

SECURE MORE BUSINESS:

How Nuspire Scales its MSSP Business

Nuspire is celebrating its 20th anniversary, and the Midwestern solution provider has been witness to increasingly successful cyberattacks and devastating data theft.



EXCLUSIVE NETWORKS

“The threat landscape has changed dramatically. Security used to be a game of leapfrog, where a vulnerability was discovered, and then, there was a patch to fix it. That model doesn't work anymore.”

Matt Corney
Chief Technology Officer
Nuspire

As a managed security service provider (MSSP), Nuspire lifts the burden of threat detection and response from enterprise and midsize companies. “Clients want a service to take responsibility for their security, provide visibility into what’s happening and ultimately perform response and mitigation activities,” says Corney.

Nuspire has grown profitably, both organically as well as through acquisition. The privately held company maintains an impressive 98% annual customer retention rate. CRN named Nuspire to its 2019 Managed Service Provider (MSP) 500 list in the Security 100 category for the second year in a row.

Creating a Security Services Portfolio

To deliver best-in-class managed security services, Nuspire has invested heavily in technology, processes and people. “The combination of technology and the right team members allows us to do a superior job in detecting threats,” says Corney, who is responsible for Nuspire’s security portfolio and empowering the security team.

Nuspire provides round-the-clock security monitoring and response from three security operation centers in the U.S., which are supported by 12 data processing centers around the world. Expertise in industries such as industrial, healthcare, financial services and retail help Nuspire’s security analysts put threats in context.

Nuspire offers the classic network management, monitoring and security services of an MSSP—and continues to meet growing market demand. It recently launched a managed detection and response (MDR) service, which includes endpoint detection and response, network detection and response and device threat detection and response services.

Nuspire sets its security services apart with big data analysis, custom-built and integrated threat intelligence and human analytics. “We’re well into our 10th year of using analytics to detect threats,” says Corney. “Our nuSIEM platform gives us the ability to collect, aggregate and respond to threats on customers’ devices and platforms, along with the automation we need to empower our teams with the right data to respond quickly.”



Nuspire...maintains an impressive

98%

annual customer retention rate

CRN named Nuspire to its 2019 Managed Service Provider (MSP 500) list in the Security 100 category for the second year in a row.



Secure More Business with Exclusive Networks



EXCLUSIVE NETWORKS

Sales_us@exclusive-networks.com
888-891-9988
www.exclusive-networks.com/usa

Building a Path for Talent

Security talent is in high demand everywhere, but Corney sees the skills gap as an opportunity to serve customers. "We see the security skills shortage in our ability to recruit and retain talent," says Corney. "But we see it even more acutely in our clients."

Nuspire's employee retention rates are high, no doubt due to a vibrant environment for security professionals. Rapid growth and a focus on employee development creates career opportunities for security researchers, analysts, developers and up-and-coming talent who are eager to learn. "We build a pathway for advancement," he says. "We lead security professionals on a journey that allows them to do what they love and get paid for it."

"People want money, benefits and a good corporate culture," says Corney. "But there are also intangibles, like constantly being challenged, continuing to learn and the opportunity to build a career. We provide that environment."

The approach is working: Nuspire has been named a National Winner for the Best and Brightest Companies to Work for by the National Association for Business Resources three years running.

Strong Partnerships

Nuspire builds strong partnerships across its vendor ecosystem. "By partnering with Exclusive Networks, Fortinet and other best-in-class solutions, we can provide cohesive security services where Nuspire is responsible for security, and we remove risk for our clients," says Corney.

Nuspire has worked with Exclusive Networks for years. "Exclusive Networks is nimble and fast," he says. "They offer excellent services and make sure things are done right."

Exclusive Networks has grown over the years, but the level of service remains high. "We continue to get the service we need," says Corney. "Exclusive makes it simple and easy for us to execute, so we can do what we need to grow."

Nuspire taps into Exclusive Networks for market development assistance to increase the impact of its own marketing investment. "For us, a successful partnership is proven out through excellence in daily execution," he says.

Fortinet, which offers best-in-class security, has been an important vendor partner for Nuspire. "Fortinet is an innovator in security controls," he says. "Fortinet FortiGate and other products are key to some of our service delivery."

Adopt the Right Mindset to Make the Transformation

Corney advises solution providers making the transition to MSSPs to think long-term. "Solution providers need to invest in the expertise, processes and technology to embrace the responsibility of protecting clients," he says.

"As an MSSP, you should think about service first and how you're going to execute on the same level of service as the threat landscape changes," he says. "Make the investments you need. We had that mentality early on, and it's helped our business immensely over the years."

For solution providers entering the security services market now, consider building partnerships. "Many solution providers partner with established MSSPs, if they don't have the capabilities out of the gate or if they need to serve a specific niche or geography." That partnership can be powerful and accelerate delivering valuable services to clients.