

# Getting Started in Cybersecurity

A Guide for MSPs

**ARISTA**  
Edge Threat Management





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# Introduction

For small and medium businesses (SMBs), having their IT needs managed by in-house teams is expensive and laborious. A smart solution is to farm out a larger portion of the operational IT roles to a service provider. Managed Services Providers (MSPs) and Managed Security Service Providers (MSSPs) are becoming more critical to SMBs as they seek to grow and thrive in their respective markets.

## The primary services requested are:

Data Storage, Backup, and Disaster Recovery Services

Network Monitoring  
(Firewalls, Intrusion Detection and Prevention Systems)

Cybersecurity Solutions

24/7 IT Support

Mobile Device Management



# Moving into Cybersecurity

For MSPs starting to look at offering complete and secure solutions for their customer's IT needs, their first glance at cybersecurity can be overwhelming. To unpack all the requirements and ramp up on the technical knowledge can be time-consuming for administrators. We've put together tips to help you get started in cybersecurity.

## Why Add Security-specific Solutions?

Adding managed security services to enhance your portfolio will increase your revenue stream and improve your client relationships. As a security professional you'll protect clients from major data breaches and threats like phishing and malware, and work proactively with the client to ensure all systems, devices and data are adequately protected.

## Choosing the Right Solutions

If you've already received requests to provide security solutions to your customers, you'll have a good idea of what is needed. Similarly, using a vendor to source your security solutions, who has comprehensive industry knowledge can be a resource for advice on how best to extend them.

## A comprehensive cybersecurity solution will primarily include:

- Next-Generation Firewalls
- Mobile cybersecurity
- Password policies
- Data backups and virus protection
- Multifactor authentication and identity management
- Threat prevention
- Real-time alerts



# Evaluating Solutions

When determining which solutions to add to your portfolio, you can get bogged down with the amount of options to choose from. Follow these tips to ensure you select the right solution to benefit your business and clients.

**Find a Comprehensive Solution** - You don't want a solution that only addresses a few aspects of network security. Solutions should have threat and malware protection as well as block phishing and hacking attempts. Look for solutions that also encompass cyber threat intelligence to protect against emerging and unknown threats. Make sure your solutions work across both on-premises and cloud based business services.

**Understand Your Customers' Budget** - Many of your customers will not be able to afford high-end solutions. Make sure the solution you choose has SMB pricing in mind so you can pass those savings on to the client.

**Emphasize Critical Alerts & Reporting** - Being able to easily pull reports to determine the root cause of an attack or showcase compliance efforts for those clients with regulations to abide by is a critical feature. A solution with real-time alerts is also crucial if you want to patch a vulnerability or stop a threat from reaching users.

**Offer Cloud Options** - Everyone is moving to the cloud, and your customers will be curious about this option too. Choose a solution that has cloud-based options that can scale as you grow.

**Make sure it is Turnkey** - Unlike enterprise-grade security solutions that can take weeks to deploy, a turnkey solution is easy to deploy. You'll be able to start protecting your customers within a few hours without any major disruptions to their business using features such as zero touch provisioning and automatic upgrades.

**Note:** Whatever solution you choose, it's important that it integrates with current technologies and software applications. This provides convenience to your customers by eliminating the need to seek additional service providers. That simplifies their lives and boosts your attractiveness for any future business needs they may have.



# Choosing a Cybersecurity Partner

When looking to extend your offerings to include security services, choosing the right vendor will be of critical importance. You will need to know what security components your customers require and how the vendor will deliver them.

**Key considerations when selecting a cybersecurity partner will include:**

- Deployment and implementation requirements
- Industry knowledge and expertise
- Support and remote management capabilities
- System customization and integration features
- Support for your business, including sales and marketing support

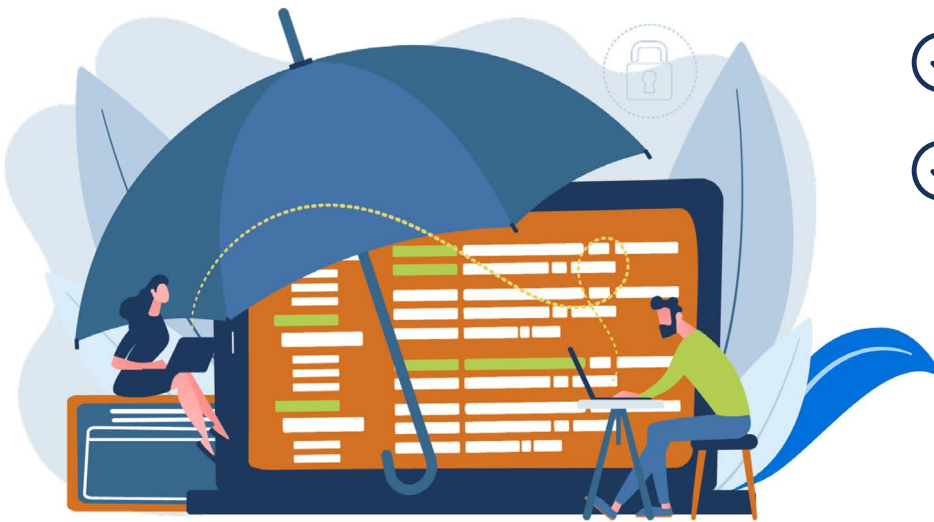
The items above should all form part of the assessment before choosing a partner. The best cybersecurity solutions will consider these pain points and eliminate most of them for you.

**Note:** A firewall remains an essential security control that every organization needs. A comprehensive solution will likely include on-premises and virtual components that include advanced threat intelligence, remote management and endpoint visibility.

# Arista's Cybersecurity Offerings

Arista's Edge Threat Management (ETM) solutions provide a suite of products and apps designed to help you provide security solutions to your clients and respond swiftly in the face of an incident.

- ✓ **NG FIREWALL**  
A Comprehensive Network Security Platform
- ✓ **ETM DASHBOARD**  
A Cloud-Based Centralized Management Platform
- ✓ **MICRO EDGE**  
A Lightweight Network-Edge Device for Branch Office Connectivity



**Get Arista on your team!**

**Contact us** today for more information on our Partner Program or to book your free demo



# ARISTA

## Edge Threat Management

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