



CASE STUDY

MSP sees phishing-related calls drop by up to 20%

Profile

- Website: www.tuor.ca
- Founded: 2003
- Employees: 18
- Specializations: Cloud, IT support, implementation, security

Challenge

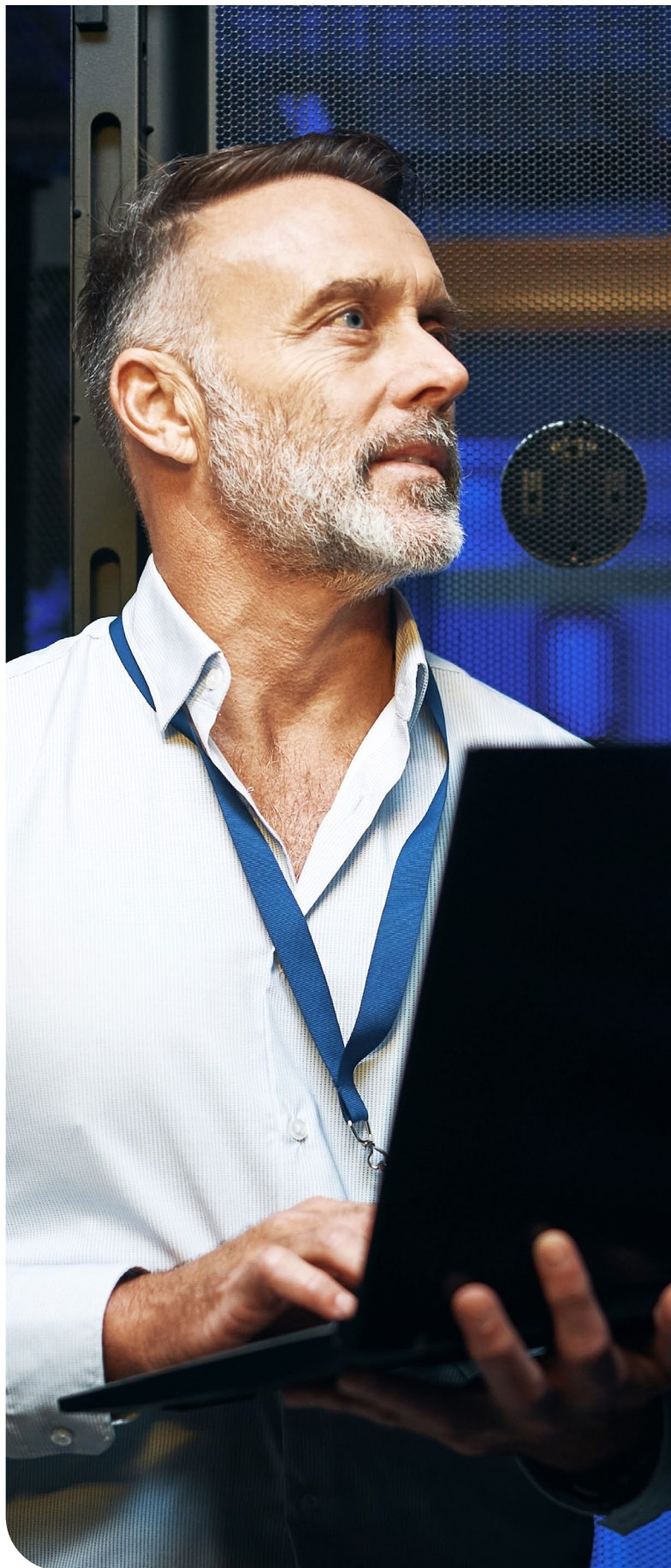
- As phishing attacks and social engineering scams became more sophisticated, Tuor needed to provide more comprehensive protection, including security education to their customers.

Solution

- Barracuda Email Protection

Results

- MSP is projecting 20 percent growth this year, and anticipating its number of customers on a managed services plan will rise from 70 percent to 80-90 percent over the next year
- Customer support calls have dropped by 20 percent since implementing Managed Security Awareness Training
- Utilizing a subscription model is a crucial component to the MSP's success





Based in Toronto, Tuor Networks is an IT managed services provider (MSP) serving customers nationally across Canada. The company provides comprehensive solutions in IT infrastructure, cloud, and outsourced IT managed services to small, medium and large businesses across a variety of verticals.

Customers need help against phishing attacks

Tuor Networks' customers were experiencing sophisticated phishing attacks, which required the MSP's attention and was time-consuming for both parties. The MSP was able to address this challenge by rolling out an email security service offering Barracuda Email Protection, which includes email encryption, spam filtering, cloud-based backup, and archiving. This made a significant difference in reducing malicious emails coming into its customers' inboxes.

However, in order to deliver more comprehensive email security protection needed to thwart social engineering attacks that used compromised business email accounts, they needed to add additional layers of security. Because many sophisticated attacks don't bear the hallmarks of traditional attacks, due to lack of malicious files or attachments, they can be hard to catch without additional layers of technology.

"One of our customer's financial officers received an email appearing to come from the CEO stating, 'I'm going to be out of the office for a while, and I need you to wire \$100,000 to my bank account right away,'" says Albert Trinh, Executive Vice President, Tuor Networks. "If the target takes the bait, it bypasses all the security technology."

AI and phishing training add additional protection

To combat these more sophisticated cyberattacks, Tuor once again turned to Barracuda for assistance, adding Barracuda Impersonation and Domain Fraud Protection to its security stack. "Impersonation and Domain Fraud Protection incorporates artificial intelligence (AI), which can learn users' communication patterns and spot anomalies that humans may miss," says Albert. Unlike other security solutions that have to play catch-up as external threats evolve, an AI-based system like Impersonation and Domain Fraud Protection will grow and adapt to new threats as they emerge.

More recently, the MSP added another vital layer to its security offering — security awareness training. "We use Barracuda's Managed Security Awareness Training service to send simulated phishing emails to clients as part of on-going security campaigns," says Albert. "If a customer falls for it, we're notified immediately and can use the opportunity to train the employee so they can be more aware in the future."



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Business benefits in a time of need

Based on data from his PSA tool, Albert says after customers sign up for the Managed Security Awareness Training service and receive training, their phishing-related support calls typically drop by as much as 20 percent. “And because Barracuda’s services are all offered as a subscription, it’s an easy add-on for our SMB clients,” he says. “Currently, 70 percent of our customers are on a managed services program, and we’re projecting that number will grow to 80 percent to 90 percent over the next year.”

Migrating to a subscription-based business model doesn’t just benefit Tuor’s customers; it also helps the MSP. “Without such a high percentage of our customers being on a managed services plan, we would have had to lay off employees during the early months of the coronavirus pandemic,” he says. “Even though we lost revenue from some customers that had to shut down, other customers thrived and added on additional IT services, which not only offset the losses but led to 20 percent projected growth for this year. Working with vendors like Barracuda that have the right kinds of products and take our recommendations to heart plays a critical role in our success.”



About Barracuda

Barracuda is a leading global cybersecurity company providing complete protection against complex threats for all sized businesses. Our AI-powered BarracudaONE platform secures email, data, applications, and networks with innovative solutions, managed XDR and a centralized dashboard to maximize protection and strengthen cyber resilience. Trusted by hundreds of thousands of IT professionals and managed service providers worldwide, Barracuda delivers powerful defenses that are easy to buy, deploy and use.