



Cyber vendor cheat sheet

7 Questions to ask potential cybersecurity partners

Sorting through all the industry buzzwords and jargon can make finding the right cybersecurity vendor feel impossible. This set of questions will help you make informed decisions about cybersecurity partners and solutions.

01

Does your solution take a holistic approach to cybersecurity?

Why it matters: Breach attempts happen constantly, which means there's no room for a minimum viable cybersecurity product. You need a solution that offers a comprehensive view of the attack surface.

What to look for: Comprehensive visibility of the threat surface must encompass endpoints, networks, and cloud services. You need a solution designed to work seamlessly across the entire threat surface—the technology must be natively built with this comprehensive integration in mind. Great cybersecurity is designed to spot the threads connecting activity in one corner of an IT environment to an anomaly in another.

02

Will your solution protect my clients from emerging threats?

Why it matters: Security solutions cannot just react to yesterday's threats—they need to look ahead to what issues may arise tomorrow. Effective threat hunting requires careful analysis of the threat landscape, and serious vendors are always looking beyond today's threats to keep their partners secure.

What to look for: Threat hunting is a complex process that requires experience and expertise in equal measure. This process incorporates elements of machine learning, advanced analytics, and human intelligence. Look for a security solution that incorporates all three. It's not enough to rely on so-called artificial intelligence to catch everything—you need expert analysts to investigate things at a deeper level.

03

How will your solution help me grow my business?

Why it matters: MSPs need solutions that make it easier to deliver services their clients will love—and that make earning new business easy. This means you need a solution that scales to secure any client with ease while enabling you to provide a differentiated managed security service.

What to look for: Look for vendors that help you market and sell cybersecurity, and that offer additional expertise and services you can pass along to your clients and prospects. Those services and supports make it easy to add value, and in turn help your MSP business stand out and earn new business.

04

Does your solution integrate with my existing toolset?

Why it matters: The MSP software stack already has a lot under the hood: help desk and ticketing tools, customer relations management software, finance software, and documentation platforms are all common MSP technologies. If you've ever had a headache jumping between software dashboards, then you know all too well the importance of tools that integrate with one other. An effective cybersecurity integration can help save you from alert fatigue and burnout.

What to look for: An effective cybersecurity integration should let you access customer alerts alongside your usual tickets and requests. Look for solutions that provide seamless integration and make it easy to surface all the relevant information and context you need to confidently address customer cybersecurity concerns.

05

What experience is needed to manage your solution?

Why it matters: Managing a solution is going to be the most time-consuming part of your security service. If the tools you're assessing will keep your most experienced technicians busy 24/7, then you're not getting the most of the resources available to you.

What to look for: Look for solutions that focus on easy, intuitive use and management—junior technicians should be as comfortable operating it as their more experienced peers. Beyond this, choose a solution that allows your technicians to better manage more endpoints on their own—ideally, around 250 endpoints per technician. The more work a junior technician can handle, the more time your senior crew can spend digging into the more complex challenges.

06

What tools do your partners use in their cybersecurity stacks?

Why it matters: Toolset complexity is a major resource drain—flipping between dashboards is tedious and each tool or feature introduces a new budget line. Beyond that, having more tools doesn't automatically guarantee better protection; quite the opposite, each new tool generates additional data that requires investigation, further draining resources, making it easy for real threats to slip by undetected.

What to look for: Look for solutions that streamline your security toolset and improve ROI by combining multiple functions in a single dashboard. A holistic approach lets you assess all threat information in one spot so you can focus on what matters most to your customers. In turn, this saves time and prevents alert fatigue and burnout, letting you spend more time focused on growing your business.

07

What informs the development of your solution?

Why it matters: You need cybersecurity tools that won't become obsolete in a year. Questions like these give vendors an opportunity to highlight their overall approach to cybersecurity.

What to look for: The cybersecurity industry is always changing, and it's easy to get caught up in the race to buy every new acronym on the market. Look for vendors that cut through jargon to focus on the core cybersecurity principles and concepts—knowing your network, knowing the threats to your network, and knowing what to do to address them. They must be able to translate these concepts into an effective, always-evolving product.

We're here to help

Finding the right cybersecurity vendor doesn't have to be a challenge.

Field Effect simplifies the process with total transparency about the support and services we provide with a solution that eliminates cybersecurity complexity and guesswork. Our partners get access to the world's most sophisticated threat protection, a team of industry-leading experts, and all the resources needed to sell, market, and deliver cybersecurity to their clients. Ask us about our Partner Momentum Program today.

Contact our team today.

Email:

letschat@fieldeffect.com

Phone:

CANADA + UNITED STATES
+1 (800) 299-8986

UNITED KINGDOM
+44 (0) 800 086 9176

AUSTRALIA
+61 1800 431418