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STAR Awards

2023

2023 TSIA STAR Awards
Featured Application

A single, trusted MSSP that can address wide-ranging cybersecurity needs.

Overview

Organizations looking for cybersecurity solutions are challenged by a highly fragmented market with an overwhelming amount of information, making it hard to select, implement and manage hundreds of narrowly focused solutions. We often hear from customers that they don't know what they need or who they can trust with something so critical to their business success. They struggle with technology integrations and solutions with varied and conflicting contract terms. At Dell we decided to make it simple. A single, trusted MSSP that can address wide-ranging cybersecurity needs.

To address these customer challenges, Dell Technologies brought to market a differentiated good/better/best managed security services portfolio that includes MDR, MDR Pro and MDR Pro Plus.

Using Dell Offer Lifecycle Process (OLP) and modern Agile methodology, we delivered four key programs as part of the umbrella "MDR 2.0" program to an on-time launch aligning with Dell & Vendor Marketing campaigns. These releases aligned with multiple Dell IT and Vendor IP technology releases delivered in an Agile fashion. The Dell Security & Resiliency Office (SRO) audited 5 new external partners at a rapid pace to ensure alignment with Dell business, billing & IT integrations. We leveraged the Security Requirements Agreement (SRA) process that fully integrates into the company-wide procurement system and necessitates the most up-to-date security requirements and expectations for our suppliers and partners.

Business Impact

Given the global scale and reach of Dell, and a long history of building secure products including data security and resiliency, our customers expect Dell to play an integral role in fulfilling their Security needs. This offer has further cemented Dell as a strategic provider of comprehensive cybersecurity solutions and created new revenue opportunities through new customer stakeholder interactions in Security and Risk organizations. By leveraging automation to drive customer experience improvements & Delivery cost efficiencies, we were able to improve delivery quality & margin.

Fantastic MDR 2.0 offer launch to allow Dell to address the large multi-billion security services market, expand in mid-market where customers need a trusted partner like Dell, provide huge customer value with innovations by integrating 5 new industry leading security partners, and enhance customer experience by reducing onboarding from days to minutes with automation!

– Mihir Maniar, Vice President - Infrastructure (ISG), Edge and Cybersecurity Services Portfolio

Customer Impact

1. We simplified consumption of complex security offers.

| Capabilities | MDR | MDR Pro | MDR Pro Plus | Available standalone |
|--|-----|---------|--------------------|----------------------|
| Managed Detection and Response powered by Secureworks Taegis XDR | • | • | • | • |
| Vulnerability Management | | • | • | • |
| Pen Testing and Attack Simulation Management | | | • | • |
| Managed Security Awareness Training | | | • | • |
| Incident Recovery Care ¹ | | | 200 – 750 Hrs / YR | |

Dell Technologies meets the customer where they are in their security journey by offering a comprehensive portfolio of modular cybersecurity services that can be consumed standalone or as a bundle with flexible payment options (yearly or monthly). We improved the Solutioning & Purchasing process from four disparate vendor-led activities into one cohesive Dell-led process. Renewals & Up-Scaling can now be performed through one simple Dell Sales motion, allowing customers to focus on their security posture rather than multiple vendor interactions.

¹ North America only

2. We provide a fully managed, 360° SecOps solution that includes:

Preventive services to seal openings in software and controls:

- Identifying & prioritizing known vulnerabilities
- Emulating real-world threat actions to validate security controls
- Providing year-round training to foster a strong security culture

Quickly detect and contain attack attempts:

- Expert security analysts apply advanced tools to detect and respond to threat activity 24x7x365
- Combining detection and response with prevention improves proactive security operations and posture

Recover and remediate swiftly:

- MDR Pro Plus includes Incident Recovery Care for rapid response by cybersecurity experts who assess the situation and work with the customer to recover and restore the environment in the event of a breach.

3. We curated a best of breed vendor ecosystem and fostered collaboration amongst business leaders, technology insurance, and legal firms.

We developed a weighted ranking based on prioritized selection criteria to curate an ecosystem of best of breed technology vendors, simplifying vendor selection for Dell and our customers. We also facilitated an inaugural annual Partner summit at Dell HQ to bring the partners together and align on a unified vision and roadmap.

Sample vendor selection criteria:

Market Leadership

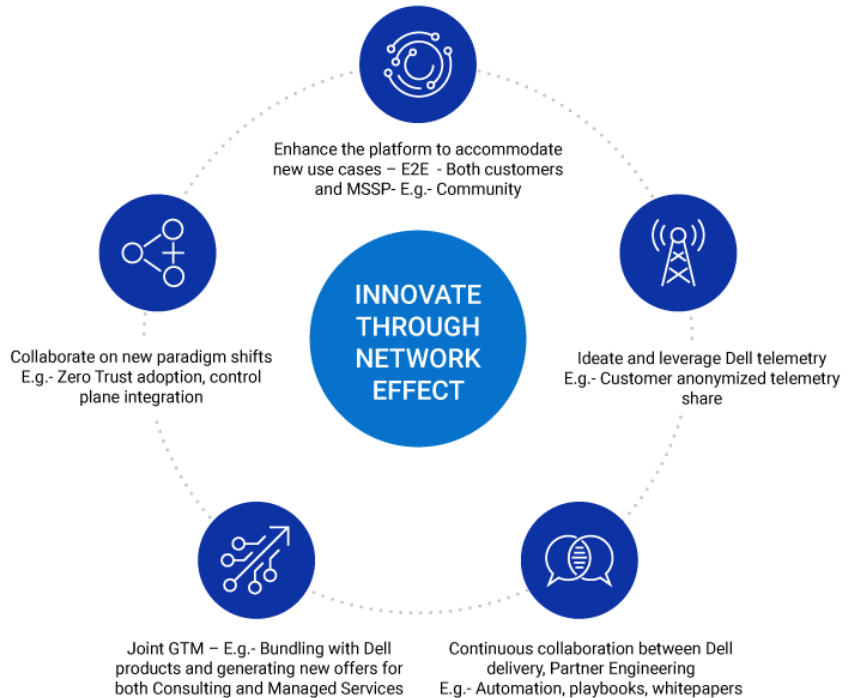
Vision and roadmap
Industry recognition
Compliance & certifications

Technical capabilities

Customer experience
Automation & API security
Cross vendor integrations

Financial flexibility

Flexible billing models
Access to broad portfolio
Ability to run Proof of Concept

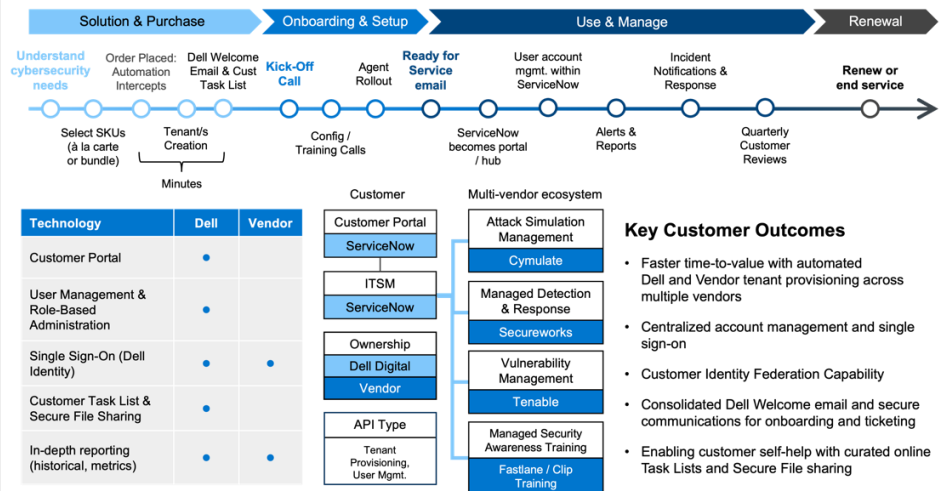


4. We envisioned an end-to-end customer journey and created a great Customer Experience through automation.

Delivered key metrics:

- Reduced vendor onboarding from 21 days down to minutes
- Improved Detection Response & Remediation to contain threats
- IR Care reduces the start time of Incident Recovery from days/weeks to immediately
- Faster access to Automated Customer Reporting & Insights

Customer Journey & High-Level Architecture



Key Customer Outcomes

- Faster time-to-value with automated Dell and Vendor tenant provisioning across multiple vendors
- Centralized account management and single sign-on
- Customer Identity Federation Capability
- Consolidated Dell Welcome email and secure communications for onboarding and ticketing
- Enabling customer self-help with curated online Task Lists and Secure File sharing

Next Steps

The Dell Technologies team is excited to continue expanding its Cybersecurity Services portfolio based on the criteria set by MDR Pro Plus, which is based on the NIST Framework and Zero Trust principles. Additionally, the team plans to roll out industry-leading portal experiences and insights to customers in CY23/24 based on our Customer Journey technology automation.



For more information, visit the
TSIA STAR Awards Winners Page