Simply Support, Inc.

Using SaaS Alerts' monitoring and reporting capabilities, Simply Support Inc. evolved their business from reactive to proactive. They now protect clients from data theft, charge a new monthly monitoring fee for increased security services and enjoy $30K extra per year in MRR.

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MEET THE MSP

Jerrod Weber
Operations Manager at Simply Support Inc.

❯ **Location**
Calgary, Alberta, Canada

❯ **Services Offered**

- IT support and management
- Cloud services
- Network infrastructure
- Hardware solutions
- Corporate data security and protection

<u>Challenge</u>

"Reactionary." That's not the way you want your services to be described when you're scaling your MSP business.

But that's where Simply Support Inc. was. Jerrod Weber and his team had to manually monitor the SaaS environments of 250+ clients (and about 550 endpoints).

Long story short? It was a nightmare.

In addition to the long hours, all that manual work presented another challenge: the Simply Support team was stuck in reaction mode. That inefficiency started to feel unsustainable, especially if they wanted to scale.

Simply Support wanted to proactively prevent security problems without just heaping more work on the team's plate.
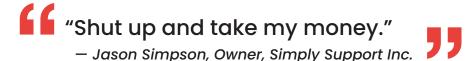
Solution

When the Simply Support team saw SaaS Alerts' capabilities, the response was quick:

> **"Shut up and take my money."**
> — *Jason Simpson, Owner, Simply Support Inc.*

To more effectively monitor SaaS applications and be more proactive, Simply Support has deployed SaaS Alerts to about half of their end users. The team charges clients a monitoring fee for the new security services. Clients are more than happy to pay for the extra protection.

Simply Support also takes full advantage of SaaS Alerts' reporting abilities. They run monthly security reports so clients can better understand trends within their SaaS environment. The reports also display potential security holes that need to be plugged.

Results

SaaS Alerts helps Simply Support:

Add Another Tool to the Company's Prospecting Strategy
Armed with those security reports, Simply Support now has data to back up their sales pitches. When clients see what happens in their environment (including potential breaches) they agree that upgrading to more comprehensive security services is very important.

And charging for those services became an easier sell for Simply Support...

Increase MRR — and Bump Up Annual Revenue By $30K
For each client with SaaS Alerts, Simply Support charges a monthly monitoring fee per user. That has boosted monthly revenues — *to the tune of $30K extra per year*.

According to Simply Support's trajectory and current client load, they expect those numbers to increase significantly over time.

> **"We're on a really strong growth path. With more clients starting to pay for SaaS Alerts, I anticipate next year's numbers will increase quite easily."**
> — *Jerrod Weber, Operations Manager at Simply Support*

<u>Results</u> (cont.)

Keep Small Breaches From Escalating to Dangerous Problems
Before SaaS Alerts, it might have taken longer for Simply Support to catch an active breach. It was a simple numbers game: Did they have enough technicians watching enough clients? Or was the team trying to do too much — and potentially missing attacks because their plates were too full?

With SaaS Alerts, Simply Support feels confident there is a streamlined tool working in the background that will alert them immediately when something suspicious goes down.

That increased visibility lets Simply Support be more proactive and quickly strike down hacking attempts.

> "The tool has allowed us to catch a few relatively minor compromises. And when I say minor, it's because of SaaS Alerts. If we didn't have SaaS Alerts, those would have been major compromises."
> — *Jerrod Weber, Operations Manager at Simply Support Inc.*

Save Precious Time — and Protect Their Clients' SaaS
Streamlined processes certainly help an internal team spend less time on manual tasks. ("Woo!" That's the sound of MSPs cheering.)

But saved time is also a major boost to clients' security. The faster an MSP can notice an issue, the faster they can rectify it. And those minutes can be the difference between a breach that leads nowhere — or one that leads to major data theft.

Thanks to SaaS Alerts, monitoring SaaS environments is much simpler and faster for the Simply Support team. Something that might have previously taken an hour and a half to notice is now a quick fix.

Demonstrate Their Value to Clients
Much like in a military operation, an after-action report can do a lot of good. It outlines what went wrong — and what the team did right in response.

With SaaS Alerts, Simply Support can more effectively report on potential breaches. And more importantly, their team's actions to stop those breaches.

Clients can glance at a report, see that Simply Support cut off a hacker within minutes and breathe a sigh of relief that their MSP has their back.

> "SaaS Alerts literally shaves 95 to 98% off our response time. Now we're able to take action within minutes."
> — *Jerrod Weber, Operations Manager at Simply Support Inc.*

<u>Let us know</u> if you'd like to learn how we can help you Cover Your SaaS.

SaaS Alerts™