

# GROW YOUR BUSINESS WITH MANAGED SERVICES

See how ADmire went from pushing boxes to adding real value as a managed IT security service provider.

**Company name:**

ADmire

**Industry:**

IT, Managed Services

**Country:**

Denmark



Just a couple of years ago, ADmire was an IT service and solution provider with a heavy focus on selling licenses, hardware, PC support and maintenance to customers in Denmark and the Nordics. Business was good, but the ADmire team knew it could be even better. There was a clear gap in the market that ADmire wanted to fill. But they knew they couldn't do it alone.

So how has ADmire been able to grow a thriving new security service business in just 18 months?

By partnering with F-Secure.



## FILLING A CLEAR GAP IN THE MARKET

Building close, long-term partnerships with their customers has always been part of ADmire's DNA. Partnering with F-Secure to grow the company's offering from PC-as-a-service into a new kind of stand-alone managed security service business made sense from the start.

"It used to be that pushing boxes was enough. Customers wanted products they could basically install and not worry about. But that doesn't cut it anymore because the threat environment is so much more sophisticated," says **Morten Norup**, ADmire's Director of Sales and Marketing.

"For organizations, there's a lot of value in outsourcing cyber security to a partner that's truly able to handle all of their needs. They can buy licenses and educate people internally, but attackers and threats are changing so fast, it's almost impossible to keep up,"

**Daniel Stentebjerg Petersen,**  
Business Manager, ADmire

The ADmire team wanted to add real value where customers needed it most. And that meant not only providing the tech and solutions they need but becoming a trusted partner who could manage all of their security needs.

**Daniel Stentebjerg Petersen** is Business Manager at ADmire. For him, the customer need was clear. "For organizations, there's a lot of value in outsourcing cyber security to a partner that's truly able to handle all of their needs. They can buy licenses and educate people internally, but attackers and threats are changing so fast, it's almost impossible to keep up," Stentebjerg Petersen says.

ADmire was already offering PC as a managed service, which includes hardware support and maintenance. Their general approach to services was: "If you want me to handle your security, tell me what to do and I will do it," Norup says. That wasn't a huge business opportunity.

ADmire wanted to take a more proactive approach and offer customers what they need, which is often much more than what they even know to ask for.

## ADDING VALUE WITH MANAGED SECURITY SERVICES

ADmire was already selling F-Secure products and solutions to its customers, so the relationship with F-Secure was already established. It grew into a true partnership as ADmire's team sparred with F-Secure's team in Denmark about how to build and drive a new kind of stand-alone security service business while continuing to seamlessly serve their existing PC-as-a-service customers.

"F-Secure really helped us understand this was both something our customers needed and a huge business opportunity that we needed to seize right now. And they supported us every step of the way," Stentebjerg Petersen says.

A key part of that support was to help the ADmire team gain the knowledge, competence and expertise needed to become a managed security service provider, because that's where the real value is added. Resource wise, that meant two people dedicated full time to learning, developing and selling cyber security services. And those resources have been well used. In the 18 months since making the decision to become an F-Secure managed security service partner, ADmire has gone from being a regular IT company to a true cyber security partner. ADmire can now deliver managed security services from end to end.

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## ONBOARDING NEW CUSTOMERS IN WEEKS, NOT MONTHS

The ADmire team was amazed at how fast and how easy it's been to onboard new customers based on IT security and cyber security alone. The sales process around security services is often just weeks, compared to up to eight months for hardware and software. For ADmire, the reason for this is clear: urgency.

According to Stentebjerg Petersen and Norup, most mid-market companies with 100 – 600+ employees don't have the capabilities or employees to manage their cyber security needs in-house. They don't need more products, they need solutions that make them safer.

As Norup says, when approaching clients about handling their PC operations, the response is usually "Sure, let's do that in the next three months." When the question becomes "Would you like us to handle your cyber security?" the answer is "Yes please, right now." And so far, the feedback from customers has been great. "They can sleep well at night knowing we're taking care of their IT security," Stentebjerg Petersen says.

Stentebjerg Petersen and Norup agree that the training, knowledge and support ADmire's business and tech teams have received from F-Secure have allowed them to up their game and specialize quickly. And as ADmire's competence grows, so does their confidence and independence. "F-Secure transferred their knowledge to us, so we no longer need deep support for the products we're using now. But we also know that if and when we introduce new products or services, F-Secure will deliver that competence very fast," they say.

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Business Manager, ADmire**

# TOGETHER WE ARE THE SOLUTION

New business, smooth and easy onboarding, new revenue, and happy customers. There are countless ways in which the partnership between ADmire and F-Secure has been a success. But for ADmire, it all comes down to one thing: “F-Secure is a trusted partner to us so that we can be a trusted partner to our customers,” Stentebjerg Petersen says.

There are other vendors who offer the same solutions, Stentebjerg Petersen says that the combination of having the right tech, the right support, the right people, the right pricing, and the right offerings for MSP’s makes F-Secure the perfect fit.

For Norup, the biggest value is F-Secure’s clear focus on ADmire’s end customer instead of on them. “I have one focus and it’s my customers,” he says. F-Secure has the same focus, which means together they are growing ADmire’s business by bringing real value to customers. “I’ve been in this business for 20 years,” Norup says. “And this is absolutely one of the greatest partnerships I’ve ever had.”

As for the future, ADmire will continue to implement its strategy of being a value-added security service provider. As Stentebjerg Petersen and Norup both say: “There’s no turning back, we will never go back to selling just licenses.”

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**Daniel Stentebjerg Petersen, Business Manager, ADmire**

**Grow your business with security services**

## ABOUT F-SECURE

Nobody has better visibility into real-life cyber attacks than F-Secure. We're closing the gap between detection and response, utilizing the unmatched threat intelligence of hundreds of our industry's best technical consultants, millions of devices running our award-winning software, and ceaseless innovations in artificial intelligence. Top banks, airlines, and enterprises trust our commitment to beating the world's most potent threats.

Together with our network of the top channel partners and over 200 service providers, we're on a mission to make sure everyone has the enterprise-grade cyber security we all need. Founded in 1988, F-Secure is listed on the NASDAQ OMX Helsinki Ltd.

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