usecure | Casestudy

How Ascend (MSP) uses automation to efficiently scale HRM across its client base



Ascend Business Technology
Jason Roper | Owner

At a Glance

Ascend leveraged usecure's automated platform to enhance cyber security across its client base. The integration of usecure's comprehensive suite, including automated training and phishing simulations, allowed Ascend to efficiently manage human risks.

Features like Auto Enrol and AutoPhish reduced administrative tasks, ensuring effective and engaging security awareness among users. This strategic move enabled Ascend to reinforce its commitment to providing robust IT solutions.

- Ascend automatically enrolled and trained hundreds of end users with **minimal setup**.
- The use of AutoPhish and AutoEnrol features led to **higher user engagement**.
- Customised reports and insights allowed for **real-time tracking** of user progress.
- Achieved **scalability / efficiency** by ensuring only active seats were billed monthly.

About Ascend Business Technology

Ascend is an MSP on consulting, cloud computing, infrastructure design and dynamic IT support.

- **Founded** – 2007
- **HQ** – Perth, Australia
- **Employees** – 2-10 employees
- **Covers** – IT Consulting, Cloud, Infrastructure & Support
- **Mission** – “Do the right thing”

The Challenge

Ascend faced the challenge of protecting its expanding client base from cyber threats, recognising the risks human error posed to IT systems, and the potential severe repercussions of data breaches.

Finding an effective and scalable solution to bolster human risk management became paramount to maintain their commitment to doing the right thing in the IT sector.

The Customer

Ascend empowers businesses through smart IT

Since it was founded in 2007, Ascend Business Technology has made it its mission to help companies take their business to the next level using the latest advancement in IT.

Based in Perth, West Australia, Ascend provides a comprehensive IT partnership to its clients that encompasses consulting, cloud computing, infrastructure design and dynamic IT support.

| Learn more about Ascend IT at https://ascendit.com.au/.

The Challenge

Ascend needed to “do the right thing” to protect its clients

Over its 15 years of doing business, Ascend had grown almost entirely through word of mouth. Operating with the motto of “do the right thing” across all areas of the business, as envisioned by founder & owner Jason Roper, the business was in no short supply of happy clients willing to give referrals. But Jason knew that to really “do the right thing”, there was still one piece missing.

Ascend operates by building a thorough understanding of its clients’ businesses and envisioning how smart IT can empower companies to go further. This involves getting to the very heart of a company’s operations and embedding the right IT systems in the right place. Yet no matter how smart and well configured a company’s systems are technically, when you add in the element of human error, they can always provide a potential access point for a malicious attacker to install malware or steal data.

Jason knew that any shutdown of his clients’ operations to combat a malware infection - or even worse, a breach leading to loss of customer data - could result in serious damage to his clients’ businesses and reputation. All it could take was one phishing email gone awry. In order to combat the threat, Jason decided to seek out the right human risk management platform to empower his MSP business to combat their clients’ human risk.

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The Solution

usecure makes it easy for MSPs to address their clients' human risk

As important as training end users on security is, it has the potential to become a major time drain for an MSP. The MSP model is all about automating inefficient tasks and splitting time wisely between clients, and the last thing an MSP wants to do is waste hours researching training material from multiple sources and troubleshooting end user issues with accessing it.

usecure makes human risk management easy for MSPs. The security awareness training, simulated phishing, dark web breach scanning and policy management products sit neatly together in one highly-automated platform that allows an MSP to start addressing their clients' human risk in just a few clicks. uService, the dedicated MSP portal, allows MSPs to easily add and manage each of their clients in a separate, secure tenant with both Microsoft 365 and Google Workspace integration.

To Jason, it was both the MSP-focused approach and intelligent automation features, as well as the range of high-quality video training across all core information security and compliance areas that gave usecure the edge over its competitors.

The Results

usecure effortlessly scales HRM over 100s of end users

Using the built-in Microsoft 365 integration and the usecure automation settings, Ascend has configured all new end users on their clients to automatically populate into the usecure app and receive their first security awareness training courses and phishing simulations as soon as they are uploaded.

With the usecure Report Hub, both the team at Ascend and their clients' managers receive scheduled custom reports that show how their workforce is progressing through their training courses and performing on their phishing tests. The reports also flag any users that have had details associated with them compromised on the dark web, or have missing policy signatures.

The engaging video courses and phishing simulations based on real-life scams have greatly increased reported knowledge of information security and compliance topics among end users. But even better, the intelligent automation provided by the usecure platform has meant that all of this has only required minimal set-up for each new client Ascend has brought onto the program - and the licensing is through a flexible contract where only active seats are paid for each month.

6	177	A few clicks	Flexible monthly billing
Number of clients	Number of end users	How long it takes to set up automated training & simulations	How Ascend makes a great profit margin

How They Did It

Ascend makes use of usecure's intelligent automation features

In order to scale the human risk management program over their clients' user bases without creating a significant admin overhead, Ascend knew that they had to make use of usecure's automation features.

Auto Enrol is usecure's one-click solution to security awareness training that sends out a comprehensive training programme covering all core security topics to users on a monthly basis. The courses are only a few minutes long each and are delivered directly to user email inboxes, leading to higher engagement than on traditional security awareness training solutions.

Ascend also enabled AutoPhish for their clients - usecure's intelligent automated phishing solution. AutoPhish automatically picks out and sends randomised phishing simulation emails to end users, based on real-life scams that users could encounter in their day-to-day work.

Both course performance and phishing simulation results are brought in and combined with dark web exposure data and policy signature numbers to create a unified risk score for each client and user. Sent out in regular, easily customisable reports, this makes it easy for both clients and the staff at Ascend to understand exactly how users are progressing through their human risk programs.

AutoEnrol	AutoPhish	Microsoft 365 / Google Workspace sync	Report Hub
Automate your SAT enrolments	Automate your phishing simulations	Automate user migrations	Create customisable, scheduled reports for your admins & clients

Secure your clients with a hands-off HRM solution

For an MSP, the ability to scale your solutions across your client base often trumps any other requirements. With usecure, you can easily configure the platform to run with minimal day-to-day admin involvement, while resting assured that your end users are receiving the most up-to-date and engaging training content. What's best - with our flexibly monthly billing, you'll never pay for a seat you don't use.

Human Risk Management, built for MSPs

Grab a not-for-resale (NFR) license and test usecure internally, for free.

Scan the QR, or head over to
https://www.usecure.io/nfr

- Admin-lite automation
- Risk-tailored training
- Flexible monthly billing

