Collaboration vs. Construction: Choosing ArmorPoint's Expertise to Augment In-House SOC

Case Study

BUSINESS INITIATIVE:

- Enhance Cybersecurity Offerings
- Improve Customer Trust

ORGANIZATION: Alias Cybersecurity

Partner Level
Silver

Partner Since
2023

New Clients
5

New ARR
$96k

Background

Founded in 2010 and headquartered in Oklahoma City, Alias Cybersecurity has become a pivotal advocate for cybersecurity in the Oklahoma region and beyond. Over nearly fifteen years, Alias has developed a comprehensive range of services, including IT and PCI audits, penetration tests, social engineering, security training classes, and incident response services.

Alias Cybersecurity Headquarters, Oklahoma City, OK

→ Challenge

Alias Cybersecurity faced a series of compounding challenges with subpar partners that ultimately led them to seek a better partner to help augment their existing services.

→ The Rapidly Evolving Threat Landscape

As cyber threats grew in complexity and frequency, existing defensive measures became increasingly insufficient. The CEO of Alias, Donovan Farrow, highlighted this growing challenge, stating, *"We're still having a lot of zero days coming out and a lot of* ***people aren't fixing their stuff quick enough, which allows a lot of attackers to break into companies and perform ransomware.***"

This reflected a critical need for more dynamic and proactive cybersecurity strategies to keep pace with the rapid evolution of threats.

→ Inadequate Vendor Support

Feedback from clients indicated that previous vendor partnerships were not meeting the evolving needs of the cybersecurity landscape. Clients expected more than just a tool stack; they sought strategic support that could swiftly adapt to changing conditions. Farrow expressed dissatisfaction with the level of support from past vendors, remarking, *"We had a few other vendors that we went through and [once] you get the honeymoon season off****...the vendor kind of ignored us.***"

This inconsistency highlighted the necessity for a partner who could provide continual, reliable, and effective support.

→ Client-Centric Approach

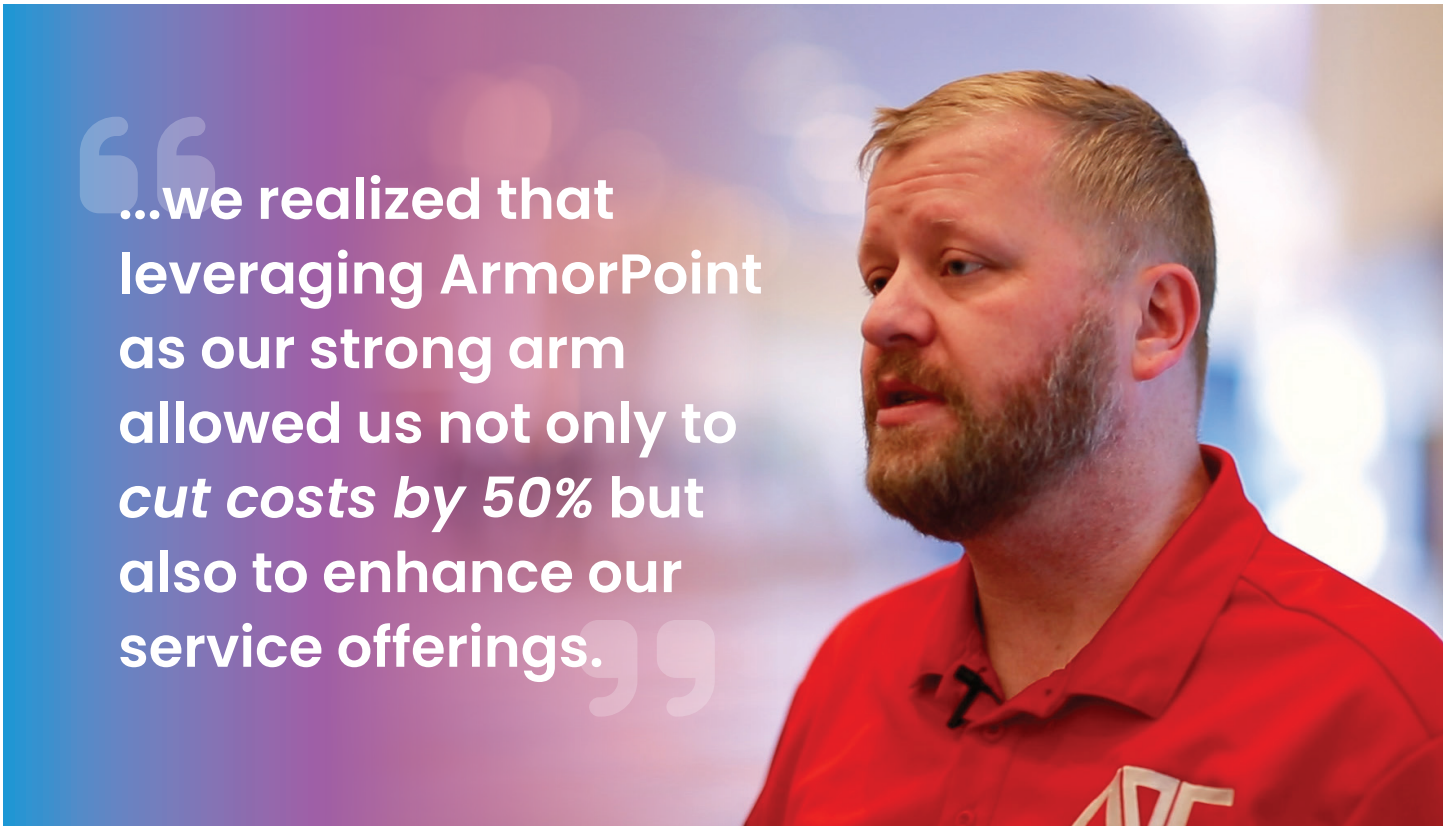
For Alias Cybersecurity, the foundation of their success was built on establishing value-driven client relationships, leading them to seek a like-minded partner. Their search was driven by the need for a vendor who provided top-tier security solutions while also prioritizing personalized and responsive client interactions.

Donovan Farrow, CEO Alias Cybersecurity

→ Effort to Build In-House SOC

Alias considered enhancing their own in-house Security Operations Center; however, this posed significant challenges, particularly in resource allocation and expertise acquisition. Establishing a 24x7 SOC required substantial investments in skilled personnel and advanced technological infrastructure, involving high initial costs and ongoing expenses for maintenance and training.

Farrow shared insights into the operational and strategic challenges of building an in-house SOC, *"**We attempted to build our own [24x7] SOC a few times, which proved to be exhausting and financially draining.** Comparing the costs to three other vendors we used, we realized that leveraging **ArmorPoint as our strong arm allowed us not only to cut costs by 50% but also to enhance our service offerings.** Managing a SOC in-house, especially during off-hours, proved challenging with staffing issues and efficiency concerns. **With ArmorPoint, we found a dependable 24/7 SOC solution that significantly strengthened our operational capabilities without the overhead of constant staffing**. This strategic move has been a major win for us, providing the leverage needed to grow and enhance our services."*



→ Solution

In response to these challenges, Alias Cybersecurity decided to seek out a new partnership that could address their multifaceted needs. ArmorPoint emerged as the ideal partner, offering the advanced capabilities, strategic support, and the reliability that Alias required to safeguard their clients.

Their decision to integrate ArmorPoint's Managed SOC into their service offerings was driven by ArmorPoint's comprehensive support and real-time incident response capabilities. Farrow emphasized the quality of the ArmorPoint's Managed SOC, stating, *"What led us to ArmorPoint was, honestly, the quality of the product..."* He further emphasized the responsive nature of the partnership, adding, *"We actually get a response. It's not an automated thing. We can talk to a human because it really helps when there's a response time."*

→ Outcome

→ Enhanced Cybersecurity Offerings

The partnership with ArmorPoint enabled Alias to elevate its cybersecurity offerings, thereby enhancing its market competitiveness. The transition to ArmorPoint's advanced, 24x7 SOC and SIEM capabilities meant that Alias could now offer more sophisticated and comprehensive security solutions, tailored to the varying needs of their clients.

→ Strengthened Client Trust and Market Position

By leveraging ArmorPoint's expertise, Alias strengthened its capabilities in managing complex cybersecurity threats and reinforced its commitment to client service excellence. This strategic alliance allowed Alias to maintain high customer satisfaction levels, improve client retention, and attract new business by showcasing an enhanced security service portfolio.

→ Robust Operational Resilience

The ArmorPoint partnership augmented Alias's operational capabilities, allowing them to respond to threats with greater agility and effectiveness.

The unified security management platform provided by ArmorPoint ensured that all aspects of client security were monitored and managed from a central console, enhancing the overall security posture and operational resilience of Alias. Farrow explained, *"I don't get complaints anymore. It was really hard before. The other companies that we worked with caused my team a lot of time back and forth back and forth, which made me lose money, but then we get answers now. With the new move to ArmorPoint, we get answers, we resolve problems, and again, my team doesn't complain to me, so it makes my life a little easier."*

→ Conclusion

The strategic partnership between ArmorPoint and Alias Cybersecurity marked a significant enhancement in their capability to manage and mitigate cyber threats. This decision addressed immediate operational challenges and positioned Alias for future growth in the complex cybersecurity landscape, demonstrating their commitment to providing cutting-edge security solutions and safeguarding their clients' digital assets across various industries.

→ About Alias Cybersecurity

Headquartered in Oklahoma City, Alias is a private cyber security firm that specializes in detecting, investigating, responding to and preventing data breach incidents. Their certified Security Engineers routinely work with companies across the United States performing IT & PCI Audits, Penetration Tests, Social Engineering, Monitoring of IDS/IPS and SIEM Solution. Alias also provides Security Training Classes for company staff and Incident Response for data leaks in information security investigations/breaches. Alias was founded in 2010 and has deep roots to the state of Oklahoma. It is a key part of our mission to help build the information security industry in this region, and provide a trustworthy and transparent resource for a topic that is often misunderstood.

INDUSTRY:
MSP

EMPLOYEES:
11-50

SERVICES/PORTFOLIO:

> ArmorPoint Managed SOC