

# 5 ways ThreatDown MDR can transform your MSP business

## Introduction

It's an exciting time to be a managed service provider (MSP). Businesses both large and small are turning to MSPs for security services to help them defend against cyber threats. One of the services that's most in-demand: Managed Detection and Response (MDR).

MDR services combine technology and human expertise to perform threat hunting, monitoring, and 24x7 response, and it's especially popular because it helps businesses rapidly identify and limit the impact of threats, without the need for additional staffing.

Offering MDR creates major growth opportunities for your business. Instead of building the service from scratch or hiring in-house security experts, many managed service providers are partnering with ThreatDown to deliver fully managed detection and response—complete with the technology and expertise you need to launch quickly and scale efficiently.

## ThreatDown MDR for MSPs—purpose built, fully managed for you

When you partner with ThreatDown, powered by Malwarebytes, the ThreatDown MDR service is delivered to your customers on your behalf. This allows you to seamlessly augment your security team while closing any bandwidth or security skills gaps.

ThreatDown MDR is purpose-built for managed service providers. Our service was designed with your needs in mind and will help you transform your business.

Here are five reasons to partner with ThreatDown:

### 1 Accelerated market growth

The MDR security services market is experiencing accelerated growth with projections to reach \$11.8 billion by 2029, which represents a strong 23.5% CAGR in the 2024 to 2029 forecast period.<sup>1</sup> According to Gartner, "By 2025, 50% of organizations will be using MDR services for threat monitoring, detection, and response functions that offer threat containment capabilities." Collectively, these projections represent favorable revenue potential for your managed services business.



As your MDR partner, ThreatDown is committed to helping you capitalize on this strategic opportunity to grow your revenue and business. With our affordably priced offering, you can realize high margins that will accelerate your profits and growth opportunities.

## 2 Simplified sales and marketing

ThreatDown, powered by Malwarebytes, is fully invested in our partnerships; when you're ready to launch your new MDR offering, we're here to help make that a smooth effort. Our pre-built selling and marketing kits make it easy for you to attract new customers and drive net new business with a high value offering.



We have years of experience driving the detection and response message, and one of the benefits of partnering with us is the opportunity to tap into our expertise with support for your go-to-market tactics. This includes a range of materials for our partners like email templates, presentations, and datasheets—available to help you market and sell MDR services to your customers.

## 3 Empowered team growth

As part of our efforts to enable your success and deliver the highest possible service levels to your customers, our expertise and powerful technology will empower your team's learning and growth.



Our team of cyber security experts is comprised of accomplished threat hunters and incident responders with the deep domain expertise needed to rapidly understand an emerging issue and how address it. Supported by our team, your analysts of all skill levels will receive guidance and support to effectively remediate critical threats.

And, remediating threats couldn't be simpler with the support of the ThreatDown EDR solution, which features a simplified console and one-click remediation capabilities. With ThreatDown MDR, your team members will be empowered to deepen their expertise, as well as respond to malware threats like seasoned professionals.

## 4 Increased customer satisfaction and retention

MDR services simplify security for your customers. Partnering with ThreatDown to make that a reality will offer your customers leading prevention capabilities to minimize zero-day attacks, delivered with a focus on providing a high-quality experience.



With a 24x7 service that drastically reduces the impact of malware, your MSP will further establish itself as a highly trusted security partner. And your reputation for providing a stellar MDR customer experience will increase your customer satisfaction rate, driving customer loyalty and long-term retention.

## 5 Enhanced competitive differentiation

Businesses need security services to protect against today's cyber threats—but with a crowded market, they have no shortage of options when choosing a provider. That makes it even more important for your MSP to stand out.



You can gain a competitive edge in your region by providing unique products and services, offering better 24x7x365 protection than the competition, and by clearly demonstrating the value your service provides to customers. Adding ThreatDown MDR to your portfolio will allow you to achieve that goal by providing a superior, round-the-clock service at a price and value that's ideal for your small and medium business customers.

### Learn more

To learn more visit:

[www.threatdown.com/partner-program/msp/](http://www.threatdown.com/partner-program/msp/)

<sup>1</sup> Markets and Markets. MDR Market Growth Forecast. 2024.