



# MSPs: TOOLS, TRANSFORMATION AND CONSOLIDATION

Adrien Gendre of Vade on Questions MSP Customers Need to Be Asking





Managed service providers are hardly immune from digital transformation. But what does transformation mean through their lens? **Adrien Gendre** of Vade shares insight on the trends, as well as the business benefits of tool consolidation.

In a video interview with Information Security Media Group, Gendre discusses:

- MSP transformation trends;
- Business benefits of tool consolidation;
- Questions that MSP customers should be asking.

Gendre is chief product officer at Vade. His product vision and cybersecurity experience have been instrumental in Vade's evolution from startup to world leader in predictive email defense.

A speaker at Messaging, Malware and Mobile Anti-Abuse Working Group, or M3AAWG, he educates businesses about email threats and facilitates new approaches in the cybersecurity community. With unparalleled access to global email threat intelligence, Gendre brings his email security expertise and innovative product approach to the ongoing development and advancement of phishing, spear-phishing, and malware protection technologies at Vade.

### MSP Transformation Trends

**TOM FIELD:** What transformation trends have you seen with MSPs over the past 15 months or so as we've all dealt with the pandemic?

**GENDRE:** The MSP market has been growing significantly for years and is currently approaching more than \$2 billion. It's a huge market. So MSPs have a great opportunity, but their margin is shrinking due to the move of their solutions to vendors. The current average MSP margin is 8%. Most of it is defined by the vendors themselves. So to master the margin, MSPs have been investing heavily in value-added services, especially security services. Some 75% of MSPs offer managed security services, and 64% of them offer managed email security. Since 100% of companies need email security, there is a huge opportunity for MSPs.

“Automation can be obtained by having consolidated tools and tools with open connectivity so they can interact with users. And tool consolidation can be achieved with features that contain the intelligence for the automation. Vade does it with MSP Response.”



## Business Benefits of Tool Consolidation

**FIELD:** Like their customers, MSPs are going through tool consolidation. Why is that, what does it look like and what are the business benefits of this consolidation?

**GENDRE:** To run their businesses, MSPs need automation because it allows them to deliver value to more customers. And especially when they add in security, the response time is key. Automation can be obtained by having consolidated tools and tools with open connectivity so they can interact with users. And tool consolidation can be achieved with features that contain the intelligence for the automation. Vade does it with our latest feature, called MSP Response. It gives MSPs the email incident response capabilities to create their own service offering without adding license or operating costs to it.

## Choosing the Proper Tools

**FIELD:** How can MSPs choose tools to best fit their strategies?

**GENDRE:** The first factor to consider is automation. MSPs need tools that help them to provide high value with low touch. Second is technology complementarity, especially in security. In security, you want to cover the broader scope of protection and even under the same use case you want to stack up the layers with different technology approaches. The last factor is MSP experience. When we talk about products, we often talk about user experience or even admin experience. But we should talk about MSP experience because if a product is designed for MSPs, its features will help MSPs to master the margin, connect with customers' needs and provide high-value services on top of the features for the customers. When MSPs use solutions that are truly designed for their use, it helps them save a lot of money.

## Questions Customers Should Be Asking Their MSPs

**FIELD:** Given the trends we've talked about here, the consolidation of the tools and transformation, what questions should customers be asking their MSPs?

**GENDRE:** A customer talking to an MSP should say, "You claim this new email security solution can protect more than the current one and especially more than what Microsoft is currently providing. But can you prove it? Can I measure it – me, the customer? Can I see on the fly, in my own environment, what it brings to me?" That's the first question I would ask, especially in this very competitive landscape. Second: "How much will it impact my users? How much will it impact productivity on a daily basis?" And last: "How do you make sure that if the technology misses an event, you are still in control of my security, so I don't end up with a problem like Colonial Pipeline?"

**"MSP Response helps MSPs to create their own service offering around the product. It helps them to master their own margin, and it keeps costs extremely low because the intelligence is inside."**

## The Vade Approach

**FIELD:** How is Vade responding to these needs on behalf of its MSP clients?

**GENDRE:** Vade protects more than 1 billion mailboxes. No other independent security vendor has this amount of email data to build security on email. From a technical point of view, this huge number of mailboxes provides the data to build technologies such as computer vision and machine learning. This is how Vade offers email detection and response for Microsoft 365. Our product proves the efficacy and the superior detection rate on the administration dashboard. In comparison to Microsoft 365, you can see in full transparency what value it brings around the life cycle of your contract. So every month, every quarter, every year, you know why you renew the service.

We talk to MSPs every day, and our strategy is driven by MSPs. It's important for them to answer customers' needs with high-value security features while having extremely low service costs around the features. Our MSP Response feature is designed for MSPs, and it provides a log view across all customers with all the incident response capabilities that they need to provide service around the software. MSP Response helps MSPs to create their own service offering around the product. It helps them to master their own margin, and it keeps costs extremely low because the intelligence inside allows them to provide a high-value service to their customers with just one click. It is an innovative detection technology and a managed response capability that the MSP operates. ■

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