Partnering with ADT Cybersecurity helped Pete Salerno grow his business
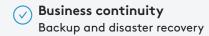
Pete Salerno started his business, Stratus Concept, eight years ago to provide technology consulting for SMBs. "I act as a virtual CIO for my clients," he says. "I analyze their technology to determine efficiencies and gaps in communications, security and business continuity."
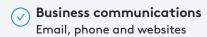
Pete focuses on three areas for his clients

✓ **Cybersecurity**
Networks and endpoints, and staff awareness

✓ **Business continuity**
Backup and disaster recovery

✓ **Business communications**
Email, phone and websites

Like most business owners, Pete was looking for ways to grow Stratus Concept, but also do it in a way that didn't require him to add staff. ADT Cybersecurity provided the perfect avenue.

"Usually, providing cybersecurity requires 24/7 service," Pete says. "Also, being hands-on every day is key to being able to quickly install and configure a firewall. This requires a large investment. Maintaining that level of service wasn't possible in the context of running a virtual CIO business."

But partnering with ADT Cybersecurity solved this problem and enabled Pete to offer comprehensive cybersecurity services without the investment or scale-up.

"Stratus Concept could offer top-shelf cybersecurity products without the significant investment in resources needed to deploy them. The other part of this is that most small businesses have limited knowledge of network security products. So they're often making decisions on solutions and solution partners based on the reputation of the company providing the services. ADT is a recognized and respected name in the security space. That puts me on par or even at an advantage with larger local and national MSPs."

Pete has deployed the managed firewall service as well as the ADT-IQ solution for some of his clients. He's been able to deploy these solutions quickly and effectively, and get weekly or daily (for ADT-IQ) network activity reports. He pointed out one client in particular that benefitted greatly from the ADT Cybersecurity solution he provided them.

"I have a client who has a long-term goal for achieving ISO 27001 compliance," he said. "This requires rigorous definition of their IT processes, plus visibility to ensure enforcement. ADT-IQ is a key component of that visibility. It not only gathers north-south and east-west network traffic, it learns what's normal use and alerts us to abnormal behavior."

Moving forward, Pete sees his partnership with ADT as an opportunity to create targeted, multi-channel SMB campaigns highlighting his full ADT security portfolio. "Initially, I'll use email and social media. When things return to normal and in-person events start happening again, I plan to have a joint presence at end-customer-targeted events."

Pete's experience with ADT has been nothing but positive thus far and he's confident that other MSPs could benefit greatly from partnering with ADT Cybersecurity.

"It's easy and low risk to get started with ADT," he says. "You should be able to quickly find an opportunity for engagement, and I'm certain that it'll be one that's profitable right out of the gate."

VISIT OUR CYBER CHANNEL PARTNER PAGE

ADT Cybersecurity

BBB ACCREDITED BUSINESS