MSP Educates SMBs
on Security Risks and Demonstrates the Efficacy of Sophos Solutions and Services

With over 30 years of experience, ROI-IT has provided technology solutions and services to both large enterprises and small and medium-size businesses (SMBs) in the Southwest region. A Sophos Partner and Manager Services Provider, ROI-IT has two divisions. The enterprise division focuses on firewall migrations and other IT and security initiatives for large enterprises like professional sports leagues, national news agencies, universities, government agencies and multiple Las Vegas casinos.

PARTNER-AT-A-GLANCE

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Las Vegas, Nevada

Website
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Sophos Solutions
Sophos Intercept X Advanced with EDR
Sophos Managed Threat Response
Sophos XG Firewall
Sophos Central Email

The SMB division provides foundational endpoint and network security solutions to law firms, mortgage lenders, accounting firms, banks, restaurants, and other companies across a wide range of industries. They also help offload security management in environments where IT resources are limited. ROI-IT currently has 8 employees, 90% of them engineers and technicians. Managing Director Michael Simmons sums up ROI-IT as "extremely driven and very much a services-focused company,"

Why are SMBs so vulnerable to attack?

With many of their SMB clients handling sensitive financial data and personally identifiable information, the Sophos Flex Connect Managed Service Provider (MSP) is attentive to governance and compliance issues, phishing and other fraud, and raising security awareness through education. Simmons points out that cybercriminals gravitate toward SMBs because they are low-hanging fruit. In fact, all SMB's are subject to personal information laws and credit card compliance (PCI) regulations. But a subset of SMBs—accounting and law firms who do not have a governing body for additional compliance like mortgage and other industries—are especially vulnerable. Because these organizations are not subject to state or federal compliance regulations, data protection concerns are generally not on their radar. Simmons finds that often these types of companies have hard copies of documents with confidential information in plain sight at their offices and haven't taken proper steps to secure this vital data in any way—physically or electronically.

"For many attackers, it's easier to get $500 out of a million SMBs than to get $5 million from a larger enterprise," explains Simmons. "I make my SMB clients aware that they are primary targets and, as such, need to pay more attention to security. Our main goal with our SMB clientele is to educate them on security risks

How do ROI and Sophos provide peace of mind and effective security for SMBs?

To that end, a big part of ROI-IT's mission is to provide SMBs with enterprise-class products at a price that they can afford, such as Sophos solutions.

Simmons has been a long-time proponent of Sophos security, particularly its endpoint solutions, like Sophos Intercept X, which uses various techniques, including signatureless exploit prevention, deep learning malware detection, and advanced ransomware protection to defend against known and unknown threats. His own experience over the past decade and his clients' experience attest to the effectiveness of Sophos security solutions. In every instance when ransomware or other advanced threats strike an ROI-IT client, targeted endpoints that are protected by Sophos immediately catch the malware and prevent it from doing harm.

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"Based on these experiences, when we launched ROI-IT, we decided that Sophos would be our primary go-to security for SMB clients, especially on the endpoint side. I recently did an audit of every single one of our accounts and have seen that our clients have had absolutely zero breaches—and that includes people who click on phishing emails that launch malicious software. Sophos has never failed to find threats," he affirms. "It's mind boggling. What's more, whenever there has been a major cyber event like WannaCry, Sophos has been the first company to notify me, and each time it's to say we're covered."

How does Sophos MTR expand the capabilities of MSPs and customers?

Simmons acknowledges that while Sophos endpoint solutions provide a comprehensive and reliable security platform, it's always important to dig deeper and investigate issues more thoroughly, given today's ever-changing threat landscape. Most of ROI-IT's SMB clients, however, lack the resources to take on active threat-hunting activities 24/7.

That's where Sophos Managed Threat Detection and Response (MTR) comes into the picture. This fully managed service provides 24/7 threat hunting, detection, and response capabilities delivered by an expert Sophos team. Built on Sophos Intercept X Advanced with EDR, Sophos

MTR goes beyond simply supplying notifications about suspicious behaviors. The Sophos MTR team also takes swift action to neutralize threats.

"What I love about Sophos MTR is that once we install it on an endpoint, the Sophos MTR team sends us a report on suspicious issues or certain features that are not enabled on endpoint protection and should be. It's a checks and balances for our team," observes Simmons. "When we first installed Sophos MTR, the part that blew me away was that I was expecting days to go by before I heard from anybody after I submitted a ticket—but the Sophos MTR team responded in just two hours."

Simmons is so enthusiastic about Sophos MTR that he now automatically adds it to every renewal or new quote. In addition to the comprehensive service it provides, it is priced significantly lower compared to managed services from other security vendors. "As an MSP, I believe that Sophos MTR

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enhances my business and provides our clients with exactly what they want and need," he says. "They love that, for a few dollars more per endpoint, they get 24-hour, 365-day, SOC-type of coverage. By partnering with Sophos and leveraging Sophos MTR, we don't have to reinvent the wheel and invest in building out our own security operations center."

In addition to peace of mind, some of ROI-IT's customers have noticed improvements in the performance of their PCs when they switched to Sophos for endpoint protection. For instance, after installing a Sophos XG Firewall, Sophos Intercept X with EDR, and Sophos MTR at a Las Vegas law office, the firm told Simmons that their PCs seemed faster. Simmons explained to them that the Sophos solution has a much lighter, less resource-intensive footprint than their previous endpoint security product.

How do ROI-IT clients benefit from Sophos firewall and email solutions?

In addition to achieving great success with Sophos endpoint solutions, ROI-IT has also been promoting Sophos XG Firewall to both SMB and small enterprise clients. The firewall appliance—which is recognized by industry experts like NSS Labs, Gartner, and others for top protection, performance, and value—provides visibility into the network, users, and applications to expose hidden risks and prevent them from becoming problems. Sophos XG Firewall relies on advanced technologies to block unknown threats. Through Sophos Synchronized Security, it automates and accelerates response by instantly identifying and isolating compromised systems.

"Apart from its simplicity, the thing that I appreciate most about Sophos XG Firewalls is that everything is managed from the Sophos Central platform. This makes it easy for my staff to log in and check on clients to determine what they need to do. Our larger customers with Sophos XG Firewalls at multiple locations also enjoy the visibility, control, and reporting provided by the central console," asserts Simmons.

Simmons is also impressed with the Sophos Central Email appliance, which offers predictive email security by leveraging machine learning technology from Sophos Intercept X to deflect zero-day malware and unwanted applications. It effectively blocks impostor emails, uses behavioral analysis to stop emerging ransomware attacks, and checks email links with time-of-click URL reputation capabilities, both upon delivery and when users click.

Why is security awareness vital to a comprehensive security strategy?

Always on a mission to educate, ROI-IT has recently helped several of its clients launch and manage Sophos Phish Threat campaigns. This flexible and customizable training solution tests users by launching automated and real-world attack simulations and provides 30 security awareness training modules covering security and compliance topics. It also provides reporting so that ROI-IT's clients can measure user susceptibility and overall risk levels across their user base.

One of ROI-IT's clients, a restaurant franchisee in Las Vegas with several hundred employees, was recently barraged with impostor emails that, at a glance, appeared to be coming from corporate.

Because so many employees ended up clicking on malicious links in these emails, the franchise owner had ROI-IT launch a test-run Sophos Phish Threat campaign that asked employees to participate in a survey that looked like it was issued from the restaurant's corporate office. Two weeks into the campaign, the franchise owner and his employees were sold on the value of Sophos Phish Threat and requested a full implementation, which has been highly successful.

With such positive outcomes for clients of all sizes with varying needs, Simmons has no hesitation about recommending Sophos solutions and services to customers or other MSPs.

"If I were to sum it up," he declares, "Sophos products and its central management capabilities are just stellar. It's as good as it gets."

Learn more about
Sophos MTR today.
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