



IDC Managed Security Services Readiness Assessment

READINESS REPORT

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INTRODUCTION

Thank you for taking part in IDC's managed security services (MSS) readiness assessment.

The purpose of this assessment tool is to help managed security services providers (MSSPs) build a profitable and sustainable MSS business, maximising the opportunities that this fast-growing market segment presents to these companies.

IDC, a leading global market intelligence and advisory firm, has leveraged substantial research and experience from leading MSSPs to build a set of recommendations tailored to specific stages and elements within a managed security services business. These recommendations are contained in this report.

Based on your input, your aggregate score means that you are at **Stage 1** in terms of your overall MSS readiness.

The Five Stages: Overall Maturity



READINESS DIMENSION DESCRIPTORS

Stage 1

Companies at this stage are at the very beginning of their journey to becoming an MSSP. They may be new to managed services, to selling in a subscription model and/or new to the security market.

This is a high-growth market, which is compounded by a severe skills shortage, and presents a massive opportunity for IT solution providers. Now is a good time to reach out to relevant vendor partners (such as Trend Micro) to understand what programmes they have in place to accelerate your entry into the MSS market.

Stage 2

With some experience in operating managed services and/or security solutions, companies at this stage are beginning to realise the opportunities and may well be starting to incorporate recurring/subscription-based revenue into their business.

To build on the foundation which has been laid already, it is important that companies at Stage 2 are proactively building business plans relating to sales, marketing and services transformations to support the MSS model.

Stage 3

Companies at this stage are invested in their MSS business, and the emphasis should now be on improving efficiencies and driving profitability. At this stage, companies are starting to transform sales, marketing and services for MSS.

Companies at this stage will need to address the challenge of how to accelerate transformation while still maintaining existing business.

Stage 4

Companies at Stage 4 have an embedded MSS business. Significant efforts have been made to transform the sales, marketing and services organisations within the company, with increasing automation, repeatability and growing profitability.

Now, the priority for these companies is to enhance and expand their MSS portfolio, innovate and differentiate to establish market leadership.

Stage 5

Companies at Stage 5 are considered mature (and market-leading) MSSPs, with all business units optimised to support this model.

The emphasis at this stage is on retaining market leadership through a continuous innovation process and focus on profitability.



YOUR OVERALL PERFORMANCE

Stage 3

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SALES PERFORMANCE

Stage 1

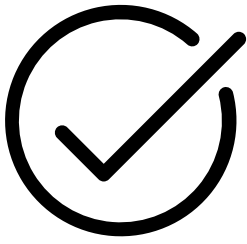
Based on IDC's assessment, your organisation is at Stage 1 in terms of your sales readiness as an MSSP. Typically, organisations at this stage share some or all of the following characteristics:

- A horizontal sales structure, with limited specialisation either in terms of industry (sector) and/or technology (e.g., security). Also tend to be product, not services, focused.
- Very few organisations at this stage have dedicated sales professionals for either managed services or security.
- Typically, there are no pre-sales staff dedicated to supporting the sales team in selling managed security services.
- Compensation structures and incentive schemes have not been adjusted to account for recurring/subscription-based revenue models.
- There has been little attention paid to service-attach bundles (e.g., bundling a managed endpoint security service with a cloud-based productivity suite like Office 365).
- Very few companies at this stage can provide unified cloud and managed services billing to their customers (e.g., providing one bill for both product and managed services), and many rely on their vendors and/or distributors to provide this billing capability.

Recommendations

Now is the time to:

- Embrace the opportunity to lay the right kind of foundation for an effective sales strategy and organisation for MSS.
- Start early in enabling your sales and pre-sales people to more confidently sell services (i.e., transition them from product sales to services sales). Start with a small group (a tiger team), train them well and use them to help influence the broader sales team (e.g., a train-the-trainer approach).
- Identify which of your vendor partners can help you train and enable this team and ask them to help and support you.
- Think about how your compensation and incentive models need to evolve as you bring recurring and subscription-based managed services to your business. Ensure that they are still lucrative for sales people who are more used to bigger upfront product and project deals.
- Think about how you bill your customers; as your managed services business grows, so will features like unified billing become more important.



THANK YOU

Digital transformation, with cloud at its heart, is changing the networking paradigm and driving requirements to unprecedented heights. The WAN needs to change to cope with these requirements and enable organizations to reap the full benefits of digital transformation. Organizations will need networks that provide more flexibility, manageability, scalability, cost effectiveness and security.

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MARKETING PERFORMANCE

Stage 4

Based on IDC's assessment, your organisation is at Stage 4 in terms of your marketing readiness as an MSSP. Typically, organisations at this stage share some or all of the following characteristics:

- Companies at Stage 4 typically combine their dedicated marketing function with sales teams, to better follow the customer journey and serve them targeted and specific content that is relevant to them. They jointly target customers based on business outcomes.
- At this stage, companies measure the marketing process and use this to refine future campaigns.
- Companies at this stage have specific buying personas in mind within industry sectors, and target these accordingly.

Recommendations

Now is the time to:

- Continue to focus messaging and collateral on specific target buyers and industries, but target them with information about business outcomes and value.
- The dedicated marketing team should have a continuous improvement mindset and be looking to analyse and measure the success of modern marketing campaigns on an ongoing basis.



SERVICES PERFORMANCE

Stage 3

Based on IDC's assessment, your organisation is at Stage 3 in terms of your services readiness as an MSSP. Typically, organisations at this stage share some or all of the following characteristics:

- Offer a comprehensive service catalogue of advanced professional services, their own (packaged) managed services and managed services for resell.
- Have started to invest in repeatability, automation and management tools.
- Have a fully staffed service desk with dedicated MSP professionals offering first-line support for all (or most) of the managed services through standard helpdesk services.
- Adhere to industry standards, have governance processes in place and are proactively investing in more advanced technical certifications.

Recommendations

Now is the time to:

- Start to incorporate more advanced services functions and features like predictive fault management and 24 x 7 global support offered through multiple channels (email, call, chat).
- Start to incorporate more advanced features such as self-provisioning and even reporting into your service catalogue.
- Start to comply to industry-specific regulations and governance programmes.
- Differentiate through horizontal (e.g., deep security, cybersecurity, artificial intelligence) and vertical (e.g., financial services, government, healthcare) specialist certifications and reference architectures.

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SECURITY PERFORMANCE

Stage 4

Based on IDC's assessment, your organisation is at Stage 4 in terms of your security readiness as an MSSP. Typically, organisations at this stage share some or all of the following characteristics:

- Companies at this level view security as strategic to the future of their portfolio, having recognised the opportunity it presents.
- At this stage, companies complement their lower-value security technical skills (e.g., first-line support) with some higher-value offerings, such as technical consulting and security-specific technical skills.

Recommendations

Now is the time to:

- Embrace the opportunity to lay the right kind of foundation for an effective sales strategy and organisation for MSS.
- Start early in enabling your sales and pre-sales people to more confidently sell services (i.e., transition them from product sales to services sales). Start with a small group (a tiger team), train them well and use them to help influence the broader sales team (e.g., a train-the-trainer approach).
- Identify which of your vendor partners can help you train and enable this team and ask them to help and support you.
- Think about how your compensation and incentive models need to evolve as you bring recurring and subscription-based managed services to your business. Ensure that they are still lucrative for sales people who are more used to bigger upfront product and project deals.

Think about how you bill your customers; as your managed services business grows, so will features like unified billing become more important.