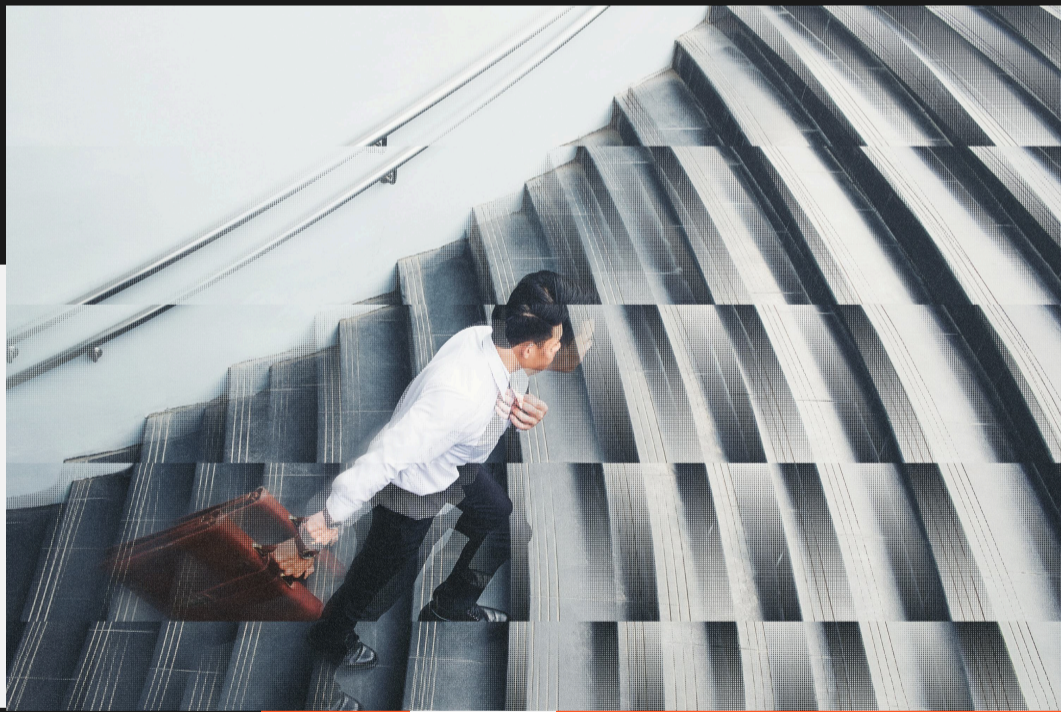




# The first steps in cybersecurity:

How to start your MSSP  
journey the right way?





# Embarking on the cybersecurity market doesn't have to be complicated.

This guide is your straightforward roadmap to a smooth and efficient transition, with minimal red tape. For MSPs, the integration of cybersecurity into their service portfolio is not just a challenge, but a strategic opportunity.

By leveraging the right tools, processes, and partnerships, MSPs can smoothly transition into becoming MSSPs, enhancing their value proposition and revenue streams.





# 5 key steps for a successful transition

## 1 Assess your cybersecurity readiness

Understand your current capabilities and identify areas that require improvement. Conduct a gap analysis of your existing security services, infrastructure, and expertise.

Evaluate your ability to detect threats, handle compliance requirements, and respond to incidents effectively. Use tools like the NIST Cybersecurity Framework to benchmark your current state.

### ✓ How Axur Helps

Axur simplifies this step by providing a clear view of your clients' external threat landscape, identifying vulnerabilities and potential risks before they impact your clients' business.

## 2 Adjust workflows and infrastructure

Security services require specific workflows and reporting structures. Define clear incident response procedures, escalation paths, and communication protocols.

Ensure your IT infrastructure is aligned with cybersecurity offerings to minimize operational friction and enhance service quality.

Leverage automation to streamline processes and improve efficiency.

### ✓ How Axur Helps

Axur's platform integrates automated threat monitoring and remediation, enabling MSSPs to enhance their workflows without adding complexity. Real-time alerts and AI-driven insights optimize incident response processes, ensuring faster mitigation of risks.

## 3 Leverage existing security tools

Many MSPs already manage solutions like endpoint protection and network monitoring. Evaluate how you can extend the value of these existing investments.

Expanding these capabilities with external threat intelligence, security information and event management (SIEM) integrations, and managed detection and response (MDR) allows for a seamless transition.

### ✓ How Axur Helps

Axur integrates seamlessly with existing security tools, enriching your security stack with actionable threat intelligence.

## 4 Choose strategic security partners

Partnering with the right vendors ensures you provide comprehensive security while maintaining scalability. Look for partners that offer robust technology, comprehensive support, and collaborative approach.

Consider vendors that offer training, certification, and co-marketing opportunities.

### ✓ How Axur Helps

The Axur Partner Program simplifies this step, offering pre-integrated solutions, automation, training, and expert support to help you scale your cybersecurity services efficiently.

## 5 Focus on visibility and client trust

Clear communication and transparent reporting are essential. Provide regular security reports, threat briefings, and performance metrics to your clients. Build trust by demonstrating your expertise and commitment to protecting your clients' assets.

### ✓ How Axur Helps

Axur's solutions empower MSSPs with automated reporting and real-time threat insights, allowing you to present clear, data-backed security reports to clients.



# 5 essential steps to sell cybersecurity services

The cybersecurity services market is growing rapidly, with MSSPs playing a critical role in helping businesses mitigate threats. To position yourself competitively you must:

## 1 Understand security as a core business need

Security is not optional—it's essential for business continuity, regulatory compliance, and operational resilience. Position security as a strategic investment that enables business growth and innovation.

### ✓ How Axur Helps

The Axur Partner Program equips MSSPs with the necessary tools, intelligence, and automation to deliver security as a critical business function, ensuring compliance and proactive risk mitigation.

## 2 Offer comprehensive security solutions

A robust MSSP portfolio should encompass external threat intelligence, dark web monitoring, brand protection, and fraud prevention. Go beyond basic security services to offer a holistic approach to cybersecurity.

### ✓ How Axur Helps

Axur simplifies these offerings with a scalable, automated solution that monitors brand misuse, fraud risks, and digital threats in real time.

## 3 Create industry-specific bundles

Different sectors have unique security needs. Tailor your service offerings to specific industries, such as healthcare, finance, or e-commerce.

### ✓ How Axur Helps

The Axur Partner Program provides industry-specific insights and customizable service packages, enabling MSSPs to align with client demands effectively.

## 4 Demonstrate measurable value

Clear KPIs and real-time threat intelligence help clients see the impact of security services. Track key metrics such as the number of threats detected and the time to respond to incidents.

### ✓ How Axur Helps

Axur's dashboards and reporting tools make it easy to showcase results, offering detailed metrics on detected threats, security incidents, and remediation timelines.

## 5 Expand reach with smart marketing

Position your MSSP services effectively through education, case studies, and co-marketing initiatives. Develop targeted marketing campaigns that address the specific needs of your target audience.

### ✓ How Axur Helps

Axur provides marketing assets, sales enablement tools, and partner resources to accelerate client acquisition and engagement.





# 5 steps to generate revenue with cybersecurity services

## 1 Monetize threat protection

Offer proactive security services that help prevent attacks before they occur. Services like phishing detection, dark web monitoring, and brand protection provide high-value offerings.

### ✓ How Axur Helps

Axur delivers intelligence-driven protection against phishing, credential leaks, external threats, and more, ensuring MSSPs can offer proactive security solutions with high ROI.

## 2 Implement performance-driven metrics

Show security ROI by effortlessly highlighting real-world impact with automated threat reporting.

### ✓ How Axur Helps

Axur's analytics provide clear performance insights, demonstrating the value of your cybersecurity services to clients.

## 3 Offer flexible, scalable solutions

Clients need adaptable security solutions. Design service packages that can be easily scaled up or down based on clients needs.

### ✓ How Axur Helps

Axur's tiered MSSP pricing model allows for scalable offerings, maximizing profitability while adapting to client demand.

## 4 Be a reliable partner in incident response

Offer rapid response capabilities to gain a competitive advantage.

### ✓ How Axur Helps

Axur's automated remediation workflows enable MSSPs to respond to threats quickly, minimizing the impact of security incidents.

## 5 Build a resilient, profitable MSSP business

Develop a well-structured security service catalog and focus on building long-term relationships by providing high-quality service and proactive support.

### ✓ How Axur Helps

The Axur Partner Program provides MSSPs with the tools, training, API integrations, and go-to-market support needed to build a successful cybersecurity business.

## Unlock new revenue opportunities with the Axur Partner Program

DISCOVER MORE

Discover all our solutions at [axur.com](https://axur.com)

**Seamless MSSP Transition:** Industry-leading tools, automation, and dedicated support.

**High-Margin Security Services:** Threat intelligence, brand protection, and compliance solutions.

**Scalable Pricing & Growth Support:** Optimized pricing structure with increasing discounts as usage grows.

**Comprehensive Partner Resources:** Training, API integration, partner portal, and sales enablement tools.