

# **Strategic Alliances Delivering Holistic Solutions**

**Steve O'Connell  
Sales and Marketing Director, Advantex**

**Darren Kewley  
Technical Director, Protos Networks**



# Agenda

- Changing Requirements
- How MSPs are Responding
- Our Partnership
- Managed Detection & Response
- Building a Strategy

# Changing Requirements

- The growth of cyber risks and attacks means organisations need more robust controls
- Organisations which traditionally had fundamental security controls in place now have more complex needs.
- Both public and private sector contracts now include information security requirements.
- Cyber insurance companies are also asking for certain levels of controls
- Organisations are inevitably going to IT support companies and MSPs for help

# How MSPs are Responding

## Building a SOC

Allows an MSP to keep everything 'in house'

Requires significant investment in time and money

The MSP can end up marking its own homework

MSP gets distracted by the 'current thing'

## Buying a SOC

The SOC, its staff and its processes are already established

It doesn't need years to mature

Can be very expensive – especially if it doesn't work

Still a potential conflict of interest

## Partnering with a Specialist

The SOC, its staff and its processes are already established

It doesn't need years to mature

Clear lines of responsibility

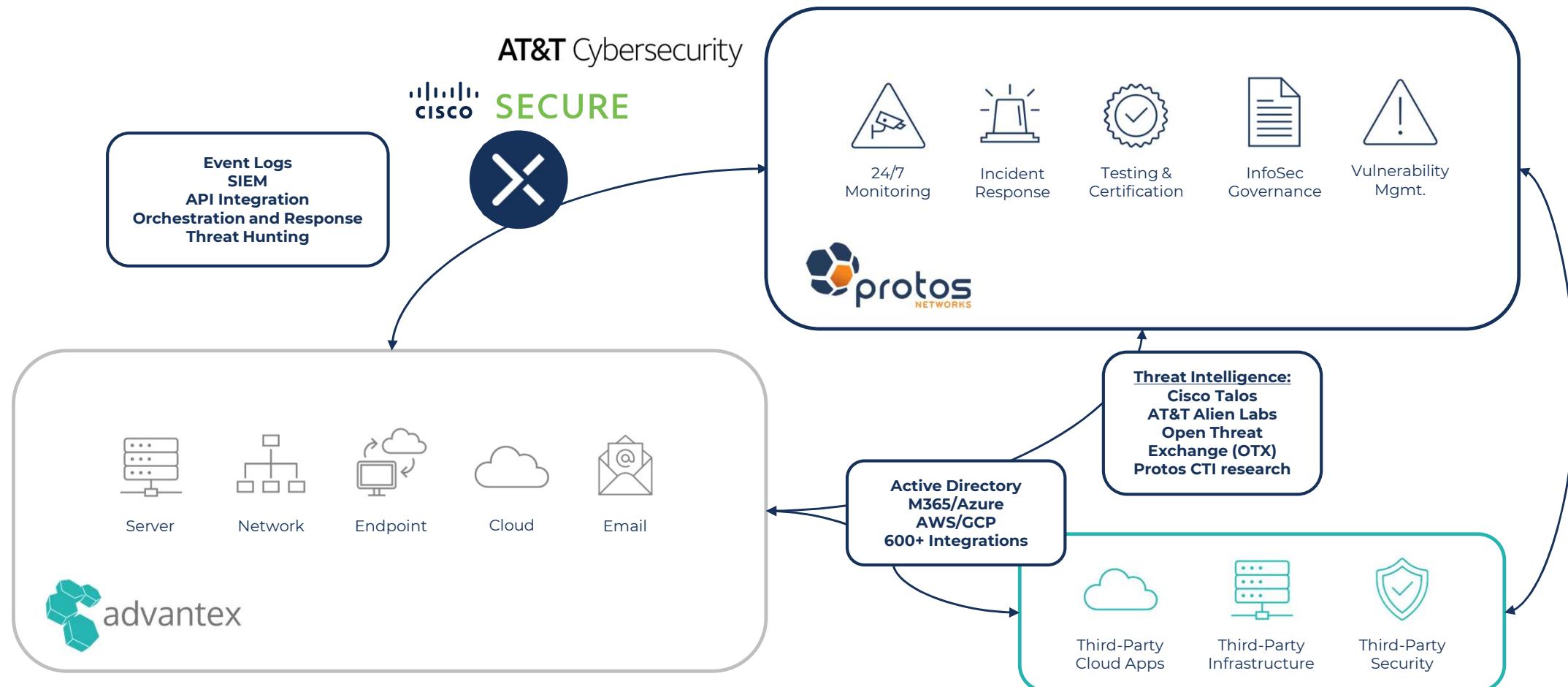
Dedicated security companies offer other services (such as pen testing and certifications)

# Our Partnership

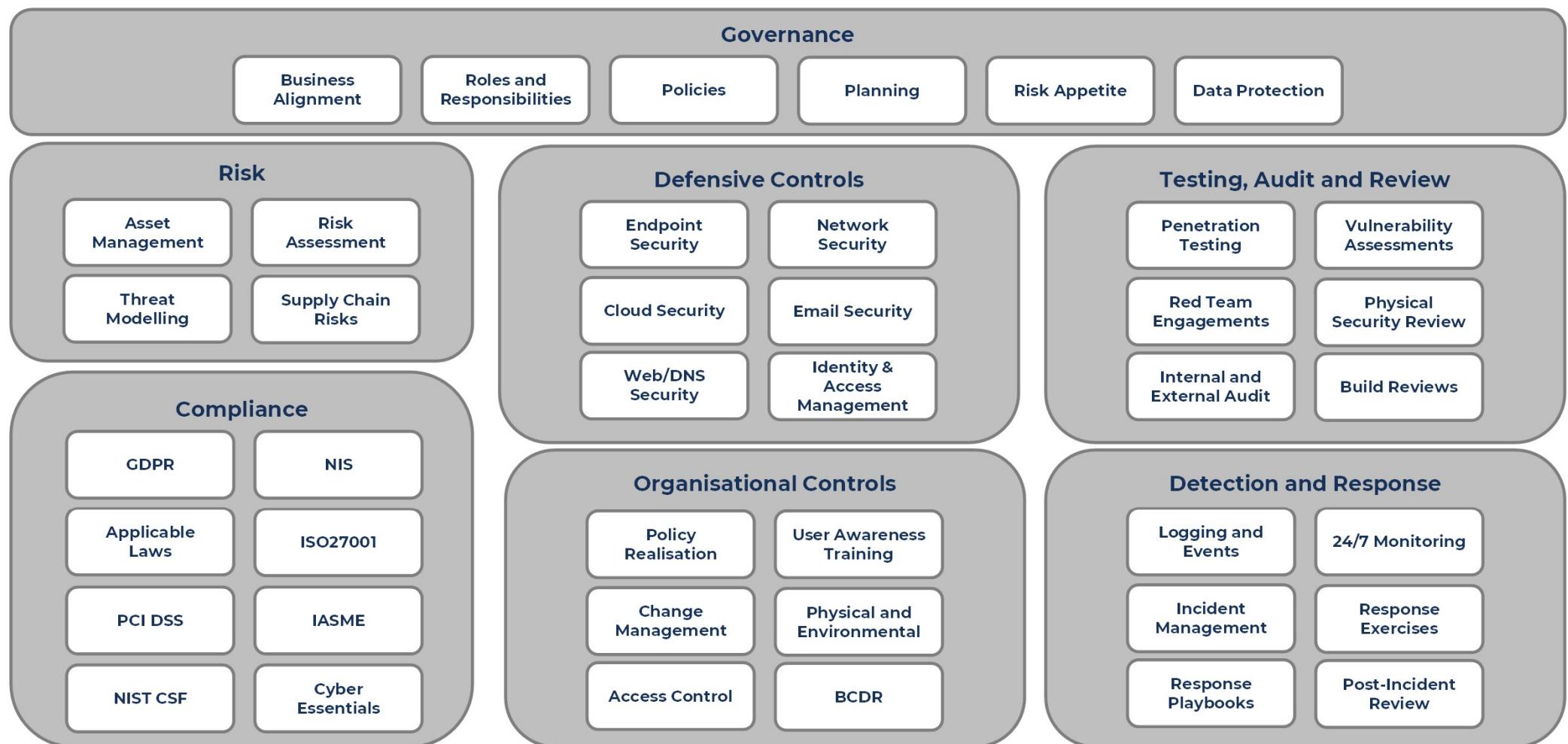
- Introduced by Cisco
- We specialise in our respective areas
- Add value to existing and planned investments
- Extend your ecosystem to your entire IT infrastructure (including M365, AD, cloud etc.)
- Security testing and certification services



# MDR Ecosystem



# Building a Strategy



# Questions?

