Fluid Networks Assures MSP Client Protection and Profitability with Cyren Inbox Security

The Challenge

Fluid Networks regularly reviews the quality and efficacy of their toolset, updating and even replacing tools when better solutions become available. After an incident where several Office 365 users clicked a phishing link and much time was spent remediating, Fluid Networks adopted a security awareness (SA) solution with training tools to teach customers to identify phishing emails to enhance their support.

Fluid Networks' customers receive simulated phishing emails and are tested on their ability to identify and report phishing attacks regularly. When a user reports an email with phishing, the SA flags it for investigation and automatically deletes the email from the users' inbox. However, if the same phishing email was sent to many users, the MSP would have phishing threats sitting in multiple Inboxes waiting to be clicked.

Challenge #1 was to make sure no threats go undetected and to consolidate response.

Challenge #2 was to eliminate the overhead and resources needed to investigate and remediate trouble tickets. "Our SA Admin and engineers were updating the blacklists/whitelists of each MSP tenant over and over again, and it wasn't really that effective as attackers simply change email addresses and resend," explained Stalls. Fluid Networks wanted a solution that could apply artificial intelligence to the problem and unburden the MSP team from having to deal with the growing volume of phishing tickets.

Challenge #3 was to achieve their goals at the right price. MSPs are highly sensitive to cost. The solution had to fall within an acceptable cost standard in order to preserve profitability of the managed services and to be able to include it in their "all-in-seat" offering.

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> *To make sure our customers do not forgo essential IT services and cyber protections, Fluid Networks offers managed services at a single "all-in-seat" price point that includes all the core solutions and toolsets our customers need,"*
> **— Damian Stalls,**
> **vCIO Director @ Fluid Networks**

ABOUT FLUID NETWORKS

Fluid Networks is a leading provider in high-quality IT support, strategic technology, cloud, cyber security solutions and advisory services. The company is headquartered in southern California where it expertly manages services for customers across the US as well as internationally.

Fluid Networks is among the elite MSPs who are providing managed services according to an "all-in-seat" business model, rather than an upsell model based on bronze, silver, or gold packages. Fluid Networks' experience showed MSP customers typically choose the lowest pricing option (i.e., bronze) and forgo premium, yet essential services in the higher-priced packages. The result is customers do not get the services they truly need, which frequently leads to problems for the customer and MSP both.

For example, MSP clients who forgo anti-phishing security services will eventually fall victim to the phishing attacks constantly plaguing email users.

When that happens, the MSP must respond to the attack and remediate as quickly as possible. Valuable MSP resources may be tied up for hours and even days investigating and responding to a successful phishing attack. Episodes like these may affect the profitability for the client as well as the MSP.

The Solution

Fluid Networks reviewed and trialed four solutions, ultimately choosing Cyren Inbox Security for a number of reasons.

> " *"I no longer deal with phishing emails. I log into the system just to see how much Cyren Inbox Security has taken off my plate and handled without my involvement or the involvement of my team."*
>
> **— Damian Stalls,**
> **vCIO Director @ Fluid Networks**

DEDICATED INCIDENT RESPONSE TEAM

Fluid Networks now has a dedicated IR team to handle all reported emails. Cyren employs AI to do most of the heavy lifting in terms of detection and response. However, even questionable emails ticketed for investigation are handled rapidly by the Cyren IR team without any intervention from Fluid Networks. If an email is falsely flagged, Cyren investigates, and automatically updates the status to "safe" and restores the email back to all inboxes where it was removed. "Cyren's IR team has shifted a huge burden from our shoulders to theirs," said Stalls. "Other solutions we trialed either lacked the IR capabilities on par with Cyren, or they did not allow us to test and verify them".

EFFECTIVE USER ENGAGEMENT

Fluid Networks has configured Cyren Inbox Security to send suspicious and malicious emails to the user's Junk folder, where all links are disabled by default. Users who disagree and think it's a false positive can click the Cyren Report Phish button and dispute how Cyren flagged that email. A case is opened for the IR Team to investigate. If the email is found to be safe, it is automatically restored to the inbox and the Cyren system learns from it. "I was so impressed by this feature," said Stalls, "previously, I would have to spend a lot of time figuring out how to open a vendor support ticket to deal with each customer complaint." Cyren's advanced user engagement capabilities have improved both email security and customer satisfaction for Fluid Networks.

SIMPLE TO USE AND MANAGE

When Fluid Networks first found Cyren, they did a quick demo and looked at the user interface. Stalls summed up the MSP's first impression by saying, "If all applications were designed as well as Cyren is, it would make my job of managing various solutions so much easier." Fluid Networks especially appreciates Cyren's ability to consolidate similar events and reduce overhead. For example, if the same malicious email is sent to 20 users, other solutions will create 20 separate tickets. In contrast, Cyren AI consolidates and creates only 1 ticket with links to each of the 20 instances.

EASY, COST-EFFECTIVE DEPLOYMENT FOR MSPS

Cyren Inbox Security allows the MSP to have one tenant and to define each of managed customers as an application. All customer email security data is pooled into one single pane to the benefit of all. For instance, Fluid Networks creates a whitelist once and it benefits all managed customers. No need to repeat the process for each client. This has greatly reduced management overhead for the MSP. The other solutions Fluid Networks considered required the MSP to build and manage a custom tenant for each new customer. "Cyren is such an easy solution," said Stalls. "At a moment's notice I can have it deployed out to a customer and we can show them what the platform can do."

The Outlook

Cyren Inbox Security fits well with Fluid Networks "all-in-seat" approach to managed services. All of their MSP customers have the solution deployed and protecting their inboxes at no extra charge. This allows Fluid Networks to get out in front of evolving phishing attacks and to efficiently detect and respond to threats that are growing exponentially. Feature requests are implemented quickly. Stalls recalled a time when he intended to ask for a new feature only to discover that Cyren released that very feature before he was able to write up the request! Cyren typically releases a new update to the platform once a month, often twice a month. "This tells me that they are on top of things," said Stalls.

"For us, it's worked out really well," concluded Stalls. Fluid Networks is well on its way to doubling the number of user inboxes originally contracted for Cyren Inbox Security and is able to rest assured all their MSP customers are fully protected.

CYREN INBOX SECURITY

CIS combines continuous inbox scanning with real-time threat intelligence and user reporting to boost email threat detection.

• Full native integration with Office 365
• Identify evasive phishing threats
• Real-time scanning & threat analysis
• Fueled by threat intelligence
• Cut response time for email threats
• Save SOC time and resources
• Empower users to help fight phishing

25B Security Transactions Daily

1.3B Users Protected

300M Threats Blocked Daily