

SUCCESS STORY

MSP Differentiation

"Partnering with Cyberstone has made Information Systems of Montana unique. We can offer highly desired cybersecurity services that other MSPs in our service area simply cannot. This helps us to create uncontested value for our clients."

- Mike Marlow,
Owner



Information Systems of Montana

The Challenge:

Information Systems of Montana (ISM) is a Managed Service Provider servicing customers in central and southwest Montana. ISM is constantly looking for ways to provide unparalleled value to its customers. It is extremely Important for them to think outside the box, be different than the competition, and offer incredibly unique solutions. Mike Marlow, Owner and Business Development Manager, knew that his customers needed help building and maintaining cybersecurity programs. He also knew that there was not a single MSP within hundreds of miles that could offer this service to customers. He wanted to grow his existing book of business and add new customers by offering something exclusive and different.

The Solution:

Mike and ISM partnered with Cyberstone to develop a Managed Service offering that bundled in cybersecurity services such as Vulnerability Management, Security Awareness Training and Risk Management services. The new program contained all the services traditionally provided by an MSP such as proactive maintenance, help desk services and a VCIO, but now also included Cybersecurity services which made ISM appear to be very different from other MSPs in the region.

The Return:

Within 6 months Mike was able to move many of his existing customers into the "new and improved" Managed Service program. He was also increased the monthly fee of each Managed Service Agreement because the customers saw more value with the addition of cybersecurity services. Overall, ISM's Monthly Recurring Revenue (MRR) grew by almost 25%! In the same six months, Mike was able to secure three new Managed Service Customers with total contract values of over \$300k because he was selling cybersecurity and the competition was not!