Be Innova taps small business market for advanced cybersecurity

Managed service provider introduces affordable 24x7 cybersecurity monitoring services for small to medium-sized businesses, forecasts fast services growth

THE CHALLENGE

Be Innova, a managed service provider (MSP), saw an opportunity to address an underserved segment of the cybersecurity market in Italy. The firm's smaller customers with 250 endpoints or less lacked the financial resources to pay for outsourced managed detection and response (MDR) services. To fill this gap, Be Innova introduced a service based on Bitdefender MDR Foundations for MSPs to provide customers with access to an elite team of cybersecurity experts, 24x7 monitoring and response, threat hunting, and expert recommendations at an affordable price point.

Ivan Pilati, Head of Business Development, Be Innova, states, "With our focus on serving small to medium-sized businesses, we determined that many smaller firms with limited IT staff and budgets, such as doctors' offices or law firms, needed 24x7 cybersecurity monitoring. We partnered with Bitdefender to introduce cost-effective MDR services and technologies that include access to Bitdefender's security experts. We selected Bitdefender MDR Foundations for MSPs over alternative solutions due to Bitdefender's high quality of cybersecurity expertise, responsive technical support, and advanced technologies."

THE SOLUTION

Using Bitdefender MDR Foundations for MSPs, Be Innova provides customers with access to experienced cybersecurity experts, as well as 24x7 monitoring and response, proactive research-based threat hunting, and expert recommendations. As another protection layer, Be Innova uses MDR Foundations with Bitdefender GravityZone Extended Detection and Response (XDR) for MSPs to offer consolidated observations and events, built-in machine learning algorithms, cross-source root cause analysis and context, and guided or automated threat response.

For customers not requiring MDR-level services, Be Innova offers GravityZone Cloud MSP Security to provide extensive hardening, prevention, and detection layers. The solution also incorporates tunable machine learning, advanced anti-exploit, content and device control, active directory integration, email security, and cloud sandboxing.

Be Innova provides customers with additional protection options, such as Bitdefender Endpoint Detection and Response (EDR), GravityZone Full-Disk Encryption for automated management of encryption keys, and GravityZone Patch Management for automated patching of operating systems and applications.

BEINNOVA
digital innovation

Be Innova, a managed service provider, specializes in cybersecurity services, such as managed detection and response, security monitoring, log analysis, networking, penetration testing, and vulnerability assessment. Serving small to medium-sized businesses in Italy, Be Innova delivers services from its security operations center and remotely manages cybersecurity solutions installed onsite at customer locations.

Industry
IT Managed Services

Headquarters
Trento, Italy

Results
- 3x MDR services growth forecast over one year
- Endpoint deployment executed in minute or hours versus days or weeks
- MDR services affordable to firms with less than 250 endpoints
- Successful intercepting and blocking of attacks

Altogether, Be Innova uses Bitdefender solutions to protect 2,500 workstations and servers running Microsoft Hyper-V and Microsoft Windows. Be Innova also protects endpoints in customers' cloud and application environments, such as Android, Google Cloud Platform, KVM, Microsoft Active Directory, Microsoft Exchange, Microsoft SQL Server, and Oracle.

THE RESULTS

Soon after Be Innova deployed Bitdefender solutions to protect its IT infrastructure, the firm was contacted by a large construction firm to provide incident response for a ransomware attack. Be Innova implemented GravityZone XDR to detect and contain the ransomware and clean the customer's environment. After this experience, not only did the construction firm replace its existing security solution with GravityZone but Be Innova further evaluated Bitdefender solutions and began recommending them to other customers and prospects.

Since using Bitdefender MDR Foundations for MSPs and other Bitdefender solutions, Be Innova has successfully intercepted and blocked any attacks, while saving time for its security analysts.

"Our security analysts report they spend less time on analysis due to the intuitive and easy navigation of the Bitdefender cloud console, as well as a lower incidence of false positives," notes Pilati. "Our analysts also value Bitdefender's tight integration with our MITRE ATTACK database and being able to view the full attack chain and any suspicious lateral movements."

Antonella Pellizzari, Cybersecurity Specialist, Be Innova, adds, "The quality and breadth of intelligence available in Bitdefender MDR Foundations is fantastic. Our customers like that they see their risk scores in real time and Bitdefender's low usage of CPU resources does not drain endpoint performance."

Another advantage of Bitdefender MDR Foundations is fast, easy deployment, according to Pilati: "Since many of our clients are smaller companies, we can't count on them having full-time IT-proficient staff. With Bitdefender MDR Foundations, we can remotely deploy endpoints in minutes or hours with minimal customer involvement compared to days or weeks for alternative cybersecurity solutions."

Pilati continues, "Without regular IT staff, our smaller customers are even more vulnerable than firms with full-fledged IT and security teams. There is also a higher risk that the cost of paying a ransom or resolving ransomware can put smaller firms out of business. Our Bitdefender MDR Foundations for MSP solution makes it affordable and feasible for our small to medium-sized customers to access high-level protection that previously was only available to larger firms."

Be Innova credits the partnership with Bitdefender as driving significant growth and high satisfaction among its customers.

"Our business expanded 30 percent annually with Bitdefender driving 40 percent of that growth," says Pilati. "We expect our Bitdefender MDR Foundations business to grow even faster. We forecast the number of endpoints protected with MDR Foundations to increase from 1,500 by end of this year to 5,000 one year later. We're confident in this growth due to the high quality of Bitdefender technology, as well as Bitdefender's commitment to treating us as an important partner despite the small size of our company. The partnership's advantages help us deliver a high quality of service to our customers as well."

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Ivan Pilati, Head of Business Development, Be Innova

Bitdefender Footprint

- Bitdefender Advanced Threat Security

- Bitdefender GravityZone Cloud MSP Security

- Bitdefender GravityZone XDR for MSPs

- Bitdefender MDR Foundations for MSPs

- GravityZone Endpoint Detection and Response

- GravityZone Full Disk Encryption

- GravityZone Patch Management

IT Environment
- Android

- Google Cloud Platform

- KVM

- Microsoft Active Directory

- Microsoft Exchange

- Microsoft Hyper-V

- Microsoft SQL Server

Operating Systems
- Microsoft Windows