Business Knowledge Systems

Before SaaS Alerts, Business Knowledge Systems was stuck in reactive, putting-out-fires mode.

MEET THE MSP

Chad Holstead, CEO of Business Knowledge Systems, a technology solution provider.

> **Location**
> Chicago, Illinois

> **By the Numbers**
> 80% of BKS' customers are managed through SaaS Alerts

Challenge

How was BKS managing SaaS security before SaaS Alerts? "By the seat of our pants," said Chad Holstead, the company's CEO.

They didn't have a true system or tool for monitoring and remediating SaaS cybersecurity issues. Often, this meant Chad or his team members would get calls in the middle of the night to deal with IT emergencies.

In addition to better security tools, BKS needed a solution that could provide specific SharePoint reports, including logs of when users accessed documents. BKS had a potential customer who was only going to sign with an MSP who could give them the reports they needed — so it was crunch time to find a tool that could help.

Solution

Chad looked at another service but ultimately chose SaaS Alerts because of its monitoring and SharePoint reporting capabilities.

With each new customer BKS onboarded, the team would link that client to SaaS Alerts, set up individualized automations and reporting and then ... leave it alone. SaaS Alerts could do much of the work behind the scenes, without needing real-time attention from Chad and his team.

> **"You cannot get a more reliable deployment and product. You literally just turn it on and it's already working."**
>
> *— Chad Holstead, Business Knowledge Systems*

Results

SaaS Alerts has helped Business Knowledge Systems:

Cover Their Customers' SaaS — Fast
With SaaS Alerts, BKS has already caught many phishing attacks on their customers. But more importantly, SaaS Alerts caught them quickly enough that BKS could fix the situation fast and prevent long-term harm. In short? Thanks to SaaS Alerts, BKS can tell their customers, "We've got your back."

Earn Trust from Customers
One of Chad's customers, a bank president, was traveling in France when he realized he couldn't log into his VPN. He got a hold of Chad, who told him the VPN wasn't configured to work outside the U.S. — unless the president shared his travel plans in advance with BKS.

The lockout may have been a short-term annoyance for the president.
But it inspired long-term appreciation.

Save Hours of Labor
For every phishing attempt that SaaS Alerts helps BKS catch early, that's 4 to 5 hours of work saved for the team. They no longer have to manually document the incident or cook up a whole report — because SaaS Alerts detects and prevents the attack.

Improve Their ROI
Chad recently changed his customer contracts to include a checklist of all the default tools he and the BKS team deploy for a client. The SaaS Alerts line item is one of the most important on that list — and customers will pay for the peace of mind the tool brings to their business. *Chad is able to charge customers more than double the price he pays for SaaS Alerts.*

> **"The SaaS Alerts price point is easy to sell. It gives us a lot of room for higher margins without gouging the customer."**
>
> *— Chad Holstead, Business Knowledge Systems*