

Woman-owned MSP projects double-digit MRR growth with Barracuda Managed XDR



Combining cybersecurity automation, education, and expertise drives this proactive MSP's revenue to new heights

In 2019, Remote Operations Company (est. 2004) and SRC Technologies (est. 2008) merged to become LoyallTy, an MSP with several unique qualities. First, this women-owned business stands out in an industry where only 25 percent of senior IT—and only 15 percent of CEOs—are women. “Our technicians have an average of 15 years of industry experience—nearly double the industry average, and our average response time is under 13 minutes,” says the company’s president and CEO, Kari Renn.

One of the MSP’s additional differentiators is its continuous investment in education and certification training, such as Azure Administrator Associate, Modern Desktop Administrator Associate, Security Operations Analyst Associate, and Cisco CCNA, to name a few.

The #1 cybersecurity challenge: education

Most of LoyallTy’s clients are small to mid-size businesses (SMBs), typically having 15 to 75 workstations (up to 500) and relying on their computers, network, and internet for daily operations. Its customers also represent a broad cross-section of industries in the surrounding Green Bay and Fox Cities areas.

“The security threat landscape has become incredibly complex, and we find many businesses lack awareness of the threats and the solutions available to keep them safe,” says Renn. “That’s why education is a top priority—for our staff and our clients.”

Profile

- Website: www.loyallty.com
- Location: Green Bay, WI
- Specializations: Co-managed and fully managed IT services tailored to the needs of business-oriented individuals seeking growth, enhanced productivity, and tools to facilitate their business advancement.

Challenge

LoyallTy was using a security information and event management (SIEM) solution that lacked reporting, making it difficult to:

- pass security audits
- show clients the value of their data protection services

Solution

The MSP adopted Barracuda Managed XDR to strengthen their security service offering. This fully managed XDR offering includes SentinelOne Complete, an AI-powered prevention, detection, and response tool, to provide threat detection, response, and reporting capabilities.

Results

During the first year, more than 35% of LoyallTy’s customers adopted the XDR services, and the number continues to grow.

XDR outperformed existing tool sets

One of the first challenges LoyallTy tackled after its merger and rebranding was with its security detection tools. “We were using a security information and event management [SIEM] tool, but it offered limited reporting capabilities,” recalls Renn. “This made it particularly difficult to pass security audits and to share meaningful data with clients.”

Another challenge with SIEM is that while doing a suitable job logging security events, it often requires multiple IT personnel to sort through and prioritize the data and response manually.

LoyallTy’s research led to Barracuda Managed XDR. The XDR Endpoint Security solution comprises SentinelOne Complete, an AI-powered prevention, detection, and response tool, along with Barracuda Managed XDR which includes a security operations center (SOC) staffed by tenured security experts to detect and respond to cyber incidents 24x7x365.

Barracuda Managed XDR analyzes billions of raw events daily from 40+ integrated data sources, applying extensive threat detection rules that map to the MITRE ATT&CK® framework. It enables security teams to uncover hidden and advanced threats effortlessly and automates complex, multi-step responses across users’ security technology stacks. “Since adding Barracuda Managed XDR to our service offering, we have successfully prevented 87 virus attacks, safeguarded 1,800 computers and servers, and addressed 336 security alerts,” says Renn.

Getting the security discussion right

With so many cybersecurity threats and solutions to discuss, MSPs must be careful not to overwhelm prospects with too much information, warns Renn. “We’ve found that it’s helpful to share stories our clients can relate to without confusing technical terms. There’s also no need to embellish the truth or be overly fear-based when discussing security. We present the facts, give clients a few options and let them make an educated business decision.”

However, sometimes a client wants LoyallTy to manage their IT systems but doesn’t want to follow the MSP’s security recommendations. In that case, they must sign a waiver absolving LoyallTy from all liability in case of a data breach.

Thankfully, signing waivers is becoming less frequent as more customers realize the importance of protecting their digital assets. Many clients start with the MSP’s base package, Breach Secure Now, which includes testing and training. “The most serious attacks involve a perpetrator convincing an employee to open a link or attachment or wire money to a fraudulent account,” says Renn. “Even the best security solutions won’t stop these social engineering attacks, so having an educated workforce is necessary.”

Streamlining cybersecurity education

Performing one-on-one training sessions with every customer can overwhelm any MSP’s staff. To help streamline its efforts, LoyallTy hosts webinars, lunch and learns, and other virtual or in-person events with Barracuda. “These events are an excellent way to educate multiple customers and prospects all at once,” she says.

Through joint educational initiatives during the first year of partnership with Barracuda and Barracuda Managed XDR, 37% of LoyallTy’s customers adopted the XDR services.

“Our company mission is ‘To make IT work at work so our clients can focus on their company goals without interruption,’” says Renn. “Our partnership with Barracuda plays an important role in helping us to continue achieving these goals.”

