



**ESW** | I.T. BUSINESS  
ADVISORS

2021

# Partnership delivers value and success

**kaspersky**

BRING ON  
THE FUTURE

[eswit.com](http://eswit.com)

# For ESW IT Business Advisors, the Kaspersky Managed Service Provider program ensures a relationship based on mutual support and respect.

ESW IT Business Advisors is one of the largest and most successful independent IT and print services businesses in central and western Canada.



## IT and Telecoms

- Canada
- MSP partner, using Kaspersky Endpoint Security for Business Select
- 500 customers
- 1,400 endpoints being protected

From offices in Calgary, Edmonton and Grand Prairie in Alberta, and Fort St. John and Victoria in British Columbia, the company generates annual revenues of C\$10 million, providing most of its services to small businesses.

It has expertise in local government, education, healthcare, construction and transportation, the supply chain serving Alberta's huge oil and gas industry, as well as Canadian First Nation businesses and communities. Given its customers' vast geographical spread, ESW also offers a range of on-site field services.

## Challenge

ESW prides itself on delivering IT business advisory solutions and a key element of that are the bespoke managed service solutions to meet the unique circumstances and requirements of each of its 500 customers.

Its consultants work with a range of trusted, long-standing partners to create the best mix of services and support that delivers great value at affordable prices – and crucially enables ESW customers to focus on what they do best, running their own businesses, rather than fixing IT problems.

Cybersecurity is an increasingly significant part of ESW's service, ranging from high-level consultancy about global trends and threats, to training and education for small businesses coming to terms with the many daily risks their employees face, at their desks or working on mobile devices.

In tandem with raising awareness and promoting safe working practices, the company also deploys a range of cybersecurity technologies to provide the protection and peace of mind that is so vital to its customers.

Whether you're a school administrator in downtown Calgary or a niche engineering business in the oil fields of Alberta's far north, protecting data and systems from today's increasingly sophisticated and persistent cyberattacks is a top priority.

## The Kaspersky solution

ESW is a long-standing member of the Kaspersky Managed Service Provider (MSP) partner program and is currently using Kaspersky Endpoint Security for Business Select to protect around 1,400 endpoints in the form of workstations, servers and laptops.

"We began using Kaspersky products more than a decade ago when we inherited a contract following an acquisition of another IT business in Calgary and we quickly started expanding its use throughout our customer base," explains ESW's Professional Services Manager, Dan Driezen.

"The technology is very robust and scores very highly in all the independent tests. Sometimes endpoint protection for small business is a 'light' version of an enterprise solution. With Kaspersky it's the other way around, what you get is an enterprise quality solution that can readily be applied to a smaller business, on very cost-effective terms.

"It's a top product and has been our go-to solution for all of our MSP customers for a very long time, which is a real validation of the strength and depth of the protection it provides.

"We really value that Kaspersky creates true partnerships. It's 100% channel oriented and proactively invites us to participate in sales, marketing and sponsorship initiatives and technical training that has been so valuable for us."

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**Dan Driezen, Professional Services Manager, ESW IT Business Advisors**





#### **Brand**

Authoritative advice delivers trust and confidence



#### **Relationship**

A partnership of equals with shared interests



#### **Sales**

Achieving more through exchanged leads and jointly developed new business



#### **Performance**

Year-on-year delivery of world-class endpoint protection

## **Knowledge and understanding**

"Kaspersky's investment in research and development, on a global scale, is a real asset when presenting the company's cybersecurity credentials," says Driezen.

"Another result of working closely with Kaspersky over the years is that it constantly helps us build a depth of cybersecurity knowledge and understanding.

"This enables us to have often informal but very valuable conversations with our customers in which we can demonstrate that our advice – about ransomware, for example, which is a real threat these days – is anchored with real strength and authority. Customers really value that and so we actively promote our association with the Kaspersky brand and what it stands for.

"Kaspersky enables us to provide evidence of threats and precisely how and when its solutions are protecting organizations. That is so valuable and enables us to build a level of trust and confidence that is essential for a consultancy business like ours.

"We get sales leads from Kaspersky, sometimes we supply leads to Kaspersky and sometimes we have leads that we work on together.

"Ultimately, we're all in business to be successful and it's great that a relatively small business like ours can operate on an equal footing with a big global corporation like Kaspersky – and that Kaspersky works hard to make us feel important."

Perhaps the most telling demonstration of ESW's confidence in Kaspersky is its recurring decision to buy all of the licenses it needs, in advance, in three-year blocks, rather than access the daily control and flexibility provided by the Kaspersky License Management Portal (LMP).

"While there are clear commercial benefits of buying in bulk in advance, it's just as much a statement of our faith in the quality of the product and the value we place on our partnership," explains Driezen.

"While we carefully review the contract and consider our options, staying with Kaspersky is usually a very easy decision.

"And guess what? Just as we have stayed with Kaspersky for many years, so many of our customers stay with us for many years too.

"I'm certain there's a connection between these two decisions!"



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