



MSP Selects Cutting-Edge Sophos Technology to Safeguard Customers Against Advanced, Zero-Day Threats

With over 20 years of experience in the IT industry, GeeksHD understands that the majority of the technological issues most businesses face are the same, regardless of size or industry sector. GeeksHD provides its clients with strategies and solutions for today and the future, enabling them to gain a competitive edge and to better position their companies to consistently exceed their growth goals. The GeeksHD client base covers a wide range of industries: restaurants, automotive dealerships, accounting firms, insurance agencies, retail stores, and attorneys. GeeksHD believes true partnerships are built on actions taken, not on promises made.

PARTNER-AT-A-GLANCE



GeeksHD
Phoenix, AZ

Sophos Solutions
Sophos Managed Threat Response [MTR]
Sophos XDR
Sophos Firewall XGS Series

Executive Summary

GeeksHD is a trailblazing managed service provider (MSP) with a passion for technology, cybersecurity, and helping customers. When sophisticated incidents and zero-day threats are imminent, organizations of all sizes and across all industries find that they need to turn to experts who have a deep understanding of the best actions to take to forestall negative consequences. Enter GeeksHD. The mindset of GeeksHD is summarized by CEO and Founder Chris Wanamaker: “Unfortunately, security threats will always exist and, as they become more and more sophisticated, utilizing forward-thinking security solutions and proactively planning must be a part of any customer’s IT strategy.”

GeeksHD uses the IT solutions they recommend internally and helps each customer build a customized strategy to manage threats of all types—no matter the scale or severity. Lately, the MSP paid special attention to ransomware, particularly when hacking tools became more widely available. With global ransomware attack volume increasing by 151% in the first half of 2021, compared to the year before,¹ this has become a major focal point for GeeksHD. When the 2021 Kaseya ransomware attack emerged, striking 60 MSPs and 1,500 end-user organizations, GeeksHD successfully defended their own organization and their clients by leveraging Sophos MTR

An MSP with an Eye Toward Customer Success

Working with Managing Partner Ricardo Ramsay, Wanamaker launched GeeksHD in 2018, with a

mission to build solutions for customers across all industries. The MSP supports a broad range of customers, from start-ups in rapid growth mode to small and medium-sized companies with 25 to 500 employees to large enterprise organizations with complex environments. The MSP understands that security and IT issues can impact business continuity and productivity and tailors solutions and strategies to meet the specific needs of their customers. GeeksHD has a passion for solving customers’ biggest security challenges by offering innovative cybersecurity solutions that defend against ever-evolving threats and attacks.

Education Is a Two-Way Street

Based on many years of experience, GeeksHD has seen common challenges across all types of organizations. These include a low level of security awareness, lack of knowledge, and inefficient processes. GeeksHD helps its customers gain a broader and deeper understanding of what is happening in the current cybersecurity landscape, how sophisticated attacks affect their industry, and how intelligent solutions can help adjust an organization’s mindset while establishing a proactive IT security plan.

GeeksHD views education as a reciprocal process that is essential to relationship-building. Just as GeeksHD learns about their customers’ concerns and environments, GeeksHD in turn helps their customers increase their knowledge about the latest threats and the solutions that can help them boost their security posture.

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Chris Wanamaker
CEO
GeeksHD



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Chris Wanamaker
CEO, GeeksHD



Wanamaker and the GeeksHD team work directly with customers to dispel fear, uncertainty, and doubt around security. The MSP stays on top of the threat landscape and spends time with customers to discover what security controls they currently have in place. The GeeksHD team then poses “what-if” questions to challenge customers’ thinking by walking them through what could potentially happen in certain scenarios. Wanamaker underscores the importance of this approach: “Customer relationships are important to us. We want to understand where a customer is coming from so we can recommend the right path to success. We believe the integrated security at all levels is imperative.”

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 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.”

Helping Customers Help Themselves

GeeksHD has found that many customers don’t always know what to do when they experience a security incident—especially when seconds count. That’s where the MSP adds value.

For example, when an executive at an insurance company experienced a phishing attempt,

he turned to Wanamaker and his team, who caught the threat before any damage was done and educated the customer on security and on how to properly set policies.

Another customer in the retail sector was not completely convinced that they needed a security strategy. But, when their network was under attack due to a malicious plug-in, they also looked to GeeksHD for help.

“When incidents like this happen, we are here to help customers through the current issue so they can learn from it. We never want our customers to feel unsure or unsafe,” remarks Wanamaker. “As a company, we’ve done the research and worked with a multitude of vendors and products. We recommend to them what we would do ourselves.”



'We know that Sophos is the only vendor that can take the complexities of cybersecurity and make the entire process easy and efficient. Once you add expertise, knowledge, and customer care in the mix, the path forward is clear.'

Chris Wanamaker
CEO
GeeksHD

GeeksHD's go-to security vendor is Sophos. The relationship between Sophos and GeeksHD goes back several years. After attending the Sophos Partner Conference and spending time with his Sophos sales team, Wanamaker knew Sophos was a like-minded security vendor with an integrated approach to security and decided to add Sophos products to the GeeksHD portfolio.

"The product roadmap and the company culture impressed me. The approach from my Sophos sales team is unequalled—they are always willing to assist. I'm inspired by the work Sophos does. We have moved beyond firewall appliances, and now our goal is to have every customer utilizing Synchronized Security, which ties into and communicates with every Sophos product we offer," he notes.

Ready for Kesaya and Beyond

In July of 2021, a powerful form of ransomware surfaced - primarily affecting the supply chain. Attackers exploited a zero-day vulnerability and remotely accessed internet-facing Kaseya VSA Servers, which are often used by MSPs. By compromising the MSP servers, cybercriminals gained privileged access to the devices of the MSP's customers.²

When GeeksHD got wind of this threat, they were unaffected, thanks to Sophos MTR, which also, by extension, kept their customers safe. The Sophos team of elite threat hunters and response experts proactively and continuously monitored the situation, assessed customer impact, and addressed any issues as they appeared. For GeeksHD, this was indisputable

proof that they had made the right decision by adopting Sophos technology.

In fact, with the advent of the global pandemic, Wanamaker made a strategic decision to implement the full Sophos technology stack for every single customer. As Wanamaker asserts, GeeksHD is committed to Sophos: "We are all in with Sophos. Our belief is that our customers should be standardized on Sophos because the solutions lead the industry. When it comes to zero-day attacks, Sophos will keep us and our customers safe."

Beyond MTR, GeeksHD has also incorporated other advanced Sophos technologies. With Sophos XDR, the MSP can take endpoint protection to the next level. XDR pulls in data from not just endpoints and servers but also firewalls, email, and other sources to provide richer context and broader visibility into a customer's environment. And, with Sophos Firewall XGS Series appliances, GeeksHD customers will experience even more benefits, such as high-performance deep packet inspection and the ability to accelerate traffic for trusted applications.

"Advanced Sophos solutions allow us to do even more with our clients. With Sophos XDR, we gain an even more holistic view into our client's security posture, and the Sophos Firewall XGS appliances are lightning fast," observes Wanamaker.

Advice for Fellow MSPs

When it comes to helping fellow MSPs, Wanamaker is happy to offer his advice. He stresses that standardization on a trusted vendor like Sophos is the single most important thing an MSP can do, as this approach drastically reduces an MPS's support costs. Another advantage of the Sophos platform is the Sophos Central management hub, which enables automation of security controls for customers.

"Managing multiple vendors can become noisy for MSPs, and their recommendations to clients can become less connected. I believe that integrated products offer the largest return on investment for clients," he suggests. "We know that Sophos is the only vendor that can take the complexities of cybersecurity and make the entire process easy and efficient. Once you add expertise, knowledge, and customer care in the mix, the path forward is clear."

Based on the experience of GeeksHD and their customers, Sophos has proven to be the right partner—even in the most challenging of times.

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."

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1 <https://threatpost.com/ransomware-volumes-record-highs-2021/168327/>
2 <https://news.sophos.com/en-us/2021/07/02/kaseya-vsa-supply-chain-ransomware-attack/>