TIER 3 MSSP RECRUITMENT CAMPAIGN – 5 STEPS TO SUCCESS

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The opportunity for managed security services has never been clearer, with 77% of cyber security spending to go to security managed service providers (MSSPs) by 2026, according to Gartner,[1] along with MSSPs becoming the primary route to the commercial and SMB markets by 2025, according to Analysys Mason.[2]

As the pandemic has only accelerated the demand for managed security services, established MSPs and MSSPs will continue to broaden their capabilities and offerings to differentiate. Likewise, Integrators will adapt their business model to incorporate managed services to meet the demand of their customers resulting in the majority (if not all) of our channel partners having some form of managed service capability.

It is also clear that Fortinet is capitalising on this market opportunity with our own MSSP Business (Single-Tenant & Multi-Tenant opportunities) growing at around 30% YoY over the last three years across EMEA, with the number of partners adopting the MSSP business model in the Engage program growing at a similar rate.

To meet this demand, our channel engagement model and the knowledge across our salesforce also has to adapt and evolve to be more managed service focused.

This MSSP adoption guide provides foundational guidance to support MSSP teams and traditional channel teams as well as sales teams within authorised distributors. In this guide you will learn how to:

1	2	3	4	5
Understand Managed Service Basics	**Qualify Potential MSSP Partners**	**Qualify Managed Service Capability**	**Position the MSSP Business Model**	**MSSP Business Model Application**
An overview of the MSSP market and an MSSP glossary explaining many commonly used terms.	A guide to the most common MSSP influencers and first stage maturity guide.	A second stage maturity guide to qualify partners capability, in relation to the Engage program.	Supported by the Engage brochure and a new "Benefits brochure" on how to position the value of benefits to the partner.	The usual operational steps to work through the business model application.