WEBROOT®
Smarter Cybersecurity

and

SOVATON
PTY LTD

ITWORX
Making IT work for you

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>
> I remember Webroot saying that they saw conversion rates of upwards of sixty percent if they were able to get in front of customers, present, and to get a live demo going. I found that to be very accurate, if not higher.
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> **Ciaron Bryne, Owner, ITWORX**
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At a Glance

Vertical
Sovaton - Value Added Disti
ITWORX - MSP

Year Founded
Sovaton- 2001
ITWORX-2011

Title
Lisa Rice, GM, Sovaton
Ciaron Bryne, Owner, ITWORX

Website
www.sovaton.com
www.itworx.com

Key Findings

Time Savings
ITWORX reports management time savings of 80% over previous solutions

Distributing and Managing Layered Security in Southern Africa

Background

Value added distributor (VAD) Sovaton and managed service provider (MSP) ITWORX have been bringing Webroot security solutions to southern Africa for the better part of a decade. Initially making the switch to Webroot® Business Endpoint Security in response to flagging performance from other antivirus providers, the security partners now offer the full lineup of Webroot layered security solutions to clients in Namibia, Botswana, and South Africa.

The Challenge

ITWORX owner Ciaron Bryne was getting increasingly frustrated with the progressively larger endpoint agents he was being forced to install on his clients' machines. He saw the server installations from his chosen solution balloon from about 60 MB to nearly a gig, while endpoint installations jumped from 20 to 30 MB to 400 MBs.

Definition updates were another sticking point, especially in areas covered by Sovaton and ITWORX where infrastructure was lacking. Endpoint security providers available in the region tended to still rely on bulky, definition-based updates downloaded from a central server.

"The internet in Botswana is poor at best," said Bryne. "When we're talking about 50 to 60 MB updates across 50 to 60 devices, not even counting mobile devices, eventually the customer starts complaining that there's no bandwidth left for operations."

Finally, for Sovaton, there was the challenge of overcoming brand recognition to bring customers superior security solutions. "Botswana is very brand indoctrinated," said Lisa Rice, General Manager at Sovaton. Norton and Symantec were the most well-known solutions, and it was up to Bryne and Rice to convince customers that better products existed.

The Solution

After making the switch to Webroot Business Endpoint Security, Sovaton and ITWORX knew they'd no longer be saddled with an endpoint that grew in size version after version. Webroot pushes updates directly from the cloud, so there are no bulky updates to take up space on devices and hamper performance.

"Our largest two or three partners transitioned to Webroot from Trend Micro. The transition for them was very smooth. When I check in with them, they always say 'We're just happy with the product. If there's a problem, we'll call you.'" -Lisa Rice, General Manager, Sovaton

"You can install it on a ten-year-old machine and it won't so adversely affect it so that it can't be used," said Bryne. "You have to replace it for real reasons, not because you've stuck a 400 MB antivirus on it that's made it totally useless."

"Webroot came along and had a fantastic onboarding team," said Rice. "They were really dynamic and they brought this product to Ciaron and myself, and the more we looked at it, the more we fell in love it. It addressed most of the concerns we had."

Selling and onboarding were also made easier with Webroot, too, thanks to its ability to run alongside other cybersecurity products. This both eliminates the dangerous window, however short, of having an unprotected device after one product is uninstalled and before another is added, and also makes for a great side-by-side field test.

"What Webroot enabled us to do was to go to a client at any point and assure them that we could run Webroot alongside any antivirus, effectively giving you a comparison to what you're currently using, without any interruption to the existing infrastructure," said Bryne.

Results

ITWORX began offering Webroot Business Endpoint Security more than eight years ago, and Sovaton chose Webroot as its sole cybersecurity provider when it was founded in 2011. But in the years since, the partners have been responsible for popularizing both layered security and the managed services model in southern Africa.

"Most people here sell [cybersecurity] as a one-off solution and then sell maintenance alongside it, not realizing that when you implement the three Webroot products, it actually lowers your costs servicing the customer, reduces incidents, and increases your profitability," said Bryne. "That's what I'm finding with the MSP model as opposed to trying to sell someone a year's worth of licenses and then supporting them after that."

Both Sovaton and ITWORX now offer their customers Webroot Business Endpoint Security, Webroot DNS Protection, and Webroot Security Awareness Training.

"The minute I'm asked 'Yeah, but how much without that?' I say there is no without that, because these are essential tools for me to manage your network with."

-ITWORX Owner Ciaron Bryne on the value of layered security solutions

As for overcoming entrenched brand preferences? Bryne and Rice have a strategy for that, too.

"The prime example I give to doubters is my own network, which is potentially under heavy attack. I bring a lot of customers' devices onto my network to clean them and to sort them out. And we have not, in the nearly ten years we've used Webroot, ever had an infection worth talking about. And I couldn't say that for other solutions" said Bryne.

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