CARBONITE® + WEBROOT®

opentext™ Business Solutions

> *Phishing simulations and training have been an incredible tool for us, helping us identify vulnerable users and lock down our clients' security gaps.*
>
> **Brian Wilkey, EVP and Co-founder, Digital Boardwalk**

At a Glance

Vertical
MSP

EVP and Co-founder
Brian Wilkey

Endpoints Managed
3,000

Products Used
- Webroot® Business Endpoint Protection
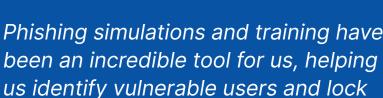- Webroot® DNS Protection
- Webroot® Security Awareness Training

Website
digitalboardwalk.com

Key Findings

- Zero clients have fallen victim to ransomware in the last year
- Eliminated all need for manual, one-on-one training; saving hundreds of hours per year
- Training participation and phishing simulation reports provide an easy path to discuss clients' cybersecurity posture

Webroot® Security Awareness Training Enables MSP Growth Through New Service Tiers

Background

Digital Boardwalk is a managed IT services provider in Pensacola, Florida. Brian Wilkey co-founded the company in 2009 and now serves as Executive Vice President. Brian oversees all operating activities of the business as well as business development efforts.

Dedicated to providing cybersecurity solutions for clients with stringent regulatory compliance regulations, Digital Boardwalk has included Webroot® Business Endpoint Protection in their security stack for the past 5 years. In 2018, they added Webroot® DNS Protection and, shortly thereafter, added Webroot® Security Awareness Training as well, rounding out the data security side of their cyber resilience strategy.

Challenge

Digital Boardwalk serves numerous clients, including many contractors for the U.S. Department of Defense, that are subject to various stringent compliance requirements, such as the Defense Federal Acquisition Regulation Supplement (DFARS), NIST 800-171, and Cybersecurity Maturity Model Certification (CMMC).

Among most compliance regulations, including those listed above, cybersecurity education for end users is a non-negotiable must-have. Wilkey recalls, "At first, we offered it out of necessity. Our clients absolutely had to have it, or they'd fail their compliance audits."

But after rolling out Webroot Security Awareness Training to his customer base, Wilkey identified other applications and benefits for the product that extended well beyond being able to check all the boxes on regulatory needs.

Solution

By deploying Webroot Security Awareness Training, Wilkey found a way to expand business opportunities; he made a plan to introduce all commercial partners to training, regardless of industry. Initially management for the training campaigns had to be done on an individual basis, but using the Webroot® management console for MSPs through their RMM, Digital Boardwalk designed an education system for their clients that consisted of two semesters of training, which were pre-scheduled based on the extensive (and continuously expanding) library of training courses available.

Wilkey chose to bake Webroot Security Awareness Training into a managed services tier to effectively "split the product on [Digital Boardwalk's] side."

"Middle and higher tier clients get the Security Awareness Training product. But clients who purchase the middle tier of managed services only receive the phishing simulations, which helps prove the need for training. Once the need for training is established, it opens the door for an upsell opportunity for us (ie. adding training) and an enhanced security opportunity for clients."

Brian Wilkey, EVP and Co-founder, Digital Boardwalk

As a result, Digital Boardwalk clients have become more aware of cyber threats. Wilkey explains, "We see a lot more clients focused on these types of threats and verifying if they are seeing a phishing simulation or not. Once clients incorporate the training piece, it's clear their people are learning and are therefore less likely to fall victim to scams and business email compromise."

Additionally, Wilkey reports his team hasn't had any clients get infected with ransomware in the last year. They've also acquired a handful of businesses that had fallen victim previously, who have seen dramatic security improvements since signing on with Digital Boardwalk.

Conclusion

In addition to the growth opportunities and security improvements, Webroot Security Awareness Training has helped Digital Boardwalk more quickly identify vulnerable users who truly need training.

"We were working with a client on a Microsoft® Teams rollout. We used the opportunity to deploy a Webroot template phishing simulation to test their end users. Four people fell for it! That's four opportunities where a real phishing attack could have gotten through and eventually infected the network."

Brian Wilkey, EVP and Co-founder, Digital Boardwalk

Digital Boardwalk clients are happy with the timely, relevant content from Webroot. "In the last 12 months, the content has really ramped up too," Wilkey remarks. "It's made a big impact. We surveyed our customers and they especially like seeing the threat actor side of the story."

"Phishing simulations and training have been an incredible tool for us, helping us identify vulnerable users and lock down our clients' security gaps," says Wilkey, in closing. "Before Webroot Security Awareness Training, it was an uphill battle, forcing the value of training on them. But because we can demonstrate the need and the long-term value of training, in addition to offering solid security product bundles, our clients have stayed safe and happy."