



CASE STUDY

# MSP boosts revenue while helping customers navigate growing compliance demands

Group K grows Barracuda Managed XDR business by 60% as it helps customers navigate critical compliance challenges.

## Profile

- Website: <https://www.group-k.be/>
- Location: Houthalen-Helchteren, Belgium
- Specializations: A Belgian IT integrator and value-added partner specializing in IT security, connectivity and cloud infrastructure

## Challenges

- Group K is an emerging managed services provider (MSP) looking to establish a strong security foundation as it launches new cybersecurity offerings to help customers navigate growing compliance and regulatory demands.

## Solutions

- Group K partnered with Barracuda Networks to deliver a powerful, end-to-end security stack—combining Barracuda Email Protection, Data Protection, Security Awareness Training, Network Protection, Application Protection, and Managed XDR. This comprehensive suite enables them to safeguard customers against modern threats while helping them meet strict compliance requirements with confidence.

## Results

- Achieved greater operational simplicity through dependable solutions that are effortless to manage
- Delivered measurable value by helping clients address compliance challenges using Barracuda's robust security capabilities
- Drove significant performance gains, including 27% revenue growth in 2025 and continued 50-60% annual growth in Managed XDR services





Across the globe, regulators are putting IT teams under growing scrutiny. In Europe, many are struggling with a rigorous set of new requirements in NIS 2, which demands a more proactive approach to finding and mitigating threats. Fortunately, experts like Belgian IT integrator Group K are helping to turn compliance aspirations into reality. And they're doing it with trusted technology partners like Barracuda.

“Every sale we make has to solve a particular challenge — that’s the nature of IT security,” explains Group K Managing Partner Stephan Krug. “Right now, we’re helping our clients with compliance. And we tackle that challenge with Barracuda.”

Its approach is clearly resonating. Group K has grown its business impressively on the back of this partnership since its founding in 2021, recording a 27% year-over-year (YoY) increase in revenue in 2025.

## Where it all began

The company was founded five years ago with just five employees, and a plan to build the business with core vendors that can support their business growth. Today, Group K has grown to 35 staff, and serves clients with thousands of users.

So why Barracuda? Stephan shares that he’s worked with the company since around 2009.

“I knew the brand, I knew the solutions and I knew that Barracuda has a very fair partner model,” he says. “Even if you are a smaller partner starting out, you still have the certainty that you’ll receive the same treatment and won’t be at a disadvantage compared to other partners.”

It also helped that one of the firm’s early hires was a Barracuda specialist. “We made the decision to do almost a full Barracuda solution stack,” says Stephan.

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## Where trust meets experience

Thanks to its Barracuda portfolio, Group K has transformed compliance from a constant headache for clients, into a competitive advantage. Whether clients are navigating NIS2, DORA in financial services or TISAX requirements in the automotive sector, they are now able to meet regulatory expectations with far less friction.

Barracuda Cloud-to-Cloud Backup has become a cornerstone for proving to regulators that business continuity measures are in place, says Stephan. However, he describes Barracuda Managed XDR as the true standout offering. In fact, the firm was one of the solution's first customers in Belgium and is now one of its largest, he says. Group K's Managed XDR business has grown by around 60% annually for the past few years.

"It's a good virtual SOC, but the most important thing is that Barracuda is reachable," Stephan continues. "We have a checkup call with the SOC team every month to see if there are areas to improve, and if there are things that we hear from our clients or competition that we have to tackle. With other solutions the product managers are less reachable for stuff like that."

Stephan also highly rates Barracuda's ease of use, which benefits both Group K and customer IT teams. "Simplicity is one of the key benefits of Barracuda: good products with simple manageability," he adds. "It's something we see often in the different products we push out to clients."

## All set for growth

With Barracuda driving value for its partner, Group K has been able to grow its customer base from 30 in 2021 to over 400 today. Yet having come so far in such a short space of time, Stephan is under no illusions about the task ahead.

"The bigger the company is, the more difficult it will be to generate double-digit [percentage] growth, but the ambition is there," he says. "I think around 40-50% of our business is services and managed services, and our target is to get to 60%."

As a trusted partner, Barracuda is committed to the next stage of this remarkable growth journey.

"Our approach is that we want to add expertise for our customers by forming a virtual extension of their IT organization," Stephan concludes. "We have to continue what we're doing, listen to the client, stay sharp, and go for growth."

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# 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 centralised dashboard to maximise protection and strengthen cyber resilience. Trusted by hundreds of thousands of IT professionals and managed service providers worldwide, Barracuda delivers powerful defences that are easy to buy, deploy and use. For more information, visit [barracuda.com](https://barracuda.com).