Synchronized Security provides **SureBridge IT** with a competitive edge

For 25 years, SureBridge has helped hundreds of clients around Australia across the manufacturing, finance, and government sectors with their IT needs. Its team of 36 trusted advisors aims to deliver simple, yet robust, IT solutions that align with the business objectives and values of its customers.

"We started out in the market broadly offering IT services, and quickly discovered our customers had an appetite for specialised managed services, particularly in the security space. We have since launched a dedicated security department, which is growing rapidly due to the complexity of security, and what's at stake for organisations that get security wrong. Increasingly, we're finding a lack of awareness or understanding of security within our customer base, which is why so many are looking to outsource the task to someone else," said Nathan Bradbury, chief operating officer, SureBridge.

Partner-at-a-Glance

SureBridge
Milton, QLD Australia

Website
www.surebridge.com.au

Number of Users
38 full-time employees
45+ managed services customers, ranging from five to 2000-plus seats

Sophos Solutions
Sophos Central
Synchronized Security

Serving customers with Sophos

With a diverse range of customers, SureBridge IT needs to protect them all from the rapid growth of sophisticated cyberattacks that are capable of targeting any area of vulnerability in an IT estate. For its team, this includes managing everything – from endpoints, to servers and the network – for its customers and required a partnership with technical advantage.

"After an extensive evaluation process of multiple products, we selected Sophos due to its end-to-end offering. Unlike many security products that typically look at just the endpoint (server or workstation) or the edge (firewall), Sophos provides the full functionality across the business," noted Bradbury.

Sophos has quickly become a core part of SureBridge's security setup. Through Sophos and a third-party SIEM solution, SureBridge IT is able to cover all aspects of security from the edge through to the endpoint.

The MSP advantage

For SureBridge, the integration and automation of Sophos' solutions stood out from the beginning. The Sophos suite is managed through Sophos Central, which provides the entire team with everything they need – from maintenance through to security – via one central environment. With a central platform for managing all clients, SureBridge is able to enjoy quicker response times and better visibility for clients. In addition to providing full visibility into user behaviour and potential threats, SureBridge also enjoys automated alerting and response, which enables the team to provide high levels of proactive security to clients.

Bradbury said: *"In addition to the technology, the MSP pricing model was something that attracted us to Sophos, as this now allows us to bundle services with our managed services offerings on a per user/per device model. This allows us to deliver cost-effective, end-to-end security for small, medium, and enterprise clients."*

The MSP Connect Partner Program from Sophos features cost-effective term licensing and offers partners flexible billing options, which is critical to the service of small and midmarket customers in particular.

Benefits of working with Sophos

Simplicity and control

Like any organisation, security is a service that touches all users and solutions. SureBridge required a solution that allowed its team to focus on key priorities without a large administrative overhead. Sophos is able to provide one central platform for managing all its clients, which delivers efficiencies to its service offering, including quicker response and reporting to clients. In fact, for SureBridge, the implementation of XG Firewall and Sophos Central has been 40% faster than other solutions on the market.

Robust technology

In addition to ease of use, SureBridge has enjoyed the robustness of Sophos' technology, which ensures its customers' environments are always secure. The Synchronized Security feature in particular has been a great hit with existing and new clients, which has given way to a 30% increase in Sophos clients.

Cost savings

The Sophos MSP model allows SureBridge to scale up and down the protection and services of clients as their demands expand or contract. This provides greater flexibility and cost savings, which SureBridge can pass on to its customers. In addition, the Sophos Synchronized Security product suite is easy to deeply discount – from an implementation perspective, SureBridge IT estimates cost savings per average implementation (50 users) of approximately AU $1,000-$1,500 in resourcing time alone.

SureBridge is extremely confident in the protection it provides its customers. The team hopes to continue to grow its partner relationship with Sophos to nurture its current pipeline into successful conversions.

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Bradbury
CEO, SureBridge, QLD Australia

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· SureBridge IT

To learn more about Sophos MSP Connect and join the program visit

www.sophos.com/msp

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