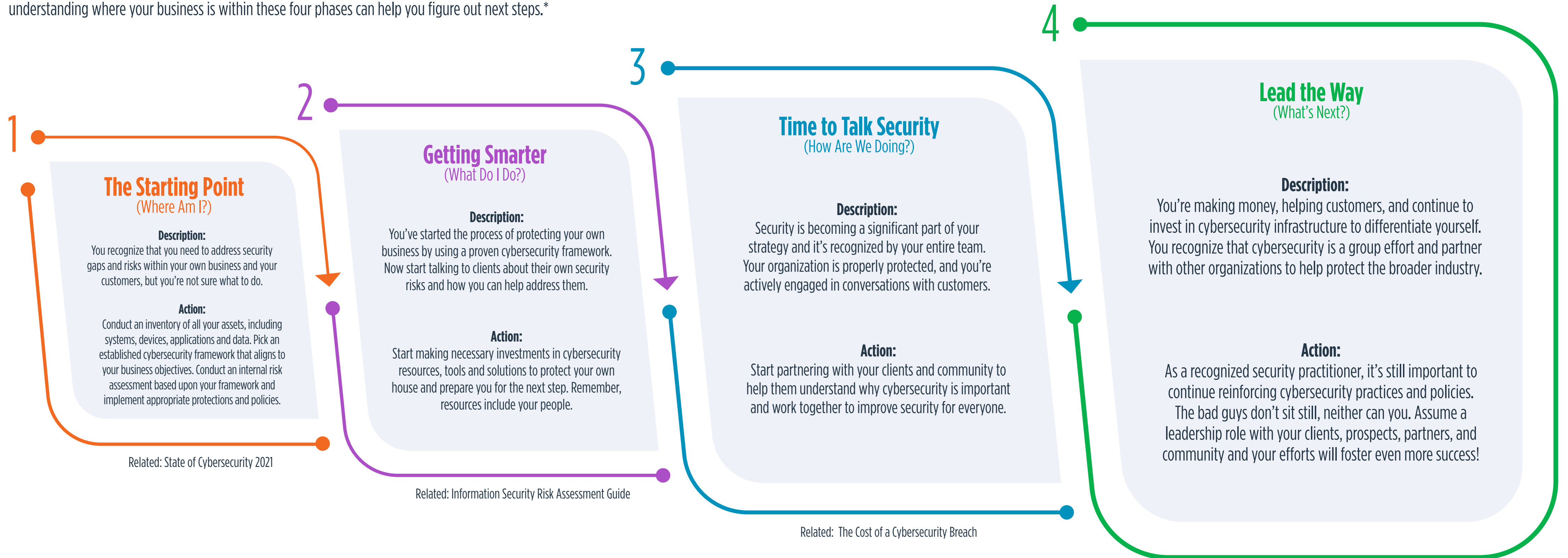# The Four Phases of Cybersecurity for MSP Business Models

Looking to become a security-first managed service provider? Most MSPs follow a proven, actionable path to achievement. Knowing where you are—and where you need to go—are critically important to success and understanding where your business is within these four phases can help you figure out next steps.*

CompTIA

1 The Starting Point
(Where Am I?)

Description:
You recognize that you need to address security gaps and risks within your own business and your customers, but you're not sure what to do.

Action:
Conduct an inventory of all your assets, including systems, devices, applications and data. Pick an established cybersecurity framework that aligns to your business objectives. Conduct an internal risk assessment based upon your framework and implement appropriate protections and policies.

Related: State of Cybersecurity 2021

2 Getting Smarter
(What Do I Do?)

Description:
You've started the process of protecting your own business by using a proven cybersecurity framework. Now start talking to clients about their own security risks and how you can help address them.

Action:
Start making necessary investments in cybersecurity resources, tools and solutions to protect your own house and prepare you for the next step. Remember, resources include your people.

Related: Information Security Risk Assessment Guide

3 Time to Talk Security
(How Are We Doing?)

Description:
Security is becoming a significant part of your strategy and it's recognized by your entire team. Your organization is properly protected, and you're actively engaged in conversations with customers.

Action:
Start partnering with your clients and community to help them understand why cybersecurity is important and work together to improve security for everyone.

Related: The Cost of a Cybersecurity Breach

4 Lead the Way
(What's Next?)

Description:
You're making money, helping customers, and continue to invest in cybersecurity infrastructure to differentiate yourself. You recognize that cybersecurity is a group effort and partner with other organizations to help protect the broader industry.

Action:
As a recognized security practitioner, it's still important to continue reinforcing cybersecurity practices and policies. The bad guys don't sit still, neither can you. Assume a leadership role with your clients, prospects, partners, and community and your efforts will foster even more success!

Related: A CEO's Guide to Addressing Cybersecurity Concerns

Check out Trends in Managed Services 2022: The Impact of Cybersecurity for more cyber content.

*Adapted from The Security Journey: 4 Phases to Becoming a Security-First Solution Provider by ConnectWise.