

IBM Security's MSSP Partner Program

Driving revenue with best-of-breed
threat detection and response solutions

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Cybersecurity for a new age

Managed Security Services are in high demand.

The increasing adoption of remote working has added to the challenge of maintaining data security across an organization. The threat landscape is continuously evolving, as attackers become ever-more sophisticated. New regulations and official directives emerge every year in an attempt to mandate stronger security controls. To stay ahead of threats and keep up with compliance mandates, enterprises of all sizes must take a more proactive approach to security monitoring, threat detection, and response.

It's predicted there will be 3.5 million unfilled cybersecurity jobs by 2021.¹

Many organizations simply can't keep up on their own. This means that security professionals need to work more efficiently than ever. But much like your clients, you can't do it alone either. You need a security partner who offers differentiated, best-of-breed capabilities along with unrivalled levels of support to help you effectively grow your business.

“IBM’s continued investments gave us tremendous confidence. With the addition of incident forensics, vulnerability management and risk management capabilities along with the ability to integrate feeds from other security products, we can give each client the visibility they need very efficiently.”

— Christophe Bianco, Managing Partner and Chief Technology Officer, Excellium Services



Creating a solid foundation for your security operations team

IBM Security's MSSP Partner Program helps you capitalize on this unique market opportunity to scale your growth and increase your revenue potential. It's specifically built to assist partners in driving revenue from managed security services based on IBM Security products and an extensive ecosystem of training and knowledgeable advice. Empowering you to effectively solve your clients' critical security issues by providing access to world-leading security technologies and consulting services via flexible business models, the program enables you to launch new managed services offerings and accelerate your business.

For example, the ground-breaking **IBM QRadar®** includes out-of-the-box use cases, analytics and dashboards to ensure you can address a variety of client needs. It enables adhering to compliance, securing the cloud, and detecting advanced threats – and all with far less operational overheads than required by other solutions.

Solutions that drive results

The **IBM Security MSSP Program** is flexible, aligning with and supporting your business model as well as your clients' requirements.

You can use reseller models when your clients prefer to own the technology. Or you can utilize embedded models when you want to deliver technology wrapped in a managed security service.

You also get to leverage the **IBM Security Portfolio** of innovative offerings, integrating security tools across multiple environments via **IBM Cloud Pak for Security**, or revealing database exposures and minimizing risks with **IBM Security Guardium**.

That leaves you free to focus on building and delivering services with high demand in the market.

Added to all this, **IBM Security** gives you access to our distribution and channel ecosystem.

“One of the main reasons we chose QRadar is that you can quickly take a customer from no operational security to a very mature security posture using the same platform.”

— Gustav Rydmark, Managed Security Services Engineer, Atea Sverige AB



Designed to transform and accelerate your MSSP business

MSSP partners can draw on a number of IBM competencies:

Industry-Leading Solutions

- Access solutions from multiple segments, such as identity management and threat detection and response: i.e. the leading security intelligence platform, QRadar
- Drive automation and efficiency with innovative solutions: i.e. IBM QRadar Advisor with IBM Watson™
- Augment skillsets via technical and transformational consulting options built for MSSPs

Expert and Specialist No-Cost Training

- Find technical and sales training available on-demand at [SecurityLearningAcademy.com](https://www.securitylearningacademy.com)
- Learn more with in-person sales, tech sales, and master-skills classes
- Ensure teams are using best practices to solve their clients' needs

Unrivalled Support

- IBM Marketing Development Funds to drive your business forward
- Access to IBM's ecosystem of resellers and technology alliance partners
- IBM Seller compensation to drive alignment between our and your sales organizations
- Flexible licensing options (Perpetual, Term, Monthly and SaaS)

Extend your client offerings

When it comes to your clients, one size does not fit all.

While some organizations are just getting started with enterprise security monitoring, others are ready for a fully managed, 24/7 Security Operations Center (SOC). IBM Security's threat detection and response solutions are fully integrated so you can offer detection and response services either standalone or as a comprehensive system. Through partnering with IBM, you go that extra mile when offering your clients security strategy, risk management, and compliance adherence.

Detect and respond to advanced threats

- Expose sophisticated stealth attacks happening within a network
- Orchestrate incident response
- Master threat hunting

Security in all areas

- Identity and access management
- Data and application security
- Infrastructure and endpoint security

Security above and beyond the usual

- Security intelligence and operations
- X-Force Red Offensive Security Testing
- X-Force Incident Response and Intelligence

Address and prove compliance

- Get ahead of compliance
- Enhance security hygiene
- Govern users and identities
- Visibility, monitoring and reporting with IBM QRadar

Grow your and your clients' businesses

- Secure hybrid cloud
- Protect critical assets
- Establish digital trust

“We learn a lot from how we engage with the IBM Security services teams, and we also follow IBM's lead in the marketplace both on the technology side and the business model side.”

— Dave Mahloy, VP Sales and Services, Wavestrong

QRadar Threat Detection

The **IBM Security Portfolio** uniquely delivers a suite of leading technologies expressly suited for every kind of hybrid cloud operation and every stage of the threat detection, investigation, and response process.

IBM Security QRadar, for instance, was named a leader in the 2020 Gartner Magic Quadrant for SIEM for the 11th consecutive time.

Its notable strengths, Gartner explained, include flexible deployment methods, ease of event management, open APIs for tighter integrations, and AI support for investigations.¹ An intelligence platform specifically designed to flexibly yet effectively detect the most advanced threats, it leverages automation to alleviate the cybersecurity skills gap while maintaining the necessary operational efficiency.

As an industry-leading SIEM solution, **QRadar on Cloud** offers a single architecture for multiple tiers of managed services. It also allows security teams to access its capabilities from a web browser, as if it were deployed on-premises. Offering over 450 out-of-the-box integrations and 160 pre-built apps, QRadar ensures you can on-board and expand clients' security operations far quicker and with much less effort than usual. It collects and correlates information across data silos, applying pre-built behavior analytics, vulnerability management, and network packet inspection for deeper insights that automatically prioritize threats.



AI-augmented investigations and response

An integrated component of the QRadar Security Intelligence Platform, **QRadar Advisor with Watson** empowers users to drive consistent, deeper investigations and make quicker, more decisive incident escalations. Effectively multiplying your team's efforts, QRadar Advisor automates incident analysis, along with reducing dwell times to better protect client environments.

You can also draw on the numerous capabilities of the out-of-the-box **Resilient Security Orchestration, Automation, and Response (SOAR) Platform** which, leveraging the **IBM Security App Exchange**, offers a unique combination of dynamic case management, machine learning, and orchestration and automation. Integrating a variety of security tools and a range of reports and dashboards, it provides insights derived from information spanning your clients' operations to ensure you're focused on investigating and remediating the most critical security incidents.

“IBM QRadar Advisor with Watson is a real breakthrough for us and for our clients. Using Watson, our analysts are able to do things 50% faster than those without the Watson solution.”

— Vincent Laurens, Vice President and Cybersecurity Practice Executive,
Sogeti Luxembourg

Partner with us to boost your revenue

To win and retain business, you need to demonstrate the ability to deliver security services more competently and less expensively than clients can achieve on their own. Which means you need an integrated platform providing advanced security intelligence with rapid time to value, along with the scalability and functionality required to swiftly meet changing client demands.

By partnering with IBM, you stay ahead of the technology curve and boost your revenue potential through delivering differentiated, value-adding services and solutions that are easy to scale and deploy. IBM's centralized programmatic focus on MSSPs enables you to build your own services from the ground up, optimize existing services, or launch new ones through white-labeling.

Moreover, IBM support goes far beyond this as it also helps you optimize sales with go-to-market collaborative activities and resources, including sharing business development and co-marketing strategies and tools. So if you're interested in developing an advanced security approach that drives more value for clients, find out more about the IBM Security's MSSP program [here](#).

Register and fill in the form, and our Specialist will call back.

Contact us

Source: 1 Cybersecurity Ventures [<https://cybersecurityventures.com/jobs/>]

Source: 2 2020 Gartner Magic Quadrant for SIEM #ID G00381093, 18 February 2020





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New Orchard Road
Armonk, NY 10504
Produced in the UK

June 2020

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