this MSP knows their clients' challenges and what it takes to ensure they are safe from cyber threats. With a focus on a proactive, tailored approach, they are always looking for next-level security in an ever-changing technology landscape. Their vice president of sales said, "When we engaged Netsurion about a partnership, we were drawn to the EventTracker Essentials offering and its unique position in the market. We knew this would be the single most important product to launch in our company's long history."

They heard about EventTracker through their service director, who had already experienced EventTracker's Security Information and Event Management (SIEM) while at a previous company. Before selecting Netsurion as their partner, the team also evaluated Cyber Shark, Arctic Wolf, and SOCSOTER. They were drawn to Netsurion's focus on supporting the SMB market, combined with the EventTracker product's prestigious reputation on the Gartner Magic Quadrant for SIEM for 11 straight years.

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- Director of Marketing, Netsurion MSP Partner

What helped seal the deal was Netsurion's clearly defined pricing model and marketing support that stood out from the competition. In both cases, these elements made it easy to start selling the solution. They also had comfort with Netsurion's day-to-day support.

Standing Out in the Crowd

In addition to the solution aligning with the SMB market they support, the Netsurion Partner Program offered a pricing model they could easily apply and get quotes on, which was not the case for the competing solutions whose pricing was far less clear.

From a marketing standpoint, Netsurion's materials, Partner Portal, and website Knowledge Center were a huge plus over the competitors. "Netsurion's content and look/feel were superior to other partnerships that we considered," said their director of marketing. "The content was much easier to find and utilize as well!" The team found Netsurion's compliance data sheets simple to morph into their client-facing material. It was easy to roll out to their client base, which is what helped them enable to sell quickly. "Netsurion's Partner Portal makes it easy to find materials and register deals seamlessly," said their director of marketing.

Onboarding and Sales Enablement

Netsurion's solutions are priced and fit perfectly for SMB clients. Previously, their clients couldn't consider a SIEM solution due to it traditionally being accessible for larger enterprises with massive budgets. "Netsurion's EventTracker Essentials solution is one of the few that has been scaled for the SMB market – as trusted advisors, it is important to be the first to introduce this powerful and affordable solution to our clients," said their vice president of sales.

Their marketing director noted, "The support and materials have helped tremendously with enabling our sales teams. We've been able to put together marketing collateral due to all the wealth of information available on Netsurion's Partner Portal and website Knowledge Center."

When this MSP says the materials helped, it's not just rhetoric. They are certain that Netsurion's Health Insurance Portability and Accountability Act (HIPAA) compliance sheet, which shows how EventTracker addresses each requirement, won them a deal. "The competitors talked about HIPAA, but didn't show that they truly understand it and are part of the solution," said their vice president of sales. "That was very powerful for us. It allowed us to talk about security, but also actually show deliverables." The marketing team is also available to meet any time to consult and even create custom programs for partners. This kind of personalized attention is critical for partners who have few resources in-house.

Training was the one element that could have used improvement. Their vice president of sales noted, "There are on-demand modules to access, and more keep becoming available which is great. We would have liked to have seen more of a proactive training push versus a pull, but at the end

of the day, we got what we needed. Netsurion is great about personalized attention, so we got training set up with their experts live whenever we needed it, which was a huge help."

A True Partnership

"There have been some powerful benefits through our partnership with Netsurion," said their vice president of sales. "We found something we firmly believe in, and as our clients' trusted advisor, this could not be more important to us." They already deployed the solutions successfully with multiple clients and each has a success story that drives home the value and importance of this solution in keeping their IT environments secure and compliant.

Second, there are few products of this caliber that can be scaled to the SMB market. "This has provided a strong differentiator in a noisy cybersecurity market," said their vice president of sales. "No one else is talking about this."

Third, this is truly a partnership. "We are a culture built strongly upon stellar customer experiences and we don't take that lightly," said their vice president of sales. "We really see Netsurion as a true partner due to experiences like this case study interview and the Partner Advisory Council. Also, the way our channel account manager, Alexandra, and the technology team have treated us when we have something urgent shows they really care about us and what is happening with our clients. At the end of the day, this business isn't about tools, it's about partnerships, and we've found a true partner in Netsurion."

Their vice president of sales stated, "It's the single most important product we've launched in our company's history. We feel that with this offering we are at the forefront of IT security. This allows us to provide the best protection possible for our clients, which is what this is all about."

Netsurion powers secure and agile networks for highly distributed and small-to-medium enterprises and the IT providers that serve them. In such environments, the convergence of threat protection and network management are driving the need for greater interoperability between the NOC (network operations center) and the SOC (security operations center) as well as solutions that fuse technology and service to achieve optimal results. Netsurion has converged purpose-built network hardware, innovative security software, and flexible managed services. The Netsurion Partner Program is designed specifically to empower VARs, Sales Agents, and MSP/MSSP organizations to meet the growing connectivity demands of customers while generating new revenue streams without the risk of additional overhead costs. The program offers a robust portfolio of solutions whether you are interested in our SD-WAN, firewall, or SIEM solutions, we're here to make it easy for you. www.netsurion.com/partners/become-a-partner

Netsurion™
Partner Program