



Terra Verde

Phoenix, AZ

Website

<https://www.terraverdeservices.com>

Sophos Solutions

Sophos Synchronized Security

Sophos Intercept X Advanced

Sophos XG Firewall

Sophos Central Device Encryption

Sophos Mobile

Terra Verde Services Expands Its Scope and Brings a Fully Supported Ecosystem to Franchises and the MSP Community

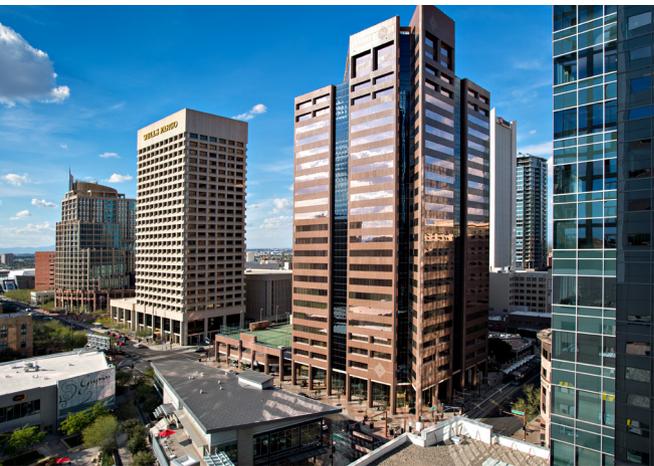
Launched in 2008, Terra Verde Services is a Phoenix-based managed services provider (MSP) specializing in all aspects of cybersecurity. Founded by CEO Ed Vasko, who has over 28 years of experience in the information security world, Terra Verde was initially focused on offering professional services. Vasko assembled a team of seasoned security professionals to help small to medium-sized organizations across multiple sectors with their general cybersecurity needs—from maintaining compliance with Payment Card Industry (PCI) or Health Insurance Portability and Accountability Act (HIPAA) regulations to building out pragmatic security programs that further business goals. For example, rather than downloading policies from the Internet, organizations look to Terra Verde to create a sustainable and customized security system, including a technology environment, policy structure, and technical resources.



"I was impressed with the completeness of the Sophos solutions, which encompasses next-generation firewalls and endpoint security, encryption, and web-based filtering. It's unlike anything else out there."

Ed Vasko

CEO, Terra Verde



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How does Sophos help an MSP expand its services and market reach?

Just three years after its inception, largely due to customer demand, Terra Verde changed its business model and started offering managed security services in addition to professional services. The managed security services side of the business grew rapidly, mainly serving mid-market companies in retail, financial services, and healthcare. Terra Verde offered core services such as operational monitoring, vulnerability scanning, 24/7 monitoring of corporate networks, alerting, and incident triage.

How do retail franchises provide consistent security and protect their brands?

Terra Verde further expanded its offerings four years ago when retail customers started clamoring for more robust security for the weakest link in their supply chain—remote sites or franchise locations outside of corporate networks. One of their biggest challenges was ensuring that there was consistent and continual antivirus protection and monitoring for endpoints. As Vasko points out, retailers typically focus on franchise operations: point-of-sale systems, loyalty systems, providing a branded look-and-feel, and maintaining a singular customer experience for all their locations. However, Vasko found that retailers often forget to consider that it’s equally important to provide consistent security, such as a strong firewall defense, reliable endpoint security and monitoring, and compliance services to their franchisees.

“We saw that our retail customers had been too busy to stop and ask, ‘How do we protect our brand? And, how do we provide the right level of security?’ Some franchises were at risk and were susceptible to ransomware or phishing attempts, and their employees were visiting websites they shouldn’t be within the confines of the small business network. The franchisers wanted to apply some consistency to security in the same fashion that they do across operational aspects of the franchise model,” explains Vasko.

In the course of researching an integrated solution set that would satisfy this need, Vasko and his team connected with Sophos. He saw an opportunity to partner with Sophos and integrate its solutions into Terra Verde’s overall business strategy. he remarks. “What truly hit home was how robust and feature-rich the Sophos solution set is and how it’s priced in a way that allows a small business to receive the same capabilities as a Fortune 500 enterprise.”

How does the Sophos MSP Flex Connect Program augment an MSP's business model?

Terra Verde expanded its existing portfolio of offerings to include managed security services for multiple Sophos products, including Sophos Endpoint Protection Advanced, Sophos Intercept X, Sophos Central Device Encryption, Sophos XG Firewall and SG UTM, Sophos RED, and Synchronized Security.

"From our perspective, Sophos has been extremely helpful for us because it provides significant differentiation and enables us to offer those core aspects of security that franchises and other small business owners are so desperately in need of," says Vasko. "Ever since we joined the Sophos MSP Flex Connect program, we've been able to find ways to integrate our own proprietary core monitoring platforms and our core alerting platforms with the Sophos Central management console. Now we can quickly and continuously monitor all of our retail franchises from a central hub—and we've had immense success with that."

How does an MSP successfully extend the Sophos ecosystem to businesses of all sizes?

For three years, Terra Verde had targeted primarily home-based businesses and small businesses and franchises, but recently they decided to make a bold move into the enterprise space. As a result of discussions with Lithia Motors, a Fortune 500 company with upwards of 200 automotive dealerships across the country, Terra Verde realized there was an opportunity to take its entire platform—the Sophos solutions included—and develop and promote an enterprise-oriented solution. Even though Lithia is a large enterprise with a footprint of approximately 12,500 endpoints, its business model is similar to other franchise spaces that utilize Terra Verde services.

At the time that Lithia connected with Terra Verde, the automotive retailer was already well down the path of implementing a proof-of-concept (PoC) with another security vendor. Terra Verde worked directly with Lithia's CIO to demonstrate the value of Sophos for integrated and comprehensive endpoint protection and the benefits of a managed services model. In demonstrating the benefits of working with an experienced technology provider and implementing Sophos' next gen endpoint solutions, the MSP also displaced two other competitors that were embedded in Lithia's environment.

Terra Verde started out by deploying Sophos Central Endpoint Protection, which provides broad-based, next-generation protection against zero-day malware without relying on signatures. By correlating threat indicators, it blocks web and application exploits, dangerous URLs, potentially unwanted applications, and malicious code.

The MSP then added Sophos Intercept X for enterprise-grade protection against a wide range of advanced evasive threats, including ransomware. Sophos Intercept X combines deep learning, a form of machine learning, to detect both known and unknown malware before it executes, unique CryptoGuard technology to prevent malicious encryption associated with ransomware attacks, and anti-exploit technology to block techniques used by hackers to distribute malware, steal credentials, and escape detection.

Terra Verde is currently in the process of implementing Sophos Central Device Encryption to secure sensitive corporate data on Lithia's endpoints at all locations and to manage the customer's encryption policy, encryption keys, and all their security policies via the cloud-based Sophos Central integrated management console.

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How does a Sophos MSP positively impact a customer's bottom line?

The combined power of the Sophos solution set and technology stack and Terra Verde's platform and services, provides Lithia with better support, 24/7 coverage, and advanced security capabilities—without the need for them to recruit, train, and retain a large security team on site. When the CIO at Lithia did the financial modeling to determine the costs of bringing in the same level of service in house, it became immediately apparent that it was advantageous to the bottom line and to the organization's security posture to outsource the security function to Terra Verde and Sophos.

"We can effectively take on that workload and let Lithia and its IT and operations teams focus on providing shareholder value rather than worrying about security," points out Vasko. "Sophos provides them better and more comprehensive security than they could possibly get from any other vendor. And thanks to the Sophos Central Management platform, we can easily gain visibility to their entire environment and can control and monitor all their Sophos products. It also helps us identify possible gaps in their protection and add capabilities as needed."

How did Terra Verde use extensive expertise with Sophos to cultivate its unique channel program?

In addition to adding Sophos to its portfolio, Terra Verde took another important step in its business evolution. In 2016, a number of other MSPs and value-added resellers asked Terra Verde whether it had its own channel ecosystem. Once again, responding to market demand, Terra Verde launched a unique channel ecosystem that provides its own partners with two key resources: the capabilities of its 24/7 monitoring, reporting, and alerting platform, and the deep domain expertise of its people. As part of the program, Terra Verde highly encourages partners to sign on as Sophos partners as a way of extending the integrated Sophos security solutions. By leveraging the Terra Verde platform and knowledgebase, MSPs can onboard with Sophos and get up and running quickly. Currently, Terra Verde has approximately 50 channel partners that are promoting and supporting the Sophos solution set.

"This program has been extremely beneficial for our downstream channel partner community. As soon as the ink is dried on the contract, we can start providing our services to those partners. This gives them faster access to markets and to revenues and creates a much more extended ecosystem for both Sophos and Terra Verde. And, most importantly, we are supporting each other and working together," asserts Vasko.

Vasko has high praise for the quality of Sophos sales support and the fact that its portfolio answers the specific requirements of business of all sizes—large and small—and the completeness of the Sophos offering.

"Sophos definitely covers all the bases—better than anyone else in the industry. I can't think of a single vendor that has such a full spectrum of security solutions—from firewall to endpoint—that can answer the needs of any size business at an attractive price point," he affirms. "Best of all, Terra Verde and Sophos are in alignment philosophically. Our end customers can see the value of the Sophos solution set and utilize it in a quick and efficient fashion. All of these elements are what keep us wanting to extend and expand and continue to create a great deal of value for each other and, ultimately, create a lot of value for our customers."

The general perspective on life at Terra Verde, according to Vasko, comes down to this:

"We are here to help!—and that means we're here to help our clients, we're here to help our own channel partners in our ecosystem, we're here to help our upstream technology partners, like Sophos, and we're here to help the community in every way, shape, or form."

To learn more about Sophos MSP Connect and to join the program, visit www.sophos.com/msp.