



## Vantage Point Solutions Group Cuts Costs and Strengthens Client Relationships with Webroot

### BACKGROUND

Vantage Point Solutions Group (VPSG) is always looking for new ways to help its professional services clients make the most of their IT investments. At its core VPSG is more than an IT services company, it's an IT services company with a head for business. VPSG keeps abreast of the latest technologies and trends, so its clients' practices are never left behind. And because VPSG understands those professional services businesses, it proactively recommends improvements to their networks that will keep clients at the top of their game.

### THE CHALLENGE

When Vantage Point Solutions Group began its transition from a break-fix firm to a managed services provider (MSP), it did so for both philosophical and practical reasons. As the company's CEO, Dana Seiler, puts it, "We could see the value in a managed services relationship. Break-fix is not a relationship. Providing an end product is not a relationship.

"We have a very precise, defined, proven process. We call it 'Net Assurance,' and it's how we engage with clients. Our goal is to sit down and talk with clients about their vision. Where do they want their company to be in three, five, ten years? What is it going to look like when they get there? How many people are they going to have? What will the technology look like to support their team? That approach ensures we focus on finding the right solution for the right client."

In addition to supporting Vantage Point's Net Assurance philosophy, the MSP approach also has pragmatic advantages over the break-fix business model. Seiler explains, "In Managed Services engagement, you need to establish a stable infrastructure. We require our clients to have a standard



### AT A GLANCE

**Partner Type** » Managed Service Provider

**Year Founded** » 2008

**Principal** » Dana Seiler

### BEFORE

- » Machine rebuilds regularly required
- » 40 hours per month on virus cleanups
- » Required constant antivirus updates
- » Inefficiency of multiple AV solutions

### AFTER

- » Machine rebuilds entirely eliminated
- » 1 hour per month on virus management
- » No-definition model scans in a few minutes
- » Standardized on single, robust AV solution

level of equipment and solutions. We were trying to avoid supporting three or four different types of backups and disaster recovery solutions, or three or four different kinds of antivirus, etc.”

This latter point was particularly challenging for Vantage Point: “When we are trying to support a bunch of different antivirus companies, like Viper, Microsoft Security Essentials, McAfee, Trend Micro, or Symantec, it’s because that’s what our break-fix clients chose,” Seiler remarks. “It takes us more time to resolve an issue, so when we send them the bill, they fuss about it because it took us three times longer than they thought it should have.

“My response to them is, ‘You’re absolutely right, it took us three times longer than it should have, because we invest our time in a specific solution so that we know it intimately. You don’t want that solution, so it means that when you have a problem, we have to do more research, and that makes your bill go up.’ So it became obvious that supporting multiple AV solutions was not the best approach for anyone.”

## THE SOLUTION

Seiler knew the answer was to standardize on a single endpoint security solution, one that delivered best-in-class protection from viruses and malware, while also reducing the amount of time Vantage Point technicians had to spend deploying and managing the solution. Seiler chose Webroot SecureAnywhere® Business Endpoint Protection, and has been impressed with the results.

“With our previous vendor, we were spending about 40 hours a month doing virus cleanups,” Seiler recalls. “Now with Webroot, what little time we do spend is typically going through the tickets, verifying that the Webroot agent is running, or that somebody hasn’t tried to disable it. I can tell you this; we’re not spending anywhere close to 40 hours a month. We might spend an hour.”

Vantage Point is committed to building strong relationships with its clients, and finds educating clients on Webroot features can be helpful. “The president of one of our larger clients had some concerns about CryptoLocker ransomware,” Seiler notes. “We explained what CryptoLocker tries to do

and how Webroot keeps an eye out for suspicious activity; when that kind of activity is identified, the threat is allowed to execute in a sandbox and its profile captured, then the machine’s rolled back to its previous clean state. Instead of allowing a virus to infect a system and then having to clean it later, the Webroot software prevents the infection in the first place. That fundamental difference really resonates with our customers.”

While Seiler and his clients appreciate the sophisticated cloud-based, signature-free architecture, it’s clear that the performance of Webroot® solutions has also deeply impressed them. “Of course there’s no panacea, but before Webroot, we had to completely re-roll machines on a regular basis,” he confides. “Since we switched to Webroot, we haven’t had to re-roll a single machine.”

## RESULTS

According to Seiler, Webroot plays a key role in supporting the fundamental business model that Vantage Point has embraced: “We’re very clear with our clients that we’re here for a relationship. We tell them, ‘We’re not your plumber. We’re not your electrician. We’re more like your financial advisor. You call those other people for bits and pieces. We’re part of your future.’ And with Webroot, we’ve been able to prove to our clients how we’ve proactively protected them.

“For example, we’ll say to them, ‘Here are all the threats that were stopped. If the AV solution we used was 10 percent less effective, X number of machines would have had to be serviced at an average of Y number of hours; that would have taken you over your service plan allotment by Z hours, which would have cost you this much money.’ We try to show them in dollars and cents, that by using what we feel is the best product on the market, we’re saving them money, and we’re always working to do that.”

Preventing problems before they occur is at the heart of Vantage Point’s approach to client relationships, and Seiler cites Webroot as a vital tool in that effort: “Webroot’s ability to recognize behavior that isn’t normal, to me, is huge. How many things out there happen that we just don’t even know about because the system recognized that behavior, and stopped it, and rolled it back? It’s been very, very good. We’ve been really happy with it.”

### About Webroot

Webroot provides Smarter Cybersecurity™ solutions. We provide intelligent endpoint protection and threat intelligence services to secure the Internet of Everything. By leveraging our cloud-based collective threat intelligence platform, computers, tablets, smartphones, and more are protected from malware and other cyberattacks. Our award-winning SecureAnywhere™ intelligent endpoint protection and BrightCloud® threat intelligence services protect tens of millions of consumer, business, and enterprise devices. Webroot technology is trusted and integrated into market-leading companies including Cisco, F5 Networks, HP, Microsoft, Palo Alto Networks, RSA, Aruba and many more. Webroot is headquartered in Colorado and operates globally across North America, Europe, and the Asia Pacific region. Discover Smarter Cybersecurity solutions at [webroot.com](http://webroot.com).

### World Headquarters

385 Interlocken Crescent  
Suite 800  
Broomfield, Colorado 80021 USA  
800 772 9383

### Webroot EMEA

6th floor, Block A,  
1 George’s Quay Plaza  
George’s Quay, Dublin 2, Ireland  
+44 (0)870 1417 070

### Webroot APAC

Suite 1402, Level 14, Tower A  
821 Pacific Highway  
Chatswood, NSW 2067, Australia  
+61 (0) 2 8071 1900