PANDA SECURITY

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CASE STUDY
SAGE SPAIN

sage | Security Center (s)
protección total

SAGE Spain enters the Security as a Service (SaaS) market with Panda Managed Office Protection

1. QUOTES

"We chose Panda Managed Office Protection as it covered the protection needs of SMBs and provided us with the tools to manage security remotely in the simplest, most efficient way"
Name: Santiago Solanas
Position: Managing Director, Small Business Division.
SAGE Spain

"Panda Managed Office Protection allows us to use our own brand. Our clients trust the SAGE Security Center name, as it is the only security service authorized by SAGE. Thanks to this service, our clients can focus on their core business."
Name: Santiago Solanas
Position: Managing Director, Small Business Division.
SAGE Spain

"Having a web console to manage all our clients remotely, greatly helps us to administer our clients' protection. The protection is so light it goes unnoticed by end-users. We can schedule sending of reports with our logo to clients as an evidence of the management service. Our clients can enjoy the peace of mind of knowing that SAGE takes care of everything.
Name: Santiago Solanas
Position: Managing Director, Small Business Division.
SAGE Spain

2. INTRODUCTION

SAGE is a global company with over 14,000 employees and almost 6 million active clients in more than 19 countries. It is primarily focused on the SMB sector, which represents 95% of its clients worldwide, and works with a network of over 22,000 partners and 60,000 independent consultants and developers.

SAGE Spain is a leading developer of business management solutions for small-and-mid-sized businesses, from software and services to consulting and training. With over 300,000 clients in Spain, the company is made up of three divisions: Large Corporations, Mid-sized Businesses and Small Businesses. Each of these is specialized to offer the solutions and services that best suit their market segment, mainly business management solutions.

SAGE's security line has traditionally been linked to micro-SMBs and self-employed professionals, selling standalone or home antivirus products. However, these products didn't cater for the security needs of SMBs as standalone antivirus products are not services and cannot be centrally or remotely managed.

If they managed to cover those needs, Spain's potential SMB market reached 500,000 companies, with an average of 5 computers per company.

3. SAGE's OBJECTIVE

SAGE's main objective was to develop a new, practical and cost-effective security line that made a difference on the market and offered services instead of security products to new and existing clients. They were also very interested in complementing their product and service portfolio with security services that increased their clients' ARPU.

Additionally, and in order to sustain this new business line, they had to create a corporate security culture internally. SAGE started a new, specialized Security Direct Sales team, trained Direct Sales and Tech Support teams and created an Incentive Policy for the Security Area.

4. SECURITY in SMBs

SAGE was very much aware that, when it comes to dealing with security, small and mid-sized businesses face the following limitations: time, cost and complexity.

- **TIME**: Traditional corporate security solutions require too much time and management effort from SMBs.

- **COST:** To install a corporate security solution, they must invest in hardware infrastructures to host a centralized console and supporting software such as databases with additional licenses.

- **COMPLEXITY:** Threats are increasingly sophisticated and require highly-skilled security personnel not focused on the company's core business activity.

SMBs lack skilled security personnel and expertise and security budgets are often very limited. They also have specific needs regarding low bandwidth consumption, especially in branch and remote offices continuously connected to the headquarters.

These companies need the help of professionals that can keep their networks safe from the growing number of threats, so that they can forget about these issues and concentrate on their business. They seek to minimize operational costs, eliminate complexity and reduce productivity loss.

A survey conducted by SAGE on its client base revealed that 72% of them would like their IT management provider also to be their security provider. This shows that SMBs don't have time to manage security and want to have a single service provider instead of several providers for each type of service.
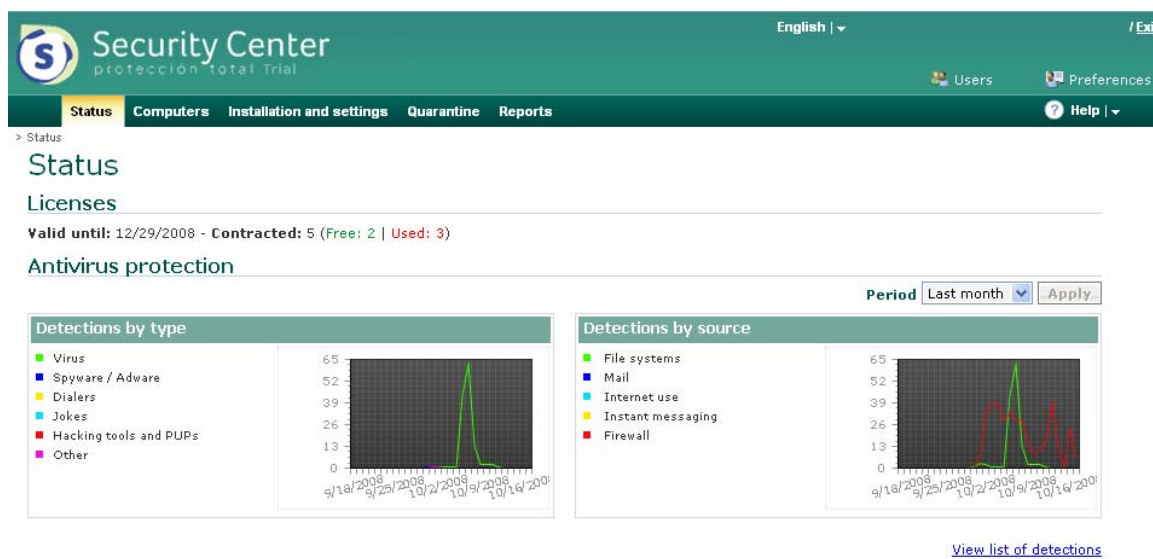
As SAGE was not specialized in providing this type of service, it needed some time to get the necessary knowledge, organize internally and be able to offer this service through its distributor network.

5. THE SOLUTION: SAGE SECURITY

SAGE chose Panda Security as its strategic partner for a number of reasons:

Firstly, Panda Security offered the necessary flexibility, speed, willingness and resources to respond to its needs and expectations. Also, Panda Security's portfolio allowed SAGE to increase the number of new managed security services:

- **Panda Managed Office Protection** for end-point managed protection (PCs and servers).

- **TrustLayer** for perimeter managed protection.

- **Malware Radar and Active Scan 2.0** as presales tools to get competitors' clients.

Furthermore, after comparing several end-point protection solutions, it concluded that Panda Managed Office Protection excelled beyond its requirements:

- **Customization:** Panda Managed Office Protection allowed SAGE to offer the service under its own name and with the name SAGE Security Center, customizing it at every level. Clients only perceive a SAGE service. SAGE Security Center includes SAGE's name, icons, corporate colors, logos, texts, welcome and password reminder email letters.

- **Automatic service provision** through a specific online registration application

- **N-tier Management Console** that allows SAGE to organize its clients according to different distributors and service partners depending on their go-to-market strategy.

According to Santiago Solanas, Managing Director at SAGE Spain's Small Business Division, "We chose Panda Managed Office Protection as it covered the protection needs of SMBs and provided us with the tools to manage security remotely in the simplest, most efficient way".

With **SAGE Security Center**, SAGE offers its clients **Security as a Service** (SaaS) through a management portal. Thanks to Security as a Service, SAGE can meet the needs of SMBs, offer added value in the form of security management and increase business opportunities and ARPU.

6. SAGE SECURITY CENTER: SOLUTION OFFERING.

The SAGE Security Center Service can be sold in 2 different ways: as self-managed security or managed security.
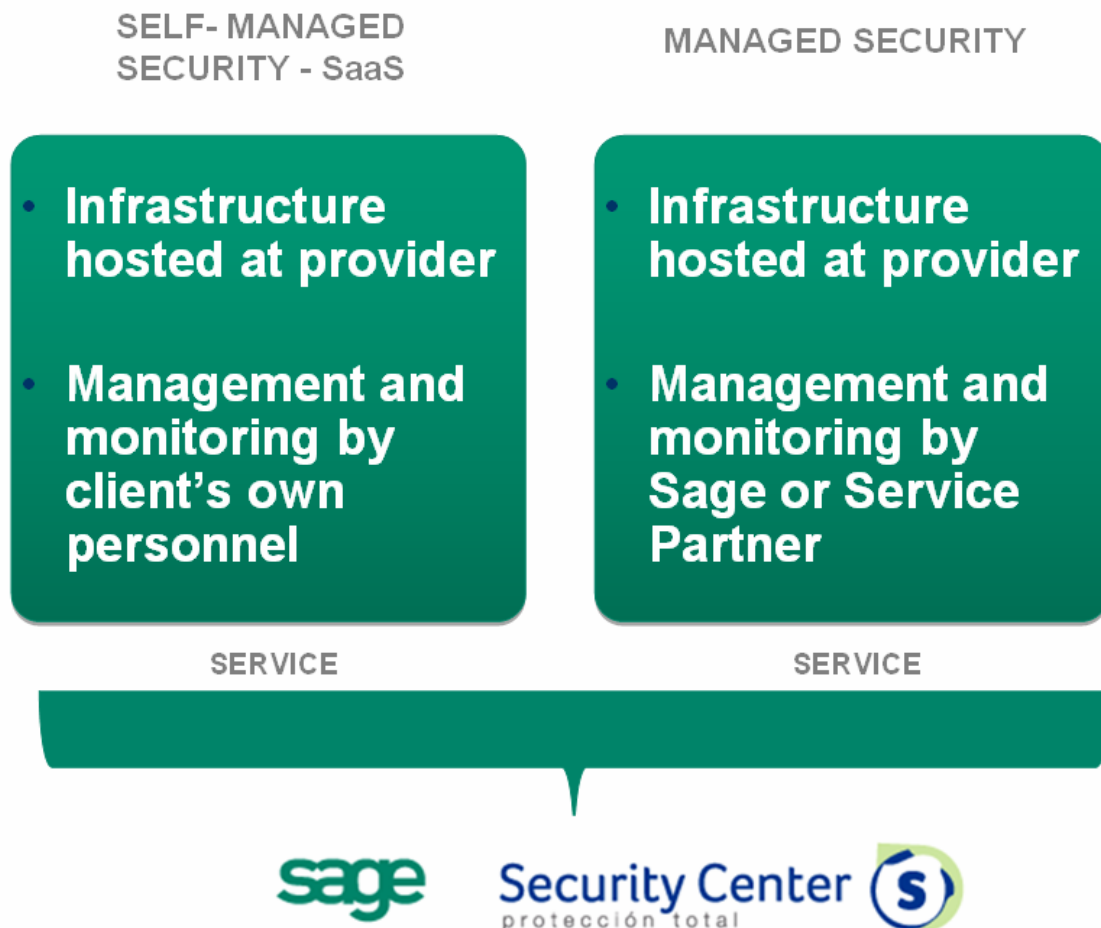
In both models, the solution's infrastructure is hosted at Panda and the service can be managed through a Web console. The difference between them is the following:

- **Self-managed security model:** A subscription to SAGE Security Center for SMBs that want to manage security themselves through the service's Web console.

- **Managed security model:** A subscription to SAGE Security Center including the security management service. The end-user can focus on their business and leave security in the hands of the providers, protection installation included.

7. CLIENT MANAGEMENT CONSOLE
(SERVICE PROVIDER CONSOLE)

In both models, SAGE offers its own client management console (Service Provider Console). This console, which is also customized at all levels, allows SAGE to manage the status of the licenses, viewing the number of licenses in use with respect to all licenses available and the expiry dates. In addition, the managed security model allows SAGE to remotely access the protection status of each client (through single-sign-on), install and configure the protection, monitor detections, etc. It is even possible to schedule periodic reports for clients, which serve to demonstrate the value of the service. These reports can be completely personalized with the company name, logo, brand colors, etc.

With this management console, SAGE can organize clients within its structure of resellers or service partners with any number of levels. It can also manage the creation of users according to their roles, specifying associated privileges (administration, monitoring) and the clients to which they have access.

8. PROJECT DEVELOPMENT

The integration of Panda Security and SAGE backend systems was carried out in order to automate the provision of the service. This way, SAGE clients could register automatically through the SAGE website, where among other things, SAGE had published security information, the global virusometer and the Active Scan online scanner from Panda Security.

As a first step in the sales model, SAGE distributed the self-managed security service from its direct sales force and gradually moved to offering the managed service not just directly through its own sales force but also through partners.

The agreement was initially focused on the Small-Business Division, which caters for up to a quarter of a million businesses with between 2 and 5 PCs. Later it was extended to its Midsized Business Division stretching the potential market to almost half a million firms.

9. KEY FEATURES

Client management console (Service Provider Console)
Provides single sign-on access to the protection of each client, and allows them to be organized in a client and partner structure with any number of levels.

Customizable reports emailed to clients
The sending of periodic reports to clients with data on status and detection can be scheduled, which serve to demonstrate the value of the service. The reports can be **configured** and offer graphic information about detection activity and the status of the protection. They can be **exported** to a range of formats including text files, PDF, XML, HTML or Excel.

Proactive anti-malware protection
Proactive anti-malware protection for workstations and servers against known, **unknown** and even **hidden** threats. It includes **heuristic** technologies and protection for **files**, **email**, **HTTP/FTP downloads** and **instant messaging**.

Managed personal firewall
Firewalls can be managed **centrally** from the Web console or **locally**, according to the administrator's preference. The firewall offers **application filtering, network access control**, **IPS** (Intrusion Prevention System), **network virus prevention** and zone-based configuration.

In-depth malware audit service
Panda Managed Office Protection includes Malware Radar, and in-depth malware audit service for periodic analysis of network status. It offers detailed audit reports and allows disinfection tasks to be automated.

Automatic P2P updates
Updates/upgrades are automatic and require no intervention. It also possible to force on-demand updates by groups. Workstations can update by connecting to other networked computers, thereby minimizing bandwidth consumption

User-profile-based protection
This feature allows administrators to assign different policies or protection profiles to groups of users, in accordance with the needs of the organization.

Delegated Administration Management
This allows administration **tasks to be distributed** among users, assigning the corresponding privileges (monitoring, administration) and the computers to which they can access.

Flexible installation
There are a series of options for installing the protection, with or without user intervention. The **distribution tool** allows the protection to be installed on selected computers **transparently** to users. It also offers the installer in msi format compatible with standard distribution tools.

Group-based license management
Allows administrators to assign a number of licenses and certain expiry date to each group of computers in accordance with the organization's needs. This is particularly useful for resellers or companies with significant seasonal changes in the use of computers.

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