



**AUDCOMP**  
Information Technology Solutions

2021

# Kaspersky and Audcomp partner to build trust

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THE FUTURE

[audcomp.com](https://audcomp.com)

# Managed Service Provider program enables Ontario's largest independent IT business to protect its customers, save costs and make the most of being "powered by Kaspersky".

Audcomp, based in Hamilton near Toronto in Canada, has been voted one of the country's top managed IT service and solution providers for ten years in a row.



## IT and Telecoms

- Canada
- MSP provider, using Kaspersky Endpoint Security for Business Select
- Over 1,500 endpoints protected by Kaspersky
- C\$50,000 saved each year through efficiencies

Part of the Kaspersky Managed Service Provider (MSP) program for many years, Audcomp employs around 100 skilled IT professionals, working predominantly with businesses in the Golden Horseshoe industrial region of southern Ontario.

Its customer base features a range of small and medium-sized organizations across numerous sectors, such as healthcare, education, transportation and logistics, as well as local government and some larger manufacturing businesses.

## Challenge

Over the past 35 years Audcomp has grown steadily and is now one of the largest and most respected independent IT businesses in Ontario.

A key growth area for the company is its managed IT service provision. Increasing numbers of customers are recognizing the value of outsourcing infrastructure and service management to a trusted, expert partner, allowing them to focus on what they do best, running and growing their own businesses.

Audcomp's managed IT service teams take care of data storage, secure networks and optimize IT, while reducing costs and maximizing uptime. This enables customers to improve business agility and productivity, with the peace of mind of knowing that support is instantly available should they need it.

Cybersecurity has been an increasingly important element of Audcomp's managed IT service as the company responds to the increased sophistication and growing success of today's international cyber criminals.

To ramp up its cybersecurity stance and capabilities and to keep its customers safe, Audcomp turned to its long-standing MSP partner, Kaspersky.

## The Kaspersky solution

"With our focus on our managed service business model, it's our goal to work with the very best technology partners," explains Audcomp's Chief Operating Officer, Jonathan Binkosky.

"We'd been working successfully with Kaspersky for more than a decade, respected its solution and got on very well with the company's excellent team here in Canada. But we needed to take stock and see how we could jointly make the most of our MSP program partnership.

"Kaspersky is very partnership focused and it invested a lot of time reviewing our requirements and how best it could support our objectives in the future.

"The company talked to some of our customers to find out what was important for them. It was a very thorough and refreshing process, exactly what we were looking for from a partner. We were convinced that Kaspersky was the partner to build our cybersecurity services around."

## Dramatic reduction in infections

"We had used other solutions in the past but were ultimately disappointed," added Audcomp's Service Director, Steve Kelly. "They all required a lot of management attention and didn't achieve the level of protection that we aspire to provide for our customers.

"So, having refreshed our partnership, we decided to standardize on Kaspersky Endpoint Security for Business Select. So far, we've transitioned over 1,500 of our customer endpoints – servers, PCs and laptops – onto Kaspersky, a figure that will increase as contracts renew and with every new managed service sale."

**"The strength of the Kaspersky brand helps build trust and confidence in Audcomp and that's very important in winning and retaining business."**

Steve Kelly, Service Director  
Audcomp



#### Trust

Customer confidence grows as infection rates fall dramatically



#### Opportunity

Solution performance enables positive dialogue with customers



#### Speed

Fast access to advice and support



#### Brand

Kaspersky is a cybersecurity leader across global markets

“The results have been remarkable with a dramatic reduction in infections, especially ransomware. It works so well that our customers forget about it, because it doesn’t slow their machines down, it just does its job.

“Yes, there is a cost involved but customers are happy to pay for a better solution. They see the real value that being protected offers them – to get on with running their own businesses – instead of calling us for help. And at contract renewal time we have had zero pushback on cost, because they trust us and Kaspersky.”

## Powered by Kaspersky

The success of the deployment of this solution – and the excellent protection it has delivered – has led to Audcomp enhancing protection levels for its customers by adding Kaspersky Endpoint Detection and Response (EDR) Optimum to its portfolio, to take advantage of EDR’s additional automated security features.

“EDR provides great insights into why customers might be experiencing issues,” explains Steve Kelly. “We can drill down into risks customers may be running, or where they are vulnerable to attack. This is priceless information you can use to engage with customers, to educate about user behavior and to have bigger discussions. The Kaspersky brand helps build trust and confidence in Audcomp and that’s very important in winning and retaining business.”

Jonathan Binkosky adds: “The performance of Kaspersky has enabled us to engage with our managed service customers in new ways. We’re spending time with them, looking at other more fruitful opportunities and how we can assist them even further. These are much more positive and valuable conversations to have, increasing customer satisfaction and our revenues at the same time.”

Next on the agenda for Audcomp is the use of the Kaspersky License Management Portal (LMP). “Billing our managed service customers is a really big deal,” says Steve Kelly. “It can be very time consuming and involve lots of our people, with many individual contractual details to get right. So LMP can really simplify lots of processes for us, which would be a great help.”

“Kaspersky has been incredible for us, not least during COVID-19 when it helped our service teams manage the huge shift to home working,” concludes Jonathan Binkosky. “By enabling us to work more efficiently, we calculate the company saves us C\$50,000 every year. We feel ‘powered by Kaspersky’.”



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