



From MSP to Cybersecurity Leader: High Touch Technologies' Journey with ArmorPoint

Case Study

BUSINESS INITIATIVE:

- Integrate Complete Security into IT Packages
- Increase Value for Clients
- Differentiate in a Competitive MSP Market

ORGANIZATION: High Touch Technologies



Partner Level

Platinum



Partner Since

Dec 2021



New Contracts

54

→ Background

Founded in 1984 and headquartered in Wichita, Kansas, High Touch Technologies is a leader in integrated technology solutions. Over the past four decades, they have expanded their offerings to include IT Solutions, software development, cloud solutions, and managed services. Serving a wide range of industries, their mission of **“bringing the human touch to technology”** underscores their commitment to making technology accessible and impactful for businesses of all sizes—from small businesses to large enterprises.



High Touch Technologies, Wichita, KS

→ Challenge

As a Managed Service Provider catering to a diverse range of clients, High Touch Technologies required a cybersecurity solution that could adapt to the unique demands of both smaller businesses and larger enterprises. Smaller clients needed foundational protections like Managed Endpoint Detection and Response, while larger organizations demanded more sophisticated features, such as SIEM and compliance support.

The challenge, then, was twofold: they needed a solution that could seamlessly integrate with their current IT Solutions while being adaptable to the varied needs of their client base. At the same time, this solution had to differentiate them from competing MSPs by offering unmatched value and breadth in cybersecurity services.

→ Solution

After evaluating multiple cybersecurity vendors, High Touch Technologies selected ArmorPoint as their cybersecurity partner. ArmorPoint provided an ideal combination of cost-effectiveness, comprehensive solutions, and compliance support.

Together, ArmorPoint and High Touch developed tailored security packages that scaled according to client size:

“ArmorPoint was actually a late entry in our due diligence and ended up being the best one out there.”

JASON FENOGLIO

Director of Information Security
High Touch Technologies



SECURITY ESSENTIALS PACKAGE

This package was designed for businesses that require foundational security without the complexity of enterprise-level solutions. With ease of use and affordability in mind, High Touch Technologies ensured that every client, regardless of size, received a critical layer of protection. Now, every one of High Touch's IT Solutions contract includes:

- **Managed EDR:** Continuous threat detection and response
- **24x7x365 SOC Support:** Round-the-clock monitoring and defense
- **Remediation Services:** Rapid response to security incidents



ADVANCED SECURITY PACKAGE

To strengthen its competitive edge, High Touch worked with ArmorPoint to design an advanced, customizable security package for larger organizations or those in highly regulated industries. This solution delivers a higher level of security, specifically customized to meet the unique challenges and compliance requirements of these clients. The package includes:

- **SIEM:** Advanced threat detection and visibility
- **Managed EDR:** Continuous 24x7x365 monitoring and protection
- **Compliance Support:** Tailored security solutions to meet regulatory requirements

→ Outcomes

A COMPETITIVE DIFFERENTIATOR

High Touch's ability to offer comprehensive cybersecurity solutions gave them a clear edge over competing MSPs. This helped them better meet the diverse security needs of their clients, enhancing their value proposition in the market. Fenoglio emphasized this, adding, "ArmorPoint gives [existing and future clients] that full solution that they need that **lessens their risk and lessens our risk** and lets us both sleep at night."

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IMPROVED CLIENT TRUST AND SATISFACTION

The comprehensive security solutions provided by ArmorPoint not only improved High Touch's service offerings but also strengthened client relationships. Fenoglio highlighted, "We're able to give our clients **more for their money**. It's not just a cost—it's a true value we provide." By offering more value through advanced protections and a comprehensive security suite, High Touch earned greater trust and satisfaction from its clients.

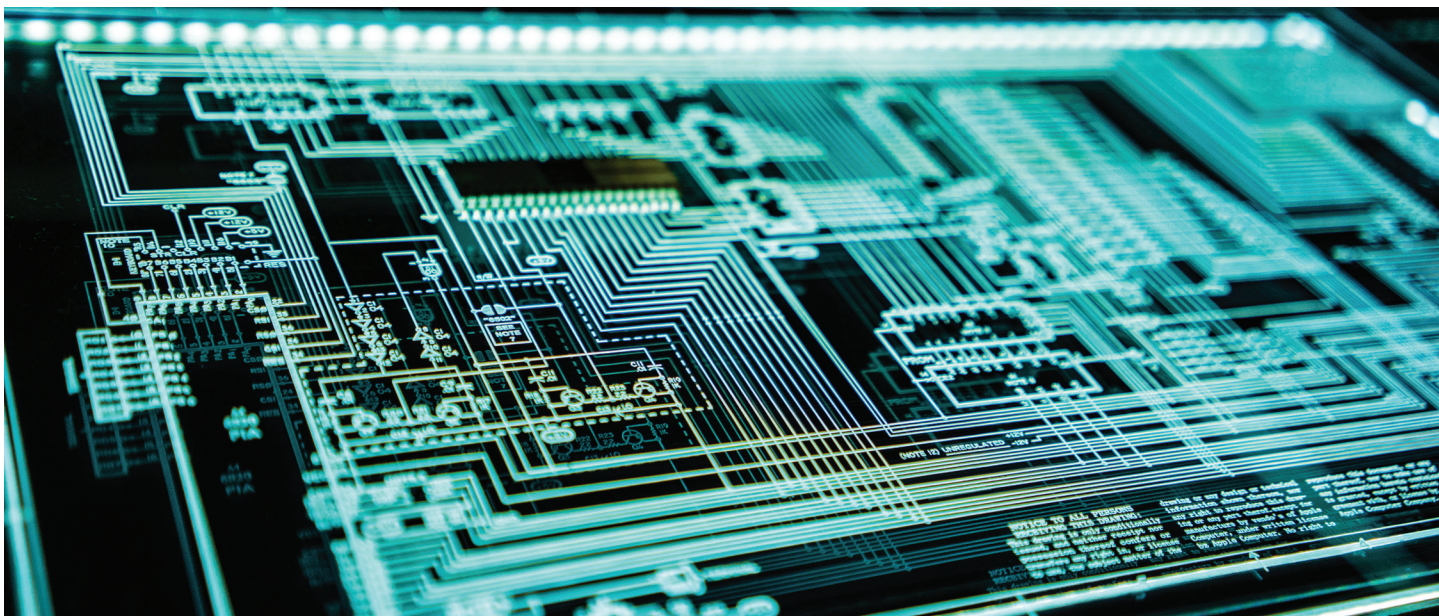
"We're able to give our clients *more for their money*. It's not just a cost—it's a true value we provide."

OPERATIONAL EFFICIENCY

With ArmorPoint's 24x7x365 SOC services, High Touch improved its operational efficiency, allowing them to focus on business growth while ensuring continuous monitoring and protection for their clients.

FASTER THREAT DETECTION AND REMEDIATION

With ArmorPoint, "**High Touch's Mean Time to Detect (MTTD) probably decreased tenfold,**" said Fenoglio. This swift detection, combined with ArmorPoint's rapid incident response—especially against social engineering attacks—enabled High Touch to significantly limit potential damage, ensuring stronger security and faster remediation for their clients.



→ About High Touch Technologies

High Touch delivers client-tailored software, technology and communication solutions that solve unique challenges in any industry. With key strengths in RTO, healthcare, manufacturing, non-profit, professional services and utilities, High Touch helps businesses grow by expanding their technology and communications capabilities. High Touch brings the human touch to technology, serving business clients with IT solutions, software solutions, software development, security solutions, business communications and website services. Based in Wichita, Kan., High Touch has offices in Dallas, Denver, Kansas City, Corpus Christi and San Antonio.

INDUSTRY:

IT Solutions + Consulting, Software

EMPLOYEES:

150

SERVICES/PORTFOLIO:

ArmorPoint Managed SOC

ArmorPoint Managed Strategy

