



## Sophos solutions enable MSP operations for **B&A Technologies**

Founded in 2016, B&A Technologies is an Australian managed service provider (MSP) delivering enterprise IT services experience to small- and medium-sized businesses (SMBs). B&A's highly trained team of nine currently serves more than 60 customers, providing security support for the majority of these customers.



### Partner-at-a-Glance

**B&A Technologies**

Australia

**Website**

[www.bettstechnologies.com](http://www.bettstechnologies.com)

**Number of Users**

Four full-time employees  
30 managed services  
customers ranging  
from two to 500 seats

**Sophos Solutions**

Sophos Central  
XG Firewall as Intercept  
X Endpoint

*“We have found a sweet spot in delivering the A to Z of IT support to small businesses. We provide our customers with the expertise they need to keep their business operations efficient and secure, enabling them to focus on what they do best – running their organisations,”*

said Stephen Betts, Director, B&A.

According to Betts, B&A is focused on supporting customers within three key areas:

1. Minimising their support costs by ensuring they have robust environments
2. Optimising their business processes through the adoption of best practices and technologies
3. Maximising their revenues through technology

## Security at the centre of operations

*“Within two and a half years, we have experienced tremendous growth – obtaining clients from Melbourne to Singapore. Our revenue has doubled each year since operations began, and security has played a huge role in this,”* said Betts.

After evaluating the market – assessing vendors like TrendMicro, McAfee, and Webroot – B&A chose to partner with Sophos for its leading technology edge, sales enablement, and overall flexibility of the product and local team.

*“We knew Sophos was right for us very early on,”* said Betts. *“Our clients range from two to 500 seats, and we need to be able to provide cost effective yet robust security to each and every one of them.”*

Sophos provides B&A with Sophos Central, which has been integral to the company’s MSP operations. The platform allows Betts’ team to build, manage, and control tailored Sophos ecosystems for each customer, driving highly effective cybersecurity and response.

## Benefits of working with Sophos

### Ease of use

B&A uses Sophos Central to gain a holistic view of its customers – from the health of their systems to their billing status. This ease of use allows Betts’ team to be more proactive in monitoring and reporting back to its clients, ensuring it is delivering a consistent service. Betts noted, “The ability to drill into [our clients’ environments] and understand what’s happening on their systems is integral to our business and gives us a competitive edge.”

### Advanced protection

According to Betts, it’s technology that sets Sophos apart.

*“Sophos allows us to provide end-to-end connectivity and monitoring of our customer’s environments that is like no other on the market,”* said Betts. *“Sophos’ Intercept X and XG Firewall keep customers safe and protected, period.”*

B&A has experienced only two breaches in the last two and a half years, and was able to identify one endpoint (without Sophos installed) as the root cause in both instances.

### MSP flexibility

As a Sophos MSP Connect Partner, B&A is able to scale its antivirus agents up and down based on the needs of its customers.

*“The MSP model from Sophos has really opened the SMB market to us, allowing customers to have the right protection at the right time and price,”* Betts said.

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• B&A Technologies

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Stephen Betts  
Director  
B&A Technologies, Australia

To learn more about Sophos MSP Connect and join the program visit

[www.sophos.com/msp](http://www.sophos.com/msp)

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