Smarter Security, Stronger MSP: IT Pro's Success with ESET

As a growing MSP, IT Pro needed a cybersecurity solution that was reliable, efficient and easy to manage. By switching to ESET Protect Advanced, they streamlined operations, reduced complexity and gained the visibility and control needed to scale with confidence.

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Background

Two years ago, IT Pro Training discovered ESET at a trade fair while exploring cybersecurity options. At the time, they were comparing solutions, particularly evaluating ESET against Bitdefender in terms of pricing and functionality.

The Challenge

The company needed a reliable and cost-effective cybersecurity solution that offered ease of use, strong visibility and low false positives. Additionally, managing multiple cybersecurity tools and vendors was becoming increasingly complex and taking up a lot of our teams time.

The ESET Solution

After assessing the pricing and benefits, ESET was selected for its value, with the onboarding process described as "smooth and seamless." The transition was straightforward and the product was easy to use from the outset.

Benefits

● **Cost-effective:** ESET provided competitive pricing compared to Bitdefender, making it a compelling choice.

● **Ease of use:** Users found the interface intuitive and appreciated the improved visibility into their cybersecurity landscape.

● **Fewer false positives:** The solution delivered more accurate threat detection, reducing unnecessary alerts.

● **Vendor consolidation:** Switching to ESET allowed the company to streamline operations by consolidating multiple products and vendors into a single platform with a unified dashboard ("single pane of glass").

● **Advocacy:** Satisfied with the experience, the company has since recommended ESET to other businesses.

Current Use

The company currently uses ESET Protect Advanced as their cybersecurity solution.

Discussion Questions

Q: What were the primary factors influencing your decision to switch to ESET?

A: At IT Pro, we found that our previous cybersecurity solutions weren't delivering the level of accuracy and transparency we required. We needed a platform we could trust, something reliable, comprehensive and intuitive. ESET stood out as a well-rounded, all-in-one solution that checked all the right boxes.

Q: How did the onboarding experience contribute to your positive perception of ESET?

A: The onboarding process with ESET was exceptionally smooth. We were able to roll out the platform across our entire client estate within just a couple of days. It was quick, pain-free and required minimal effort from our team. That efficiency made a strong first impression and confirmed we'd made the right choice.

Q: In what ways did ESET help improve your operational efficiency?

A: ESET significantly streamlined our operations in several ways:
● It eliminated the need for multiple disjointed tools by consolidating everything into a single platform.

● It drastically reduced operational noise, the system just runs quietly and effectively in the background.

● The dashboard and knowledge base have made identifying and resolving issues faster than ever.

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Q: How does the concept of a "single pane of glass" add value in a cybersecurity environment?

A: The "single pane of glass" view is a game changer. It allows us to monitor all clients and devices from one centralised interface, giving us instant visibility and control. This greatly reduces the risk of overlooking vulnerabilities, which in our line of work can be detrimental.

Q: Do you recommend ESET to other MSP's and why?

A: Absolutely. Anytime we're talking tech with fellow MSPs, ESET is our first recommendation. It's been a game changer for us, returning time and energy to the team while delivering the performance and reliability we need. We believe it's a win for any MSP, regardless of size.

Q: How does ESET Protect Advanced differentiate itself from other cybersecurity solutions?

A: ESET Protect Advanced combines essential cybersecurity layers in one unified package. It offers:
● Advanced antivirus and server protection

● Mobile threat defence

● Lifeguard sandboxing for zero-day threats

● Full disk encryption

Q: Do you see your relationship with ESET continuing and why?

A: Without a doubt. ESET has become a core component of our service delivery. Its ease of use, reliability and robust feature set make it a long-term partner we can depend on.

Q: Can you tell us a bit more about the Protect Advanced from ESET and why you like it?

A: It provides top-tier protection in a manageable, streamlined interface. It's everything we need in one place.

Q: What challenges were you facing before implementing ESET?

A: Before ESET, we were struggling with:
● Inaccurate or unhelpful feedback from our existing tools

● A patchwork of disconnected products

● High management overhead and operational inefficiencies

Q: Why did you choose ESET over other cybersecurity vendors?

A: ESET stood out for its transparency, speed and functionality. Its comprehensive feature set, user-friendly dashboard and streamlined experience gave it a clear edge over other vendors we evaluated.

Q: How has ESET improved your operations as an MSP?

A: ● We've experienced faster deployment timelines

● There's been a noticeable reduction in support related noise

● We now have better visibility and faster issue resolution

● And we're far more confident in our threat response capabilities

Q: What benefits have your clients seen since switching to ESET?

A: While clients may not interact with the backend tools directly, they benefit from fewer incidents, quicker response times and better overall uptime. It's a smoother experience across the board.

Q: How does ESET support your business growth?

A: By reducing the time we spend troubleshooting and managing fragmented systems, ESET frees us up to focus on client service and strategic growth. It's a dependable platform that builds trust with both our team and our clients.

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Q: What's your favourite ESET feature or service?

A: If we had to pick one, it would be the dashboard. The visibility it offers is unmatched. That said, the Lifeguard sandboxing feature and full team buy in are also huge wins, it's rare for the entire team to unanimously back a tool like this.

Q: Would you recommend ESET to other MSPs?

A: Yes, emphatically. Between the effortless rollout, solid performance and unified feature set, it's everything an MSP could ask for. ESET has truly changed the game for us.

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