

## SUCCESS STORY

MSP Differentiation

“Cyberstone provided my company with the unique ability to create comprehensive and effective Cybersecurity programs for our customers. We are no longer just another MSP, we are true cybersecurity experts.”

- Rick Norberg, CEO



## Vertikal6

### The Challenge:

Vertikal6 is a Managed Service Provider (MSP) headquartered in Warwick, RI. Rick Norberg, CEO, believes businesses can become more effective and efficient by leveraging technology to rise above their competition. Vertikal6 provides truly unique advice, strategy, and solutions to their clients and are continually looking for ways to create uncontested value in the marketplace by differentiating Vertikal6 from other MSPs.

### The Solution:

Vertikal6 partnered with Cyberstone to immediately create separation in a saturated MSP market. Due to this partnership, they could continue to bring added value to their clients and prospects by offering high-end consulting services in areas like Risk Management and Penetration Testing which allowed Vertikal6 to continue to differentiate when compared to other traditional MSP.

### The Return:

Vertikal6 has leveraged their partnership with Cyberstone to gain access to an entirely new set of clients operating largely in regulated industries. Their Cybersecurity expertise makes them incredibly unique and generates instant value in the minds of customers and prospects. Other MSPs continue to talk about “monitoring” and “maintaining” IT environments while Rick and his team are talking about “securing” IT environments. It pays to be different!