



Enabling MSSPs to Expand and Grow in the New Distributed Era



Managed Security Service Providers (MSSPs) are a boon to organizations, and the use of MSSPs is increasingly attractive to all sizes of companies. One recent analysis asserts that companies will spend more than \$67 billion on managed security services by 2025, reflecting more than a 14.5% annual growth rate ⁽¹⁾.

This trend represents an unprecedented opportunity for MSSPs to recruit new clients and increase their footprint at existing ones, but it also comes with vexing challenges such as managing their own cybersecurity skills shortages, decreasing average revenue per user (ARPU), increased competition from other categories of service providers and market differentiation.

MSSPs must expand their service portfolio and deliver the right mix of security services cost-effectively to align with the business needs and priorities of their target customers who are willing to outsource to the successful ones the overseeing of security activities with focus on threat detection and response services, thereby freeing up internal staff to focus more on revenue-generating tasks. Those customers are looking for MSSPs to help meet their challenges but who can help the MSSP to take advantage of the opportunity?

Create Value and Enhance Profitability

As in other businesses, MSSPs aim to maximise shareholder returns and grow the value of the organisation by setting goals and milestones over a 3 to 5-year period. Moving forward requires developing higher level skills and new value-added services in areas of higher demand (and returns). This development will help accelerate and increase the returns but needs to be balanced with maintaining delivery of core services. Then there's the need to translate the outcomes of the newly developed capability into flexible service offerings customers will want.

Successful MSSPs can achieve it by selecting vendors/partners who can transcend the traditional reseller engagement model and scale up their efforts and support helping them building, delivering, and operating on-demand value-added services.

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Build one Managed Services Platform with Fortinet today, Build Many Services Tomorrow

Fortinet®, a cybersecurity pioneer and a global leader in broad, integrated, and automated cybersecurity solutions, offers its MSSP partners a range of solutions to expand the breadth and depth of their service portfolio.

Built upon its cybersecurity platform, the Fortinet Security Fabric, MSSPs can offer managed services across the three key domains of cybersecurity – the Network, Devices and Users, and the Cloud. Leveraging these services, they can deploy use case driven security capabilities and benefit from:

- The industry's broadest product portfolio, spanning network security, SD-WAN, switching and wireless access, network access control, authentication, public and private cloud security, endpoint security, and AI-driven advanced threat protection solutions
- Different consumption models (physical, virtual, and cloud) to balance between risks and benefits and adapt to several use cases
- The FortiCloud offering suite which delivers purpose-built cloud "as-a-Service" security solutions, allowing the MSSP a chance to inexpensively launch/try a new service
- Easy-to-configure and easy-to use tools to secure cloud-based data and workloads
- Fully automated incident detection, investigation, and remediation security eXtended detection and response (XDR) solutions from Fortinet and third-party Fabric Partners to build a full-spectrum Security Operations Center (SOC) with end-to-end integration using real-time, AI-powered threat intelligence
- True integration and automation in turnkey and multi-tenant virtual and physical platforms
- Numerous certifications and Third-Party Validations
- A 100% channel focus team, a "partner first" strategy and a partner friendly Engage program
- The largest and broadest cybersecurity training programs in the industry with the Network Security Expert (NSE) Training Institute. For 2021, Fortinet extended the free NSE training first announced in 2020.

Time for Change

MSSPs have to take the time to pick partners who have a genuine interest & understanding in the path they need to take, partners who can act as a guide, having walked a similar path with other MSSP's and have a broad base of solutions and capability themselves that can help them on their way to change.

Fortinet, on its side, is constantly listening to the needs of its managed service partners. Through the Fortinet Security Fabric, it has moved from a product centric, inward looking approach to a service centric, outcome led approach. This, in addition to the simplification and automation of the whole service enablement process, has already resonated with the broad base of Fortinet partners looking to augment their core business with consistent, single-provider managed security services.

This approach ensures the MSSP's growth in revenue and margin, increase in ARPU, with the perspective of high recurring revenues on multi-year contracts and, in the bottom-line, a strong financial performance.

So now is the time to drive change and lead the way. Fortinet is actively encouraging existing and future partners to challenge it (as well as their other incumbent vendors) on how a supplier can help them meet their goals and grow their business, either by building a profitable and highly differentiated security practice, or by gaining operational efficiency and enhanced profitability.

Fortinet is up to the challenge.

(1) "Market Research Engine - Global Managed Security Services Market By Verticals Analysis (BFSI, Telecom & IT, Government, Retail, Energy and Power, Healthcare, Industrial Manufacturing); By Service Analysis (Threat Management, Incident Management, Vulnerability Management, Compliance Management); By Deployment Analysis (On-premises, On-demand) and By Regional Analysis – Global Forecast by 2021–2026



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