5 Ways to Drive Service Revenue with Mobile EDR

A Cheat Sheet to Higher Gross Margins and EBITDA

Capturing the cybersecurity opportunity with mobile EDR

In today's cybersecurity landscape, enterprises are increasingly focused on streamlining their security operations. Managed Service Providers (MSPs) are at the forefront as they expand their managed services solutions to include cybersecurity, expected to reach $67 billion by 2025 with a robust growth rate of 14.5%. Central to these services is Managed Endpoint Detection and Response (EDR), yet traditional solutions often overlook the critical mobile endpoint aspect and the easy incremental revenue opportunity it provides.

Mobile devices have emerged as primary targets for threat actors, necessitating a comprehensive Mobile EDR solution. To capitalize on this growing market, MSPs require cost-effective solutions that align closely with customer priorities, and can be quickly added to existing services to increase EBITDA as they strive to maximize valuation.

Why Lookout Mobile EDR

Lookout Mobile EDR offers significant advantages tailored for MSPs:

- **Easy add-on to existing services:** Integrates with existing solutions including Mobile Device Management (MDM), Security Information and Event Management (SIEM), Identity Provider (IDP), and traditional EDR platforms, making it easy to incorporate mobile EDR.
- **Drives managed services revenue:** Includes one-time and ongoing service opportunities, from initial deployment, training, and compliance policy consultation, to continuous vulnerability management, threat monitoring and response services.
- **MSP-ready design for simple deployment and management:** Built-in native multi-tenancy with a unified console, consolidated reporting, simple tenant administration, and protection policy templates and inheritance, making it easy to manage and scale.

> In a world where mobile devices are used for personal and organizational tasks, establishing the appropriate security and privacy measures is essential. With Lookout, Pax8 partners can reduce customer risk and meet their compliance objectives by closing the security gap across all iOS, Android, and ChromeOS for both managed and unmanaged (BYOD) devices in a way that respects end-user privacy.
>
> **- Nick Heddy, President of Pax8**

5 Service Revenue Opportunities

Service Catagory	Services
Implementation and Integration Services	**Integration Services:** Connect Mobile EDR with existing solutions and workflows to enhance security operation services. **Onboarding Training:** Provide comprehensive training for IT and security administrators on EDR console functionality and best practices. **Policy Configuration:** Assist in defining and configuring mobile EDR policies aligned with security and compliance requirements.
Security Monitoring and Management	**Threat Tracking and Workshops:** Deliver regular updates on emerging threats and their potential impact, coupled with educational workshops. **Onboarding/Offboarding Support:** Ensure seamless provisioning and de-provisioning of users and devices.
Ongoing Policy Management and Revision	**Content Filtering and Governance:** Manage URL lists and enforce and maintain content governance policies. **Security Patch Management:** Monitor and enforce minimum OS and security patch levels to mitigate vulnerabilities
Advanced Security Services	**Threat Detection and Response:** Utilize Lookout's AI-powered platform for comprehensive threat detection and reporting across the following: ■ App threats (e.g., malware, sideloaded apps), ■ Network-based threats (e.g., rogue wifi, man-in-the-middle attacks), ■ Anti-phishing measures (credential theft via SMS and social media), ■ Mobile app risk and compliance
Threat Hunting and Incident Response	**IR Planning and Consulting:** Develop tailored incident response plans and provide ongoing consulting services. **Training and Workshops:** Educate security analysts on effective mobile threat hunting techniques and evidence collection. **Forensic and IR Services:** Offer on-demand incident response and forensic analysis services.

Differentiate your security services with mobile protections

Incorporating Mobile EDR into your service portfolio not only meets current cybersecurity demands but also positions your organization as a leader in the evolving security landscape. Mobile endpoints represent a critical frontier often overlooked by traditional security solutions, making Mobile EDR a potent differentiator.

Whether you are expanding your existing services or venturing into the MSSP space, Lookout's Mobile EDR can easily be added to your managed services stack. By adding Lookout, you will elevate your service offerings without adding headcount so that you can drive gross margin, and increase EBITDA while aligning with modern defense requirements.

READ MSSP STARTER GUIDE

BECOME A PARTNER

"Lookout mobile endpoint provides services that solve an ever-growing need for advanced security for mobile devices that are most vulnerable to attacks, as user tends to open various links/ website across any Wi-Fi."

Engineering, Software Industry



- Lookout Mobile Endpoint Security

"We had a great experience with the Lookout endpoint security solution in our organization. It protects our mobile devices from advanced threats and scans devices very well. It allows us to browse safely and track device locations for advanced security."

Product Management, Healthcare and Biotech Industry



- Lookout Mobile Endpoint Security

Gartner Peer Insights™

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About Lookout

Lookout, Inc. is the data-centric cloud security company that uses a defense in-depth strategy to address the different stages of a cybersecurity attack. Data is at the core of every organization, and our approach to cybersecurity is designed to protect that data in the modern threat landscape. With a focus on people and their behavior, the Lookout Cloud Security Platform ensures real-time threat visibility, and quickly halts breaches from initial phishing attempts to data extraction. To learn more, visit www.lookout.com and follow Lookout on our blog, LinkedIn and X.

For more information visit **lookout.com**

Request a demo at **lookout.com/request-a-demo**

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