

SUCCESS STORY

MSP Differentiation

"Partnering with Cyberstone has allowed our company to not only manage our customers' information technology but to also manage their cybersecurity risks. Our ability to position ourselves as cybersecurity experts provides a unique experience for customers."

- Roger Michelson,
VP & COO



BNMC

The Challenge:

BNMC is a Managed Service Provider (MSP) headquartered in Andover, MA. Roger Michelson, VP & COO knows the importance of creating a unique value proposition to remain a step ahead of the competition in a commoditized and crowded MSP market. BNMC recognizes the benefit of being different from other MSPs and offering uncontested value to their customers. Roger therefore is constantly searching for opportunities to add products and services to BNMC's portfolio that will make them rare and exceptional in the minds of their customers.

The Solution:

Roger and BNMC partnered with Cyberstone to offer high value Cybersecurity services such as penetration testing and vulnerability management services to their customers with managed services agreements. The new cybersecurity offerings allowed BNMC to have unique conversations with customers about protecting themselves from cyber threats and managing risk.

The Return:

BNMC successfully provided penetration testing and vulnerability management services to many of their customers with managed service agreements. Cyberstone allowed BNMC to help their customers navigate the uncertainties of cybersecurity risks and develop foundationally strong defenses. Their cybersecurity consulting efforts have clearly provided customers with exceptional value and helped to distance BNMC from rival competition.