

# How BDR Group Turned Cybersecurity into a Growth Engine

BDR Group is a UK-based MSP managing IT and cybersecurity for over 4,000 organizations across healthcare, legal, and financial services, including more than 40 NHS trusts. They needed a solution that could prevent attacks, reduce operational noise, and provide clear visibility for clients.

**INDUSTRY:** MSP

**LOCATION:** Stratford-upon-Avon, Warwickshire, United Kingdom

**ENDPOINTS:** 2,400+

**PRODUCTS:** ↪ GravityZone MSP Security  
↪ Secure Extra (MXDR)  
↪ PHASR



## 7

ransomware attacks stopped

## over £1M

in combined business impact prevented

## ~80%

attack surface reduction in 90 days

## 6%

revenue growth from security rollout campaign

## THE CHALLENGE: When Protection Becomes a False Sense of Security

Even with a skilled security team, BDR Group's previous tools were falling short in several critical ways. One platform leaned heavily on AI-driven detection with minimal human oversight. Without a proper validation layer, false positives were frequent, and alert noise made it difficult for the team to act with confidence.

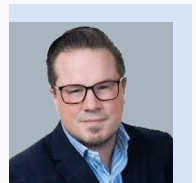
The MDR platform introduced a different challenge: response windows for out-of-hours detections were measured in hours rather than minutes. An alert firing in the middle of the night with no one available to act on it was effectively meaningless—it was a log entry, not real protection.

Meanwhile, living-off-the-land (LOTL) attacks were bypassing traditional antivirus entirely, slipping past defenses and putting clients at risk.

Compliance obligations were also multiplying across industries and supply chains, leaving almost no business free of requirements. "A lot of our clients were ticking the compliance boxes they needed to tick," explains Owen Whitlock, CTO at BDR Group, "but ticking those boxes and being a hard enough target for an attacker to move on are two very different things." The team needed a solution that could **prevent attacks earlier, reduce operational noise, and provide clear visibility**, while also scaling across a highly regulated and diverse client base.

*"As soon as we put it on a client site, it was like shining a torch into a previously dark corner. Suddenly everything was visible. That is what Bitdefender brings."*

**OWEN WHITLOCK**  
CTO, BDR Group



## THE SOLUTION: Prevention First. Partnership Always.

BDR Group turned to Bitdefender for a consolidated, proactive approach that could close gaps and reduce operational noise. PHASR prevents threats before they execute by learning user behavior and restricting risky actions early, while Secure Extra (MXDR) provides continuous expert-led detection and response. Compliance Manager and Data Lake unify security data, giving the team full visibility across client environments.

Owen Whitlock explains: attackers are opportunistic, and when one target is too difficult, they move to the next. “What MXDR and PHASR give you is a gate high enough to make an attacker move on to the next target. That is what we were missing before. That is what Bitdefender brings.”

PHASR’s autopilot mode lets the team deploy protection without constant oversight, giving confidence that even complex client environments are secure. Dashboards provide account managers with real-time evidence of activity, translating technical work into tangible business outcomes. “If a customer has no downtime, they don’t see the value in your service. These reports let us prove it,” Whitlock says.

## THE IMPACT: The Numbers Speak for Themselves

The results were immediate and measurable. Within 90 days, BDR Group had prevented seven ransomware attacks and reduced client attack surfaces by approximately 80%. The combined business impact avoided was estimated at over £1 million, not including reputational or contractual consequences a breach in highly regulated sectors could have carried.

Beyond threat prevention, the dashboards and reporting provided by PHASR and MXDR gave account managers the ability to show clients real results, supporting stronger client relationships and directly contributing to a 6% revenue uplift across the business. Whitlock reflects, “The businesses we protect are trusted with sensitive information. Keeping that trust intact is not something you can put a number on, but it is everything to them.”

## CONCLUSION:

For BDR Group, Bitdefender transformed how security is delivered, measured, and communicated. Consolidating prevention, detection, response, and compliance into a single platform gave the team the ability to prevent more threats, respond less, and clearly show clients the difference in their security posture. By turning proactive protection and clear visibility into tangible business value, BDR Group has strengthened client trust, improved operational efficiency, and fueled business growth—a model for MSPs navigating highly regulated markets.

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See PHASR in action

