WEBROOT®
Smarter Cybersecurity™

Subnet Grows Managed Services Revenue and Saves 10-15 Hours Monthly with Webroot

BACKGROUND

Subnet is a managed service provider that has been serving South Australian customers' technology needs since 2000. In recent years, their managed service offerings have evolved to meet the increasingly complex needs of their customers, from IT maintenance and reactive services to end-user issues to network infrastructure. They currently manage over 1,200 endpoints across both large and small businesses, and they are growing at a steady rate.

THE CHALLENGE

As their customer base grew and began taking advantage of more managed service offerings, Subnet realized that they needed to improve their product portfolio, specifically their endpoint security offering. Managing security for endpoints across different platforms was becoming increasingly difficult. As Jeff Malone, service desk manager for Subnet, explained, "We realized that we needed to standardize customer environments if we were going to effectively manage our growing customer base." They needed endpoint security that wouldn't conflict with existing solutions, could be managed via a central console, and that could help protect customers from increasingly damaging threats, such as encrypting ransomware.

Prior to finding a better solution, their service desk and professional services teams dedicated a significant amount of time to containing malware, and their bulky endpoint security solutions were impacting customer productivity. According to Malone, "It takes a good chunk out of an engineer's day to contain malware. Sometimes there's less impact, but if a server gets hit, that's usually going to take a business down. They need to unplug things from networks, and not having backups can be deadly. It's especially difficult for the business if they depend on email being up-and-running."

SUBNET
Managed Services

AT A GLANCE

Vertical
Managed Service Provider

Year Founded
2000

Service Desk Manager
Jeff Malone

Endpoints Managed
1,200+

Website
subnet.net.au/

KEY FINDINGS

Increased Revenue
Approximately $2,500 monthly

Labor Time Savings
10-15 hours per month

THE SOLUTION

The team at Subnet was already familiar with a number of endpoint security solutions that their customers were using, and they chose several of the top solutions for further evaluation. Malone recalls, "Subnet had been trying to increase our managed service product portfolio and wanted to add an antivirus product into our suite. Webroot fit the MSP structure much better than other products on the market, and was also very competitive in pricing." After the team saw the Webroot demo, they were sold. "Webroot was a key part of the strategy in building a sophisticated package that we could present to customers."

Subnet was also impressed by the Global Site Manager, which makes it easy to manage every customer endpoint from a central location. According to Malone, "That's one of the single biggest reasons we like Webroot: the Global Site Manager has automated and simplified a lot of the labor and difficulties associated with managing a wide variety of deployments."

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RESULTS

Once Subnet signed on with Webroot, they were very happy with the results. Deployment was a snap, there was an easy learning curve for their engineers, and the Global Site Manager made management simple. Malone found the product to be an especially strong addition to their portfolio, "From good to better — we have seen consistent improvements in the product. For MSPs, it decreases labor involved in managing an antivirus solution. For customers, we've seen that they are happy as Webroot runs in the background, and doesn't interrupt their workday. We have had pleasant experiences dealing with everyone at Webroot — and the software is very easy to integrate into managed service offerings."

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The majority of Subnet's malware-based service desk tickets are from customers that don't have Webroot, and often come in waves as outbreaks happen. According to Malone, "We've seen some variants get onto servers and backup files, and it's gotten pretty crazy. If they're not using Webroot yet — it's usually fingers crossed that they have good backups to work from."

When asked about whether they have experienced any malware with Webroot, Subnet could point to only one instance, and Webroot picked that up within 10-15 seconds. In addition, Webroot's rollback feature ensures that if anything does get through, they will be able to quickly and easily remediate the infection without a significant impact to the customer, often requiring zero intervention from a service engineer. All of this has made it easy to sell their package of managed services to new customers, growing their customer base at a steady pace. According to Malone, "Webroot filled a gap in our managed service offering, which enabled our sales people to better reach customers."

"We have been able to complement our managed service offerings with an antivirus solution and have been able to increase monthly revenue by increasing the "scope" of our coverage. Since we made the switch we've increased our monthly revenue by around $2,500."

About Webroot

Webroot delivers next-generation endpoint security and threat intelligence services to protect businesses and individuals around the globe. Our smarter approach harnesses the power of cloud-based collective threat intelligence derived from millions of real-world devices to stop threats in real time and help secure the connected world. Our award-winning SecureAnywhere® endpoint solutions and BrightCloud® Threat Intelligence Services protect tens of millions of devices across businesses, home users, and the Internet of Things. Trusted and integrated by market-leading companies, including Cisco, F5 Networks, Aruba, Palo Alto Networks, A10 Networks, and more, Webroot is headquartered in Colorado and operates globally across North America, Europe, and Asia. Discover Smarter Cybersecurity™ solutions at webroot.com.

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