UPGRADE YOUR MANAGED SERVICE OFFERING

Read how Ictivity and F-Secure worked together to transform Ictivity's managed service offering and meet customer needs

F-Secure.

Company name:	Industry:	Country:
Ictivity	Information Technology	Netherlands

ICTIVITY

F-Secure has a long-standing relationship with Ictivity. Ictivity is an IT service provider with 23 years of experience in managed services, workplace automation, IT adoption and IT infrastructure. An expert and above all passionate company with more than 170 experienced and enthusiastic professionals. Over the past 18 months we have stepped up our collaboration to deliver a more valuable and in-demand managed service to their customers. Adoption of the F-Secure Elements portfolio has helped Ictivity take their offering to the next level.

Planning for success

Andrew Ehlen joined Ictivity in February 2000 as Head of Innovation and Service Development. Ehlen saw the opportunity to create a stronger offering with a different approach to partnership.

This vision aligned closely with F-Secure's blueprint for partnership, so senior partner manager Harm van Koppen began working in close collaboration with Ehlen and his team to create a plan.

"At that time we were only using an on-premise Endpoint Protection (EPP) solution so the first step was looking together at how to get more out of EPP and strengthening our overall relationship with F-Secure," Ehlen explains.

Ictivity operates in the Dutch mid-market, offering IT services to companies with between 100-7,000 employees. Its customers have become more aware of the prevalence of the cyber threats their businesses face in recent years, which necessitated Ictivity expanding their offering to include Endpoint Detection and Response (EDR).

"We started getting a lot more questions from our customers about whether they were protected from threats like ransomware and phishing so we made the decision to look at the EDR add-on," Ehlen explains.

Ictivity puts the end user first, and the solution second. As a service provider you do not want to confront the end user with solutions which slow down the system and annoy the user with messages they cannot value. Thus, their choice for F-Secure: "The impact on the end user system is not noticeable while providing maximum protection. Meanwhile our Service Center specialists have great visibility on what is happening enabling us to provide perfect tailored support to the end user," says Ehlen.

> "Our Service Center specialists have great visibility on what is happening enabling us to provide perfect tailored support to the end user."
>
> **Andrew Ehlen,**
> **Head of Innovation and Service Development**

Holistic security

This move coincided with the launch of F-Secure's all-in-one security platform F-Secure Elements, meaning Ictivity could easily offer integrated EPP and EDR solutions to their customers.

Ehlen was impressed with the offering: "The Elements proposition really puts you in a position to move faster. Having the single pane of glass with a holistic view of all devices really puts you at a huge advantage."

> "Having the single pane of glass with a holistic view of all devices really puts you at a huge advantage."
>
> **Andrew Ehlen,**
> **Head of Innovation and Service Development**

Ictivity manages tens of thousands of devices across several different customer accounts with F-Secure. The single pane of glass means they can monitor all of them from the same application and quickly zoom in on any problems. This is particularly valuable because as Ehlen puts it "If something happens to one customer it is likely to be relevant to all the other customers as well."

F-Secure Elements also offers API integration with other back-end systems. For Ictivity this means they can integrate it with their first line service desk system. That means the first line responders can quickly assess the nature of threats and alerts and decide whether they need to be escalated to the second or third line expert solution teams.

Another technical aspect of Elements that Ehlen has been particularly impressed with is the retention policy for telemetry data. "If you think about how AI works it's really the model of hindsight, insight, foresight. The more data you have to build off, the better you can protect yourself in the future," he explains. This is why F-Secure's promise to keep all anonymized data from all devices for 12 months was particularly important to him, when other security solutions in the market only keep it for one month or less.

Spreading the word

Ictivity has had great success with ramping up its revenue share from managed services and the increase in cooperation with F-Secure has led to them upgrading from a Silver to a Gold level partner.

Part of this success is down to the technical excellence of the holistic security offering they have built. However, equally important is the educational and promotional work Ictivity has been doing among its key customer demographic.

This is another area that F-Secure and Ictivity have found mutual benefit in cooperating, running joint events to raise awareness about EDR solutions. It is important that companies are aware of the threats they face, what EDR is and how it works, before they can consider their need for it as an organization. Therefore, working together to provide this information is a great example of how both partners profit from a joint approach to marketing.

"The most important part of being a Gold partner is having a team of people that's really working together on things like marketing activities, or even having people from F-Secure going together with us to advise customers, it really demonstrates strong partnership," says Ehlen.

> "The most important part of being a Gold partner is having a team of people that's really working together."
>
> **Andrew Ehlen,**
> **Head of Innovation and Service Development**

Alongside the more generalist educational approach, Ictivity has found great success with its sector-specific marketing initiatives. It has won a lot of new business by tailoring its offering to specific verticals, specifically: healthcare, manufacturing, trade and governmental.

"The technical part is similar but the approach to the market, the story you need to tell and the feel and description of the offering needs to be very different for all three," Ehlen explains.

Next steps

Ictivity is always surveying its customers and the wider market to see which services are most in demand. As a result of this, the next step on their road map is offering more comprehensive vulnerability assessment capabilities and F-Secure Elements Vulnerability Management solution is surely one of the top solutions in this field.

"We don't develop additional capabilities just because we think it's nice, we do it when the customers need it," says Ehlen, adding that there will be things they need, like firewall protection services and email protection services but the future roadmap needs to be driven by customer demand.

Whatever direction the partnership goes in next, it is clear that it will continue long into the future. "The bottom line is you're always working together, on technical questions, sales questions, marketing questions. That's what makes the partnership special. With most companies you just work within the confines of a partnership program but with F-Secure and Ictivity we really work together to build exactly what we need," Ehlen summarizes.

> "The bottom line is you're always working together, on technical questions, sales questions, marketing questions. That's what makes the partnership special."
>
> **Andrew Ehlen,**
> **Head of Innovation and Service Development**

Boost your business as a managed service partner.

Join the program

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.

f-secure.com/business | twitter.com/fsecure | linkedin.com/f-secure

F-Secure