Six Managed Security Services
that can **Boost Your Revenue**

Managed Services Providers (MSPs) are always looking for ways to better service their customers and garner more revenue. Nowhere is this truer than with the burgeoning cybersecurity market, where customers are demanding the best-in-class solutions and MSPs are willing to provide them. That said, providing cybersecurity services is no easy task, and can take considerable resources to implement properly, which ultimately can cut into profits in such a highly competitive market. MSPs can find additional revenue streams by extending cybersecurity services and offering much-needed expertise to their clients.

Here are six managed services that you can build around security:

1 Cyber Security Awareness Services

It's no secret that most breaches, intrusions, and cyber-attacks result from end-user missteps. After all, most end users are not tech savvy and can fall prey to the numerous scams and attacks that flood the internet today. MSPs can formalize the education of those end users by offering organized training, and on-going educational services. Today, it is critical for end users to understand how attacks originate and how to identify them, especially with the rise in ransomware, spyware, phishing, and other attack vectors. Training should frequently be done and the results measured to be fully effective. Trend Micro's Phish Insight proves to be a valuable, no-cost tool for those looking to simulate attacks and educate end users.

2 Compliance Services

Compliance regulations are on the upswing with more regulation bound to impact multiple market segments. MSPs can help their customers determine if they are compliant with current regulations and also help prepare them for changes in regulation. For example, the recent establishment of the European Union's (EU) General Data Protection Regulation (GDPR) can impact any organization that conducts business with any EU citizen. MSPs can be on the front line to help prevent violation of those regulations and others, such as PCI-DSS, SOX, and HIPAA.

3 Identity and Access Management

Most security solutions are only as good as the credentials used. The age of the username and password combination is quickly coming to an end. MSPs can become the catalyst for change and help their customers move beyond the easily subverted username and password challenge. MSPs can offer services such as MFA (Multi-Factor Authentication), which moves beyond the oversimplified security of a password challenge. Other technologies that can readily improve security include VPNs, single sign-on, and encryption.

4 — User Protection Services

For the most part, MSPs are focused on keeping applications and services secure and protected from attack. Yet, securing endpoints still plays a critical role in cybersecurity. With that in mind, MSPs should consider moving beyond simple endpoint and account management and implement user protection services. Securing the user means securing the user's endpoint, email and cloud applications they are using. With the rapid growth in BYOD (Bring Your Own Device) policies being adopted by organizations worldwide, it is becoming ever more important to make sure those devices are sanitized and free of malware before they are allowed to attach to any organization's resources.

5 — Security Auditing

One of the most important elements of cybersecurity is verifying that the policies and protections in place are actually functioning. MSPs can create services that include regular auditing, penetration testing, and reporting, all of which demonstrates the effectiveness of the security solutions in place and can identify any potential weak links in the chain of cybersecurity. Auditing services also prove critical for compliance and other legislative requirements placed upon businesses today.

6 — Data Protection Services

Encrypting data can be one of the best ways to protect that data from unauthorized use. MSPs can build encryption services into their offerings to make sure that file transfers are encrypted, as well as any data in motion. Numerous solutions existing on the market can encrypt data at rest or in motion, but few are adapted to the MSP model. MSPs can look to integrated solutions that can be centrally managed and offer those as a service to their customers, protecting data even when it is exposed to outsiders. There's no silver bullet when it comes to cybersecurity, but ensuring customer data is encrypted is a great safeguard even in cases where there is a breach.

Learn more about Trend Micro's MSP Program and how you can transform your business with easy to deploy, manage, and sell security solutions **www.trendmicro.com/msp**