

Advance2000 + Duo

Advance2000 leads with Duo to secure clients' identities and user satisfaction

Challenges

Managed IT and security service providers (MSPs and MSSPs) become the new first line of defense for safeguarding their clients' sensitive data. With compromised credentials still factoring heavily into breaches, a modern MSP strategy for preventing phishing, ransomware, and account takeover begins with the strongest possible identity security.

"Customers are worried about compromised accounts and someone getting inside their environments and stealing intellectual property, or re-routing their banking information," says Andrew Tamchyna, Lead Solutions Architect at Advance2000. "Given the way cybersecurity has evolved over the last decade, the need for multi-factor authentication (MFA) for remotely accessible systems is nothing short of critical."

The Buffalo, New York-based managed security service provider (MSSP) offers high-performance private cloud computing, virtual desktop infrastructure (VDI), and infrastructure as a service (IaaS) to businesses of all types and sizes nationwide. Its VDI platform did not feature built-in identity security, so Advance2000 began searching for a partner whose MFA solution they could integrate easily. The ideal solution would be simple to roll out, use and manage while extending secure authentication to clients' remote and frontline workers.

"Given how cybersecurity has evolved over the last decade, the need for multi factor authentication (MFA) for remotely accessible systems is nothing short of critical. That's where we have a broad portfolio of technologies and security services. It's all security all the time, and we always lead with Duo."

Andrew Tamchyna
Lead Solutions Architect at Advance2000

ADVANCE2000

The Organization

A full-service managed IT provider specializing in Private Cloud Computing, Advance2000 serves hundreds of businesses with thousands of end-users nationwide. The Buffalo, NY-based MSSP offers managed detection and response (MDR) and infrastructure as a service (IaaS) backed by 24/7 SOC support.

Avoids account compromise and takeover, phishing, and ransomware attacks

Easy onboarding and customer acceptance

Single pane of glass management

Low-touch partnership with minimal product-related issues

Maximizes client satisfaction and retention

Duo's Solution

After evaluating different options, the Advance2000 team chose to make Duo MFA part of its native security offerings. Nearly a decade later, the MSP continues to bundle Duo with every new cloud environment they turn up.

“Duo is absolutely a cornerstone of our managed services portfolio and an important part of our go-to-market strategy,” Tamchyna says. “We tout a lot of the features that Duo gives us in our literature, and it makes our story and our solution portfolio stronger and more compelling.”

Duo gives Advance2000 flexibility to create and tailor bundles for customers that strike the right balance between security, simplicity, and user satisfaction.

Ease of use and onboarding overcome resistance

“The typical customer still has challenges with understanding the importance of security and why they need MFA; it’s still not a widespread thing,” says Charles Harrington, manager of service and operations at Advance2000. “In educating clients, we lead with Duo and try to position MFA in front of all the services customers use.”

Duo’s simplicity helps Advance2000 overcome hurdles with training and helping workers grow accustomed to using MFA. “Even if doing something different is easier, faster and more effective, there will always be some pushback,” Tamchyna explains. “Duo stands out in the market today as far as ease of use and that’s really what most clients are going for. I can’t recall a customer who wasn’t happy with the whole Duo platform.”

“We lead with Duo as the preferred vendor and solution to protect our clients’ users and their environments.”

Andrew Tamchyna
Lead Solutions Architect at Advance2000

Clients also like the fact that Duo works with a wide range of services and authenticators. “Having one place where people can go to use your app for everything they need versus having a separate app for Microsoft and additional apps for other services keeps things simple for end-users,” Harrington adds. “That’s been a real selling point.”

Duo makes things easier for Advance2000’s own team as well by streamlining management of multiple clients and tenants through a single pane of glass. Along with the ease of onboarding and day-to-day use and administration, partnering with Cisco helps both the MSP and its clients realize the full power of identity security.

World-class partner program promotes growth and profitability

Duo delivers a flexible, comprehensive platform for expanding Advance2000’s value-added security offerings and portfolio differentiation. “What’s really kept us with Duo over time was the MSP program itself,” Tamchyna explains. “The licensing and billing models are exactly in line with our go-to-market strategy and the contracts and billing models that we have in place with our customers.”

Behind the scenes, the MSP also benefits from Duo’s simple-to-use toolkit, breadth of documentation, and comprehensive product training. “The toolkit that Duo provides to partners has a lot of great information and the breadth of documentation explaining how to set up integrations with custom applications provides a lot of

value,” Tamchyna says, noting his company appreciates vendors who offer the tools and training needed to make his team successful without tacking on excessive fees.

“Technical people have different mindsets than other departments and it’s really important that they get the appropriate training to be successful deploying the product,” the architect adds. “When we onboard new technical resources to be able to support Duo we utilize the training provided heavily and can get them up to speed very quickly.”

“So, what’s next?”

Having deployed Duo internally and experienced intuitive, seamless authentication directly, Advance2000 continues to emphasize the value of strong identity security to clients and prospects. The MSP recently began standing up a lab for the specific purpose of researching, developing, and training its team to deliver new services built on Duo including features like Risk-Based Authentication (RBA) and Verified Push with number matching.

“A streamlined approach to identity management is absolutely part of our strategic action plan internally,” Tamchyna concludes. “At the end of the day, we want to use Duo for all our customers across all products and services and be able to say, ‘this is how we do identity management: we click to install a feature, validate it across all these platforms, and host and manage it all for you.’”

Cisco Duo protects against breaches with a leading access management suite that provides strong multi-layered defenses and innovative capabilities that allow legitimate users in and keep bad actors out. A trusted partner to more than 40,000 customers globally, Duo quickly enables strong security while also improving user productivity.

Try it for free at duo.com.