5 SECURITY TOOLS

MSPs can sell to increase revenue

It's ok to upsell your clients on security tools!

Many MSPs neglect the growth and expansion opportunities they have available. Your current customers are the best source of new business. They view you as their trusted advisor - helping them navigate a complex security landscape.

The security tools below allow you to have a triple win: make additional revenue **and** reduce your workload from costly attacks **and** protect your clients!

Multi-factor Password Manager
You know that not using a password manager is just plain dumb. Do your clients? Reselling a password manager such as Myki or 1Password allows you to generate recurring revenue while limiting the damage to your customers in the event of data compromise.

DNS Protection
DNS protection offers frontline defense against phishing, C2 callbacks, and ransomware. It is a simple way to block local and off-network devices from malicious sites. Unsurprisingly, we recommend DNSFilter to give them complete protection. Our threat reporting gives you a visual aid to show clients your value.

Backup and Disaster Recovery
"Make good backups" is a phrase MSPs are very familiar with. A good BDR solution can save you from costly mistakes that can result in lost clients. Reselling this solution allows you to protect your reputation and give peace of mind to your techs and your customers. Good solutions are Datto and Veeam.

Persistent Threat Detection
Many emerging attacks take advantage of built-in operating system functions. This allows them to slip past traditional firewalls and antivirus solutions. Threat detection monitors the host OS for indicators of compromise. We recommend Huntress.

User Phishing Education
Since phishing attacks are by far the most prevalent form of cyber exploitation, it is critical to add user education to the mix. MSPs can implement solutions such as Hacware and KnowBe4 to build margin while keeping users wise on the latest phishing tactics.

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