



How ESI Reduced Alert Fatigue and Strengthened Client Trust with ArmorPoint

Case Study

BUSINESS INITIATIVE:

- Reduce Alert Fatigue
- Add 24x7 Cybersecurity Services
- Improve Customer Trust

ORGANIZATION: Electronic Strategies, Inc.



Partner Level

Platinum



Partner Since

2023



New Clients

16

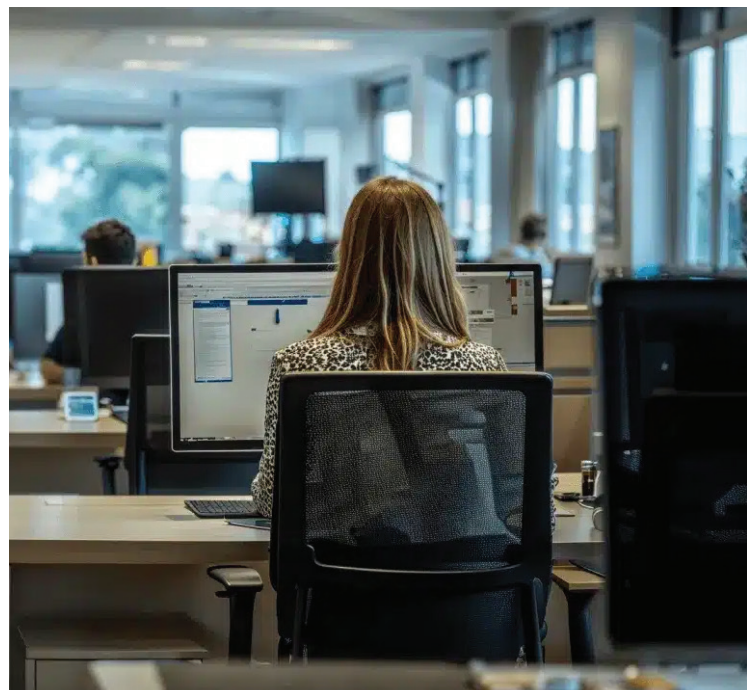


New ARR

\$252k

→ Background

Electronic Strategies, Inc. (ESI) is a trusted IT services provider supporting small and mid-sized businesses with robust technology solutions. Known for helping clients navigate complex IT environments, ESI acts as a strategic advisor, ensuring organizations have the tools and guidance needed to keep up with evolving cybersecurity threats.



→ Challenges

With cyberattacks no longer a matter of if but when, ESI observed an urgent need among its client base—many of whom operated with one- or two-person IT teams—for continuous monitoring and rapid response capabilities. Clients lacked the internal resources to keep up with security alerts, patch vulnerabilities, and investigate threats efficiently. This gap created not only operational strain on ESI's team but also risk exposure for their customers.

Internally, ESI needed a scalable, dependable solution that could deliver real-time threat detection, streamline alert management, and maintain visibility for both ESI and its clients. They wanted a partner, not just a vendor—someone who could act as a true extension of their team.

"We were seeing small teams overwhelmed by alert volumes and unsure how to respond," said Brian Sims, Account Executive at ESI. *"We needed a partner who could offer 24/7 coverage and support us as we supported our clients."*

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Brian Sims

Account Executive, ESI



→ Why ESI Chose ArmorPoint

ESI selected ArmorPoint for three core reasons:

→ Affordability Without Compromise

ArmorPoint offered enterprise-grade logging, monitoring, and alerting at a price point that aligned with the needs of ESI's SMB clients. This allowed ESI to boost their clients' security postures without requiring enterprise-sized budgets. "ArmorPoint provides a necessary service for logging, monitoring, and alerting, and does it at a very cost-effective price point," said Kris Mills, Chief Security Officer at ESI. "You can increase your security posture without breaking the bank."

→ Co-Managed Flexibility and Visibility

Unlike traditional SOC solutions, ArmorPoint's co-managed model gave ESI and their clients transparent access to the platform. Through a single pane of glass, ESI could view the same alerts and analyst recommendations as ArmorPoint's team—enhancing collaboration, visibility, and trust.

"What makes ArmorPoint unique is its co-managed approach," noted Vern Comfort, Senior Account Executive at ESI. "Our clients can stay hands-on with their environments instead of being locked out of what's happening behind the scenes. With just a few clicks, they can see what ArmorPoint's security analysts are saying about a threat and how to resolve it for the long term."

→ Customization and Partnership

ArmorPoint's flexibility stood out with go-to-market teams working closely with ESI to build custom packages tailored to each client's needs—whether that meant scaling features, customizing reports, or aligning with specific risk profiles and budgets. Importantly, ESI also used ArmorPoint internally, which reinforced their confidence in recommending the platform to customers.

"ArmorPoint is one of the most flexible organizations I work with day to day," Comfort added. "That flexibility extends to both end users—who can customize roles and reports—and to us as a partner. We're able to collaborate on solutions that align with each client's risk profile and business goals. It allows us to meet clients where they are, and where they want to go."





→ Outcomes

Since partnering with ArmorPoint, ESI has achieved transformative outcomes for both its clients and internal operations:

→ Improved Client Security Posture

ESI clients now benefit from 24/7/365 managed detection and response (MDR), including endpoint detection, vulnerability scanning, and threat triage—all without overburdening internal teams.

→ Streamlined Operations and Reduced Alert Fatigue

With some clients facing more than 35 alerts daily, ESI utilizes ArmorPoint to offload triage and initial investigation work, allowing their team to focus on higher-value strategic efforts rather than alert overload.

“The ability to offload triage and investigation is huge,” said Mills. **“We couldn’t effectively support some clients without it.”**

→ Strengthened Client Relationships

With better visibility and faster resolution times, ESI has become a more trusted advisor. Clients feel supported and protected knowing that both ESI and ArmorPoint are actively defending their environments.

→ Accelerated Service Innovation

ArmorPoint’s partner-first approach enables ESI to offer tailored security services that evolve with client needs, helping ESI stay ahead of market demands and grow its cybersecurity practice.



→ About Electronic Strategies, Inc.

Electronic Strategies, Inc. (ESI) is an Indiana-based technology solutions provider dedicated to delivering secure, scalable IT services to businesses across various industries. With decades of experience, ESI specializes in network infrastructure, cybersecurity, and managed services, helping organizations stay ahead of today's ever-evolving digital threats. By combining strategic consulting with hands-on technical expertise, ESI serves as a trusted advisor for companies seeking to modernize and protect their IT environments. To learn more about ESI, visit esi.tech.



Start Transforming Your Security Operations Today.

[Schedule a demo](#) with an ArmorPoint Solution Expert today to discuss our Managed SOC solutions, so you can secure your future before it's compromised.