

# MANAGED SOC AS A SERVICE



**NEXTGEN' Managed SOC (Security Operations Centre) as a Service offers a scalable, cost-effective solution for businesses that need advanced cybersecurity without investing in expensive in-house resources.**

**Here's a detailed guide on how and why you should sell this service.**

## Why should I sell Managed SOC as a Service by NEXTGEN?

### 1. Market Demand for Cybersecurity Services

- **Increasing Threat Landscape:** With the rise of AI cyberattacks are becoming more sophisticated and frequent, making cybersecurity a top priority for businesses of all sizes.
- **Lack of In-House Expertise:** Many organisations, especially small- to medium-sized businesses (SMBs), lack the internal expertise to manage complex cybersecurity operations.
- **Compliance Requirements:** With strict regulations such as the EU NIS2 Directive, GDPR, HIPAA, PCI-DSS, and Singapore's Personal Data Protection Act and Cybersecurity Act, businesses are under increasing pressure to maintain robust cybersecurity standards. Managed SOC as a Service helps meet these compliance requirements without the high costs and resource demands of building or operating an in-house SOC.

### 2. Key Benefits for Customers

- **24/7 Threat Monitoring and Response:** Our Managed SOC continuously monitors for threats, ensuring timely incident detection and response.
- **Cost-Effective:** Customers get enterprise-level cybersecurity without the need to build or maintain their own SOC infrastructure, which is costly and resource-intensive.
- **Scalability:** Businesses can scale the service as they grow, making it adaptable to small and large enterprises.
- **Expertise:** NEXTGEN provides access to certified, experienced cybersecurity professionals who monitor and manage security on behalf of the customer.
- **Focus on Core Business:** Partners and customers can focus on their business while our security experts handle cyber threats.
- **Compliance:** Ability to provide evidence and proof that the right security controls around detection, response and recovery are in place (strong resilience).



### 3. Recurring Revenue Opportunity for Partners

- **Monthly Recurring Revenue (MRR):** Selling Managed SOC as a Service generates recurring income through subscription-based models.
- **Cross-Selling Opportunities:** Managed SOC can be bundled with other services, such as 24/7 support or professional deployment, increasing customer value and partner revenue.

## How to Sell Managed SOC as a Service by NEXTGEN

### 1. Identify the Right Customers

- **SMBs and Enterprises:** Partners should focus on companies that lack the budget or expertise to build their own SOC.
- **Highly Regulated Industries:** Healthcare, finance, and government sectors often need to comply with stringent security regulations, making a Managed SOC very attractive.
- **Businesses with Legacy Systems:** Companies still using outdated security systems can significantly benefit from advanced monitoring and threat detection services.
- **Managed Service Providers (MSPs):** This service allows MSPs to enhance their cybersecurity offerings without a heavy upfront investment.

### 2. Highlight Key Selling Points

- **No Upfront Investment:** With Managed SOC as a Service, there is no need for upfront investment of expensive equipment, infrastructure, or in-house experts.
- **Access to Premium Security Tools:** NEXTGEN' SOC utilises cutting-edge security tools that would otherwise be too costly or complex for many businesses to acquire and manage themselves.
- **Global Expertise:** Leverage NEXTGEN' global reach and experience to assure customers that their cybersecurity is in expert hands. We are the only authorised partner to offer this service.
- **Compliance Assurance:** For industries that must adhere to specific regulations, emphasise how Managed SOC helps ensure compliance with evolving cybersecurity laws and standards.

### 3. Address Common Customer Objections

#### "We already have a security team."

- **Response:**  
"Our Managed SOC acts as an extension of your internal team, providing 24/7 monitoring, threat intelligence, and incident response capabilities that supplement and strengthen your existing security operations."

#### "We don't have the budget for additional services."

- **Response:**  
"With our Managed SOC, you save on building and maintaining your own security infrastructure, and you only pay for the services you need, which reduces overall security costs and minimises risk. We are seeing a sharp increase in sophisticated ransomware attacks which are much more costly."

#### "Is our data safe with an outsourced SOC?"

- **Response:**  
"NEXTGEN operates under strict confidentiality agreements and adheres to industry-best practices, ensuring that your data is secure. Plus, our global experience ensures a trusted and reliable service."



## 4. Offer Tailored Solutions

- **Customised Pricing:** Offer flexible packages based on the size of the customer's business and their specific security needs.
- **Managed SOC Bundles:** Pair Managed SOC with other NEXTGEN services such as 24/7 technical support or training programs to offer a more comprehensive security solution.
- **Proactive Security Audits:** Regular security assessments are included in the package, helping customers stay ahead of emerging threats.

## 5. Use Case Studies and Success Stories

- **Real-World Examples:** Share stories of businesses that successfully implemented Managed SOC as a Service to improve their security posture.
- **Example:** "One of our clients in the financial sector experienced a 40% reduction in incident response times and achieved full regulatory compliance after implementing our Managed SOC services."
- **Quantifiable Results:** Emphasize metrics like downtime reduction, faster incident response, and cost savings from preventing breaches.

## 6. Position Managed SOC as a Long-Term Solution

- **Security Challenges Are Evolving:** Cyber threats evolve quickly, and maintaining an in-house team that can stay ahead is expensive and difficult. A managed SOC provides long-term, adaptable security.
- **Future-Proof Security:** NEXTGEN continuously upgrades its SOC tools and processes, meaning your customers are always protected with the latest cybersecurity technology.

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# Why Managed SOC is a Win-Win for Both Partners and Customers

- **For Customers:** They benefit from around-the-clock monitoring, expert incident response, and affordable security solutions—all without the burden of significant upfront investment. This gives them confidence in their strengthened cyber resilience, knowing that financial and reputational risks are being proactively managed. Compliance is maintained, peace of mind is achieved, and they can rest easy at night.
- **For Partners:** It provides a dependable stream of recurring revenue, creates upselling opportunities, and enables you to deliver high-value cybersecurity solutions that directly address a critical and urgent customer need—ensuring you're not just selling a product, but solving a real problem.

By presenting Managed SOC as a service that solves major business pain points—rising cyber threats, compliance requirements, and lack of in-house expertise—you can effectively sell this service and build long-term, value-driven relationships with your customers.

