

IBM BigFix helps increase profitability for managed security service providers



This low-risk investment gives MSSPs a short time to revenue while helping improve security for customers

Highlights

- Easily add rapid time-to-value, high-margin capabilities to your managed security services portfolio
 - Deliver the IBM® BigFix® capabilities for remediation and prevention your customers need to help keep their endpoints secure
 - Focus on prevention rather than repair, avoiding the user helpdesk workload associated with outsourced IT operations
 - Leverage two new features, IBM BigFix Query and IBM BigFix Customizable Executive Dashboard, to improve your offering
 - Extend incident response features to your customers
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As the enterprise perimeter moves outside the traditional firewall to user endpoints, your customers face significant security issues. Devices ranging from laptops to servers to point-of-sale devices all need to be protected, and this protection is a natural offering for a managed security services provider (MSSP).

When delivered as part of a managed security service, IBM BigFix endpoint security solutions offer a win-win proposition for both your MSSP business and your customers.

With BigFix, you'll have an automated solution that completes core endpoint security tasks for your customers. These tasks can include real-time assessment and enforcement of security patching, configuration management, and device and software inventory management. With BigFix, you deliver continuous monitoring and compliance to your customers' endpoint infrastructures. As a result, you help them prevent compromise, eliminate vulnerabilities and support regulatory compliance. With the focus on prevention rather than repair, you add endpoint security to your managed service offerings without burdening your security team with a significant new workload. In the process, you can increase your profitability with a rapid-time-to-value, high-margin solution.

BigFix enables your MSSP organization to avoid both the granular support issues of outsourced IT operations and the need to significantly increase your own data center infrastructure. At the same time, you provide the monitoring and enforcement capabilities your customers need to make their growing and increasingly mobile organizations more secure.



Deliver protection and benefits in real time

BigFix is designed to easily identify and remediate endpoint vulnerabilities in real time before they become a problem. Deploying BigFix as a managed service requires minimal infrastructure investment, making this a fast and easy way to benefit both your customers and your MSSP business. BigFix, with its lightweight and efficient platform, provides continuous monitoring and enforcement of security policies.

The minimal investment required also makes offering BigFix an effective way for traditional IT managed services providers to enter the security market with a continuous security monitoring and endpoint security service.

With the ability to securely manage endpoints before, during and after potential cyber attacks, BigFix provides five capabilities that are indispensable to security—visibility, scalability, confidence, compliance and speed. These five capabilities are invaluable to your ability to attract customers and meet their needs.

Offer the endpoint security your customers want

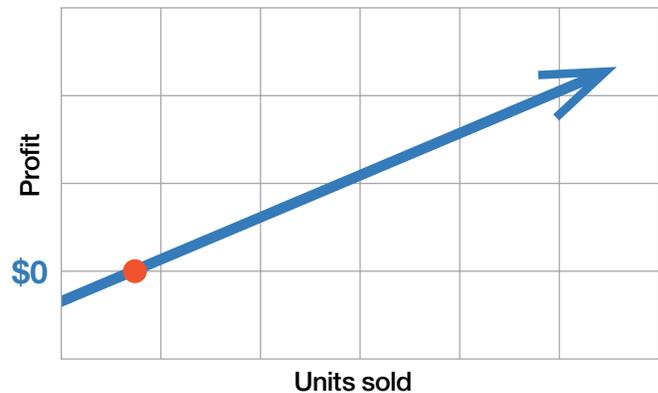
When you deliver BigFix as a service, you relieve your customers of the time-consuming and often error-prone manual tasks of patching vulnerabilities and enforcing policies on their own. You help them inventory exactly which operating systems, applications and endpoints are running in their environments to achieve better security. You allow them to shift endpoint security from a capital expense to an operational expense. You free them from managing multiple point products, enabling them to rely instead on the single, comprehensive BigFix technology.

Achieve quick time to value with BigFix

BigFix deployed as a managed service is a low-risk investment for your MSSP practice. It has a low cost to implement and a break-even point that typically falls soon after implementation. This enables you to obtain a short time to profitable revenue.

Today's average total cost of a single data breach has now risen to USD3.8 million.¹ To combat this, BigFix provides protection for your customers that's necessary and valuable—allowing you to set fees for the service that reflect this value. This ratio of cost-to-value can also translate into high margins. What's more, the full portfolio of BigFix solutions enables you to extend offerings for more services to more customers. BigFix enables you to create custom solutions for specific customers or target different industries. The quality of the IBM solution, along with the general tendency of customers to continue using endpoint-based services once they have begun, help assure high customer retention rates.

IBM BigFix solution profit



Based on IBM customer experiences.

With no need to invest in significant infrastructure and a break-even point soon after software implementation, BigFix as a managed service can be a low-risk, high-margin offering for MSSPs.

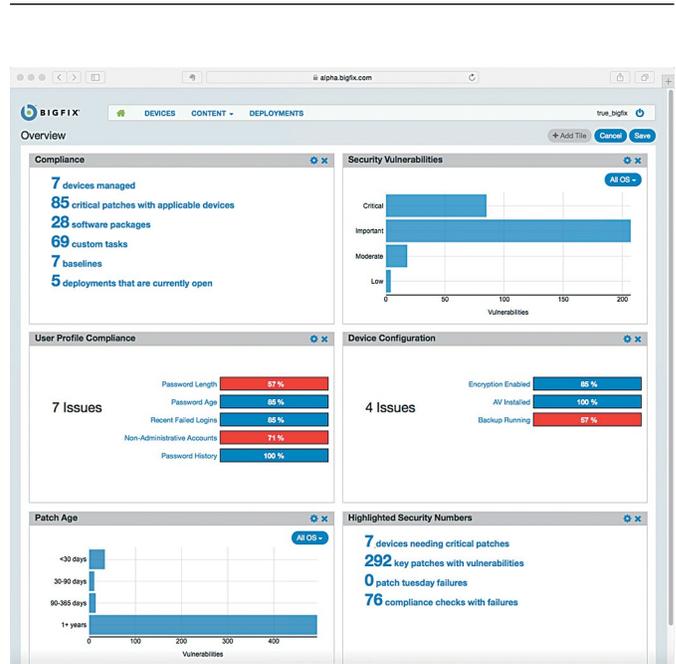
Achieve compliance: two use cases

When offering BigFix as a managed service, most providers focus on two use cases: Continuous security monitoring (which provides continuous evaluation and reporting on the security posture of endpoints in your customer's environment); and vulnerability management and remediation (which adds the ability to fix problems that are discovered). Integrated with IBM QRadar® solutions to offer prioritized vulnerability and closed-loop risk management, these use cases are significant steps toward helping improve your customers' regulatory compliance.

These processes are now easier and more effective than ever for MSSPs. This simplicity is made possible by the new BigFix Query and BigFix Customizable Executive Dashboard features.

BigFix Query enables your customers to quickly search their networks, leveraging predefined queries, to get answers in seconds and leverage query results for immediate action. This significantly enhances your customers' incident response capabilities.

The BigFix Customizable Executive Dashboard helps your customers more quickly understand their security posture by enabling them to leverage compliance dashboards, customized reviews, and reporting widgets. This gives customers a range of views into details of devices and the value of the managed service.



The BigFix Customizable Executive Dashboard is designed to help users quickly understand the security posture of the organization.

Why IBM?

IBM BigFix helps organizations achieve smarter, faster endpoint security and management in a rapidly deployable solution that enables greater visibility and control. As threats emerge, the software allows rapid assessment, remediation and enforcement to help secure endpoints in real time.

For an MSSP offering BigFix as a service, the solution enables you to deliver an effective answer to endpoint security in a low-risk, rapid-time-to-value and high-margin offering. The ability to offer continuous monitoring, security patch management,

configuration management, and support for regulatory compliance can provide your MSSP practice with new revenue streams and profitability with minimal risk.

For more information

To learn more about IBM BigFix, please contact your IBM representative or IBM Business Partner, or visit ibm.com/security/bigfix/index.html?s_pkg=bfmw

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Route 100
Somers, NY 10589

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¹ "2015 Cost of a Data Breach Study: Global Analysis," *Ponemon Institute*, May 2015. <http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?subtype=WH&infotype=SA&htmlfid=SEW03053WWEN&attachment=SEW03053WWEN.PDF>



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