

The Journey from MSP to MSSP

Fast-track your business growth with
Managed Security Services





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Introduction

Canalys research reveals that 9 out of 10 customers would consider changing their IT providers for one that provides security solutions, and the global Managed Security Services (MSS) market is projected to reach \$67 billion by 2025.

This surge is fuelled by two key trends: the rising need for robust secure solutions and the shift towards subscription and consumption-based models.

In addition, as digital transformation continues to accelerate, businesses are investing heavily in IT but often lack the skills and resources to manage their technology stack effectively. To protect their business from escalating cybersecurity threats and data breaches, they are turning to IT service providers for solutions and ongoing support.

This creates a golden opportunity for MSPs and channel resellers to attract new customers and increase their footprint with existing ones.

However, delivering Managed Security Services is challenging complex if you chose to develop and manage the services in house.

The complexity of the cybersecurity landscape, limited vendor expertise, the challenge of providing incident response, high barriers to entry and global cybersecurity skills shortages are major obstacles for MSPs to deliver round-the-clock services to best protect their customers.

The good news is, there is a simple and effective way to overcome these challenges and start offering your customers Managed Security Services with minimal risk and investment.

In this guide, we'll explore practical strategies to capitalise on the opportunity and future-proof your business.

9 out of 10 customers

would consider changing their IT providers for one that provides security solutions.



The rise of Managed Security Services

[The 2023 Identity Theft Resource Center Business Impact Report](#) shows 73% of SMBs experienced a cyber-attack, data breach, or both in the last 12 months.

This is up from 43% in 2022. In addition, malware such as ransomware can pose an existential threat to small companies with [Cybercrime Magazine](#) reporting that 60% of those attacked go out of business within six months.

Beyond the growing threat landscape, cyber-insurance and compliance requirements are also pushing businesses to strengthen their cybersecurity posture.

This includes regulations such as GDPR, HIPAA, NIS2 and CRA, industry-specific rules in finance or healthcare, and even mandated basic technology patching – a daunting task for many organisations.

Consequently, the global managed security services market is expected to grow at a [15.4% compound annual growth rate \(CAGR\)](#) from 2023 to 2030. SMBs are among the fastest-growing segments due to their limited resources for maintaining in-house security teams.

Cybersecurity: the biggest opportunities for managed services globally

98%

of MSPs are focused on building cybersecurity managed services.

Identity access management, vulnerability and security analytics, and endpoint security are the fastest growing categories in cybersecurity spending.

Managed Detection and Response (MDR) and Remediation are the two fastest growing cybersecurity services

50%

year-on-year growth forecast in Managed Detection and Response (MDR).

145%

growth in Remediation services in 2024.

Source: Canlys 'Now and next for cybersecurity managed services' report, July 2024

Complex security needs demand holistic solutions

While the need for robust security is paramount, managing a complex web of security solutions presents a major hurdle for SMBs.

69% of SMBs

identify the sheer number of point products needed to address the entire threat landscape as a critical challenge in 2024.

At the same time, your customers increasingly understand that deploying a security tool is only part of the solution. Ongoing monitoring and expertise are required to effectively utilise and manage security solutions and respond to threats. To achieve a secure environment, they need to adopt a more holistic 'risk management' approach.

These trends are driving growth in vulnerability scanning, endpoint protection identity and access solutions, and web/email security – all with a focus on effective prevention, detection and response. However, for many businesses, the lack of internal expertise makes implementing and managing these solutions a significant challenge.

Managed Security Services resolve these challenges by providing a solution that outsources security management to experts, freeing up internal resources.

SMBs are facing rising level of cybersecurity inequality

4 million global shortage of cybersecurity experts

More than twice as many SMBs as the largest organisations

say they lack the cyber resilience to meet their critical operational requirements.

90% of organisations experienced a breach in the last year that they can partially attribute to a lack of cyber skills.

Only 25% of small organisations carry cyber insurance.

Malware, ransomware, and business email compromise (BEC), remain the top three cyber-threats facing SMBs.

Sources:

[World Economic Forum Global Cybersecurity Outlook 2024](#)

2024 Sophos Threat Report: Cybercrime on Main Street Details Cyberthreats Facing SMBs

Delivering MSS: market challenges

While there is a significant opportunity to drive long-term growth by expanding your portfolio to include business-critical Managed Security Services, doing so inevitably comes with some challenges.

Key hurdles include:

High barrier to entry

Establishing an in-house Security Operations Centre (SOC) costs million in infrastructure, hardware, software and people – making this out of reach for most MSPs.

Market complexity and confusion

MSPs must demystify the complex and constantly evolving threat landscape to deliver effective and financially viable solutions that meet SMB customer needs.

Skills and talent shortage

Skilled security engineers are scarce and expensive, significantly impacting many IT provider’s ability to provide managed security services for growing customer demands.

Scaling MSS to SMBs

Many security services are designed for enterprise customers. Delivering Managed Security Services to SMBs requires scale and automation to deliver at an affordable price point.

Delivering 24/7 Incident Response

Today it is a matter of ‘when’ not ‘if’ a cyberattack will occur. MSPs must be equipped to manage and respond to incidents around the clock for their clients.

Accessing vendor MSSP programmes

High entry requirements of traditional vendor MSSP programmes, such as requiring significant sales volume or specialist security certifications, puts these out of reach for many IT service providers.

Go to market

How will you effectively market your new security services to potential customers?

Fortunately, these challenges can be overcome. There’s a way to simplify your journey to MSSP, making it much simpler and less risky for mid-market MSPs and channel resellers to seize the opportunity.

Simplify your journey to MSS success with Infinigate

At Infinigate, we help MSPs and channel resellers to overcome these challenges, enabling you to offer and deliver comprehensive security and protections services.

Our innovative **Managed Security Services Distributor (MSSD)** model demystifies the Managed Security Services market and simplifies entry by eliminating the need to develop significant security infrastructure or skills in-house by providing low-cost, as-a-Service consumption model, consumption model solutions to meet the needs of your customers.

We have invested in the expertise, infrastructure, vendor relationships, platform and resources so you don't have to.

Our model gives your business access to experts to assist you with everything from go-to-market strategy and pre-sales support to deployment, monitoring, and 24*7 service desk.



Why Infinigate MSSD?

Partnering with Infinigate offers the perfect balance of flexibility, expertise and support for a successful transition into the Managed Security Services market and faster time to revenue. As the only distributor exclusively focused on onboarding cybersecurity vendors' MSSP programmes, we have a deep understanding of the challenges and opportunities in this market. **We enable your success with our:**



Infinigate MSSD: expertise and support you can trust

86

world-class Net Promoter Score

1500+

vendor accreditations

1,250

employees

100

MSP and cloud experts

20

years of cybersecurity and cloud experience

100

countries

Serving

6500

CSPs, MSPs and MSSPs

24/7

support

90%+

renewal rate

Near-

100%

compliance rate with contract KPIs

“Our partnership with over 6000 MSPs and MSSPs and 500 CSPs generating **\$200 million in annual recurring revenue** demonstrates our ability to drive growth and success for our partners.”

Deliver a suite of Managed Security Services with our unrivalled portfolio

By combining market-leading vendor solutions, security service offerings and Infinigate technical expertise, we empower MSPs and channel resellers with an unrivalled portfolio of security solutions - all packaged and distributed through the Infinigate Cloud platform.

From Education & Awareness right through to Incident Response & Remediation, our end-to-end portfolio enables you to secure the managed services you provide and establishes your business as a trusted security advisor for all your customers' security needs.



Education & Awareness

End-users are the first line of defence against new and evolving cyber-threats. Infinigate's education and awareness programs identify and provide at-risk users with up-to date training, information and threat intelligence to help them address the daily threats they face.



Security Posture

The key to delivering effective security protections is identifying & addressing the risks and threats an organisation faces. Infinigate's Security Posture Management solutions ensure the benefits of current and future security investments are realised.



Managed Security Infrastructure

Security infrastructure is the backbone to business continuity. Infinigate's as-a-Service model for Managed Security Infrastructure ensures your customers continue to operate, in a cost-efficient manner.



Managed Security Services

Detection and response are critical components in defending against evolving threats.

Infinigate's portfolio of Managed Security Services cut through the "alphabet soup" of EDR, MDR, XDR, etc. by providing complete 24x7 protection for your customers.



Incident Response and Remediation

Cyberattacks are now, almost inevitable. Once an attack has been discovered Infinigate's team of experts assist with immediate Incident Response and remediation, getting your customer back-up and running.

Managed Security Services Distributor



Infinigate MSSD: built on leading technologies

Infinigate's comprehensive suite of security solutions are built on a variety of leading cybersecurity vendors technologies, so you can meet the diverse needs of different market segments.

















Next steps: embrace the opportunity

As we have seen, there is a significant growth opportunity for MSPs and channel resellers to offer Managed Security Services, without needing substantial investment in cybersecurity expertise, resources and infrastructure.

By leveraging the right approach, you can confidently offer and deliver robust security solutions that protect your customers, extend your market reach and future-proof your business by generating new revenue streams.

Here are some key takeaways to guide you on your journey:



Demand is high

Cybersecurity threats are escalating, and businesses are increasingly turning to Managed Security Services for protection. This shift creates a golden opportunity for IT providers to expand their service portfolio and strengthen client relationships.



Challenges exist

Navigating the complex cybersecurity managed services market can be daunting and confusing. However, there are innovative solutions, support and guidance available.



The power of partnerships

Partnering with Infinigate offers a compelling path forward. We give you access to an unrivalled solution portfolio, security expertise, and ongoing support, all while maintaining control over your most important asset – your customer relationships.

Our innovative MSSD model is designed to empower MSPs and channel resellers to capitalise on this opportunity quickly and efficiently.

Contact us today to find out more

About the Infinigate Group

The Infinigate Group, the leading technology platform and trusted advisor in Cybersecurity, Cloud & Network Infrastructure covers over 100 countries.

In the 2023-2024 financial year the Infinigate Group revenue reached 2.3B€. Our focus and deep technical expertise on cybersecurity, secure networks and secure cloud for SMB and enterprise set us apart. Our 1,250 employees provide locally tailored services complementing a robust central supply chain, sparking growth for our partners, MSSPs and vendors.

[Contact us to learn more](#)

Infinigate Holding AG
Grundstraße 14, CH-6343 Rotkreuz
Switzerland

+49 89 89048 344
info@infinigate.com
www.infinigate.com

