

Cybersecurity checklist for MSPs who want better margins

A checklist for MSPs



The monsters your clients face are real. The [2025 MSP benchmark survey](#) found that more MSPs are seeing their clients come under attack, making stronger security services more critical than ever. But here's the good news: two-thirds of MSPs saw security revenue rise, proving clients are ready to pay for stronger protection. The key is an integrated battle plan. By unifying your AV, RMM, EDR and MDR/SOC tools, you can bolster your defense, keep attackers out and your margins strong.

1 AV: The foundation

AV is your baseline defense. While it doesn't stop everything, it keeps basic threats away and shows your clients you're covering the essentials.

2 RMM: Seal the cracks

Hackers love unpatched systems like vampires love open windows. With RMM, you slam those windows shut through automated patching, remote lockdowns and policy enforcement.

3

EDR: Send the ghouls scurrying

Even if crooks slip past AV and RMM, EDR catches them mid-prowl. The benchmark report also shows EDR investment is rising fast. The solution detects sneaky behavior, blocks advanced threats and shows clients that you're not just reacting, but actively protecting.

4

SOC: Battle backup

Fighting villains is easier with friends. Nearly one-third of MSPs plan to outsource to a SOC, up from 26% in 2024. A SOC gives you eyes 24/7, spotting trouble while your team sleeps. That's where Kaseya 365 Endpoint Pro shines — making enterprise-level monitoring part of your service stack.

5

Backup: Raise data from the dead

When ransomware strikes, the real magic trick is restoring systems fast. Regular backup tests prove you can bring data back from the grave — something every client will pay to see.

6

Phishing tests: Trick the tricksters

Run monthly simulations to prank-test users. Fewer clicks mean fewer breaches, and showing results in client scorecards turns training into clear, billable value.

7

Scorecards: Your crystal ball

Quarterly reports show clients their risks, wins and why investing in stronger security is a treat for their business.

The sweet ending

Security isn't just protection — it's profit.

Clients are demanding more, and MSPs who package AV, RMM, EDR and SOC together are proving they can deliver both stronger defenses and stronger margins. That's the beauty of Kaseya 365 Endpoint — the Express version

gives you everything except SOC, and with Pro you gain SOC, the edge that makes MSPs leaders.

This year, scare off attackers and sweeten your margins with the solution built for MSP growth.



Want more information? Check out our **Be stronger, more secure and profitable with Kaseya 365 Endpoint** eBook to get an in-depth look on the best ways to use these tools.

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