

A man and a woman are standing in a modern office, looking at a tablet together. The man is on the left, wearing a light blue button-down shirt, and the woman is on the right, wearing a dark blazer over a white turtleneck. They are both smiling and appear to be engaged in a collaborative work task. The background is a blurred office environment with glass partitions and other people working.

A Winning Approach to Building an MSSP

| Introduction

Over the years, we have seen a rapid consolidation and convergence of technologies, managed services, and their applications within the security market. Outsourcing security services¹ has been a popular choice among organizations faced with challenges such as the increasing threat of cyberattacks, meeting regulatory compliance requirements, spiraling security budgets, and resource issues such as staffing costs.

In order to address the increasingly complex security issues and needs, MSPs (Managed Service Providers) must be prepared to grow their security offerings in what is becoming a very dynamic and competitive market. The challenge and opportunity for MSPs is choosing the right security solution to meet these requirements now and in the future, while at the same time enabling a highly profitable business model.

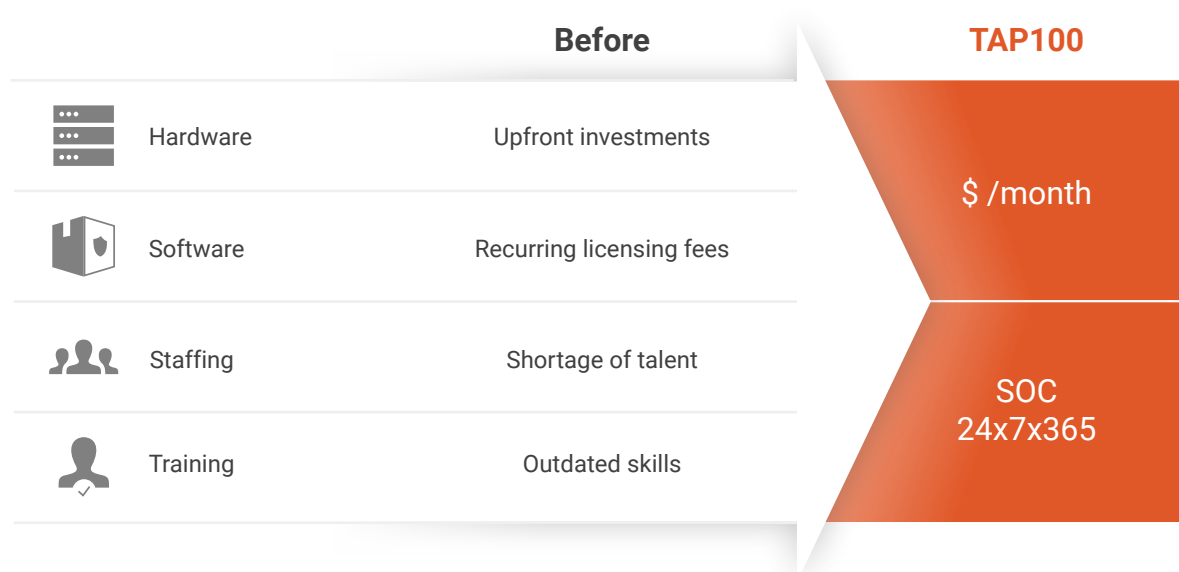
Optimizing the MSP business model in today's market requires a security solution that maximizes service revenues while reducing capital and operating expenditure. This is where Nexusguard's Transformational Alliance Partner (TAP) program offers real advantages to help MSPs make that transition to MSSP (Managed Security Service Provider). As part of its TAP program, Nexusguard offers MSPs a managed DDoS protection service that integrates innovative and proprietary technologies, security and service expertise, as well as processes honed over thirteen years in the cybersecurity industry. Our focus has always been to provide the right blend of people, processes and technology that brings the most value to our customers across a spectrum of industries.

In this solution guide, we will drill down on the key benefits that Nexusguard's TAP program provides, including reduced total cost of ownership on technology, pre-productized services, go-to-market support, and operational readiness.

1. According to Forrester Consulting, which was recently commissioned by Intel to survey IT decision-makers at SMBs on their outsourcing approaches, and Gartner (May 2021).

| Zero Capital Expenditure

Cybersecurity ecosystems are expensive to set up, run and maintain, while software solutions that require dedicated hardware to run almost always come with recurring licensing costs. Further adding to the costs are the salaries of the specialized cybersecurity personnel and the cost of the training they require to properly leverage new tools and technologies. For MSPs looking to become MSSPs, the beauty of partnering with Nexusguard is they can exchange this large, recurring capital expenditure required to onboard new tools with operational expenditure in the form of predictable and ongoing monthly costs. MSPs can also leverage Nexusguard's SOC (Security Operations Centre) team to provide them with continuous 24x7x365 monitoring and coverage.



Keeping staffing costs down is another key area where Nexusguard really shines when it comes to providing staffing and specialized cybersecurity skill sets. These costs are distributed across our entire client base, providing a shared service so that individual customers do not need to bear the cost alone. Since threat intelligence is our lifeblood, MSPs will be provided with access to security expertise, service experience and technology that would otherwise have been extremely challenging to build in-house. All that is required from the MSP to provide is hosting, connectivity and the entrepreneurship of their business team.

To summarise, Nexusguard partnered-MSPs would enjoy cost savings on the following:

Cost of technology

Upfront investment for the necessary appliances, maintenance agreements for the appliances, software licenses, unlimited cloud-based DDoS protection for large attacks, as well as costs for a complete set of technologies that cover:

- Comprehensive suite of mitigation tools to handle DDoS attacks
- Broad-based visibility and threat detection capabilities (e.g. a portal complete with visibility and analytics capabilities, allowing customers to view service status, DDoS attack information and more)
- Networks (e.g. network-based intrusion detection, network traffic flow analysis)
- Management and Operations (e.g. a SIEM tool, incident response management solutions)
- Endpoints (e.g. endpoint detection and response)

Cost of operations

Specialist support for both internal and external customers, as well as a SOC that provides 24x7x365 capabilities.

Cost of Go-to-Market

Complete productization and go-to-market support, including sales enablement training, to help sell, manage and support products and services.

Return on investments on pre-productized managed services

Cybersecurity has been evolving continuously over the past few decades. At every phase, the main ethos has aimed at enabling customer success, which requires the cybersecurity industry to keep rediscovering the way it functions. Productization of services is one way to actualize that ethos and is now becoming one of the key focuses for the industry.

Productization of services involves packaging a technology product with managed services, providing a standardized offering to customers to help address their business needs and pain points.

How Nexusguard productizes its service

To differentiate our services from those of other managed security providers, we took customized services and product bundles already provided to specific customers, and repurposed them into standard, fully tested, packaged, supported products which customers could plug directly into their environments with little or no customization.

As well as providing immense value to our customers, our productized services also bring other benefits:

Better scalability

Productized offerings have better potential to scale by reducing resource dependency as the same solution can be sold to multiple customers with minimum customization.

Reduced customer acquisition cost

Selling a productized offering is a repeatable process that significantly reduces the overall cost involved in the sales cycle, resulting in lower customer acquisition costs.

Higher profit margins

With a productized offering, customers are provided with the complete solution, and as the scale increases, higher margins will be realized.

Nexusguard's fully productized services means that implementers of our TAP program can immediately start offering a wide range of security services to their customers, providing value previously impossible and thus increasing the average revenue per unit per customer as well as company branding.

Nexusguard productized services

Nexusguard's TAP program currently comes with more than 10 pre-productized managed security services:

Application Service



CDN servers



WAF services



DDoS Protection



Load Balancing



Advanced DNS

On-Net Service



Network Visibility VAS



DDoS Protected Clean Pipe



Managed SOC Service

Off-Net Service



Remote Monitoring Service



Business Continuity Solution

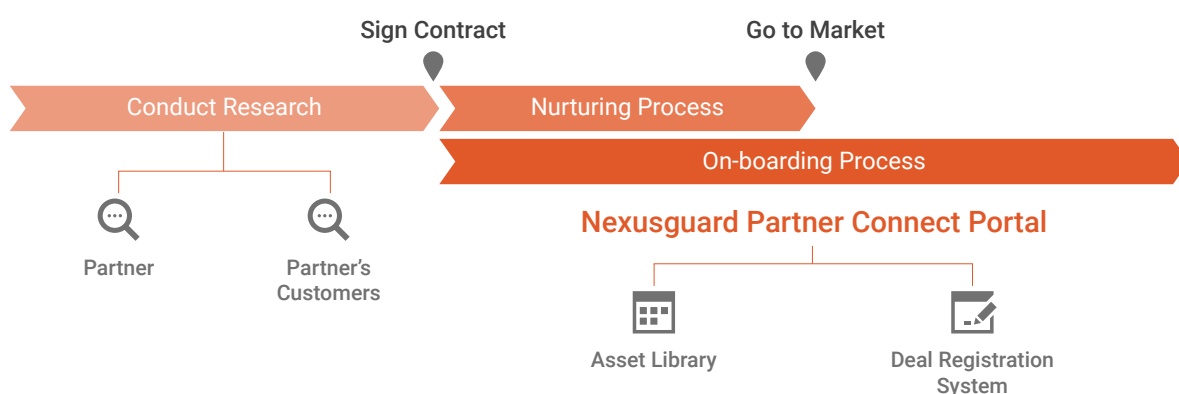


DDoS Mitigation

| Go-to-market support

A cybersecurity go-to-market strategy is not a one-size-fits-all proposition as each potential partner has unique needs. Some may have more sensitive data than others, and some will have lower tolerances to the financial impact of a DDoS attack than others. Prior to signing up new partners, Nexusguard's channel program specialists conduct in-depth research on behalf of potential partners. The research study looks into the partners' downstream customers together with local intelligence to determine the most suitable product packages that best fit into their customer base.

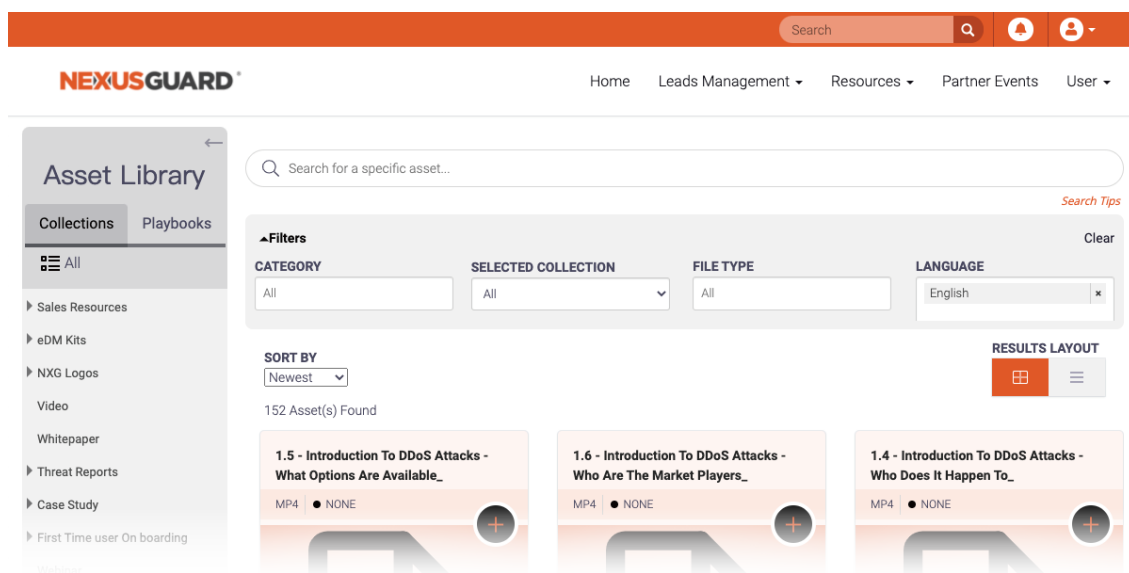
Once our partners are onboard, we educate them about the intricacies, features and pricing components of each of our product packages, and also how to leverage their established business relationships to deliver Nexusguard solutions and services to their customers. Through this continuous nurturing process, our partners are able to upsell the services to their existing customers with quicker time-to-market and time-to-profit, while increasing their company's competitiveness by offering premium DDoS mitigation products & services that their rivals currently do not.



Nexusguard Partner Connect Portal

In order to help manage and optimize every step of our partners' journey, we have incorporated an automated onboarding process through the Nexusguard Partner Connect Portal that includes training materials, sales resources, eDM kits, as well as videos about our products & solutions.

Asset Library



Nexusguard's Partner Connect Portal is designed to provide our partners with quick and easy access to important and frequently used information and resources. This comprehensive information helps them stay current with all aspects of the Nexusguard partner program so that they can take full advantage of its many benefits. To expand their partner network, the portal allows them to target potential partners using marketing tools such as promotions, upcoming events, branded emails, social posts and landing pages, equipped with lead tracking and nurturing tools. All data collected including business opportunities can be viewed on the in-built dashboard via the portal. Through this, they can track and monitor the progress of all their leads in one glance, and set up action plans to get even more results.

Deal Registration System

Search

NEXUSGUARD®

[Home](#)
[Leads Management](#)
[Resources](#)
[Partner Events](#)
[User](#)

Open Opportunities

145

Total Pipeline Value

\$538,485.00

YTD Closed Won

56

YTD Revenue

\$312,400.00

Opportunity Dashboard

Your pending and approved opportunities are listed in the dashboards below.

+ REGISTER NEW OPPORTUNITY

PENDING

APPROVED

CLOSED

DENIED

Search

Last Updated

Last 90 Days

Company ▲	First Name	Last Name	Created Date	Last Modified Date	Team Member
eCommerce Shop	Peter	Hui	06/14/2021	06/17/2021	Benjamin Yip

EXPORT

Items to Display: 50

Nexusguard Partner Connect Portal effectively aligns all our partners with Nexusguard's channel program specialists, streamlining the recruitment process to enable more Telcos, ISPs and SIs to become our channel distribution partners.

Nexusguard offers multiple partnership models:

- Referrals
- Reseller: SI, distributor, Telco, ISP
- MSSP (under TAP program): Telco, ISP

| Support, processes, operational readiness

Operational readiness involves fusing people, processes, and the right technologies so that they can act in synchronicity and dedicate themselves to dealing with cybersecurity incidents, detecting, investigating, prioritizing and mitigating them as they arise. This is something that Nexusguard excels at. Our operations team is made up of Technical Consultants, a Service Manager, a Technical Account Manager and a SOC Manager. Operating on the frontlines means each of these individuals are fully qualified, experienced, and accredited for their specific roles and responsibilities. Without the right people, a SOC cannot be effective and technology investments cannot be realized.

In a SOC, it is not what you do but the way that you do it that counts. This is where processes come into play. Nexusguard's SOC leans heavily on processes that have evolved and been refined over time. They consist of playbooks which we use to develop use cases to help us effectively react and respond to a wide range of different incidents and scenarios.

We also factor in SOAR planning, deployment and configuration. SOAR (Security, Orchestration and Response) plays an essential part in our SOC operations, allowing us to streamline our incident response workflows, threat and vulnerability management and also automate a large part of our security operations.



Training and Certification

Delivered as a standard to each deployment, Nexusguard's Academy provides training, enablement, evaluation and constant re-training for our partners and their staff. The courses are created by practitioners, for practitioners, and are created based on Nexusguard's many years of operating and serving customers - ensuring that the courses and materials are practical, realistic and effective. Partners no longer need to worry about filling turnover and retraining - we have got it covered.

Over the years, Nexusguard has developed many processes. Everything we do is meticulously thought-out and well-practiced which makes all the difference in a crisis situation. At Nexusguard, we continually make investments into the people, processes, and technology, so that we remain at the forefront of our industry and in the top tier of DDoS security solution providers internationally.



Nexusguard Certified
Security Associate



Nexusguard Certified
Pentester



Nexusguard Certified
Incident Responder

About Nexusguard

Founded in 2008, Nexusguard is a leading cloud-based distributed denial of service (DDoS) security solution provider fighting malicious internet attacks. Nexusguard ensures uninterrupted internet service, visibility, optimization and performance. Nexusguard is focused on developing and providing the best cybersecurity solution for every client across a range of industries with specific business and technical requirements. Nexusguard also enables communications service providers to deliver DDoS protection solution as a service. Nexusguard delivers on its promise to provide you with peace of mind by countering threats and ensuring maximum uptime.