



**B2B CYBER SECURE**

2021

# On the front line in the fight against cybercrime

**kaspersky**

BRING ON  
THE FUTURE

[b2bcybersecure.com](https://b2bcybersecure.com)

# Managed Service Provider program ensures that B2B Cyber Secure, one of Canada's foremost cybersecurity experts, maintains its faith in Kaspersky's "powerful brand and great people."

B2B Cyber Secure is the expert managed cybersecurity solution provider for sister company B2B2C Inc. They offer a full-service IT, networking, systems integration and MSP business.



## IT and Telecoms

- Canada
- MSP provider, using Kaspersky Endpoint Security for Business Advanced
- 10-year partnership still going strong
- 2,000 endpoints soon to be protected

Formerly known as Rodeus Technologies, and like B2B2C Inc. headquartered in the Montreal area of Canada, B2B Cyber Secure has been a leading Kaspersky partner and technology specialist for more than ten years.

It enjoys Kaspersky Gold and Managed Service Provider (MSP) certified partner status, while its owner, Martin Dubreuil, is one of Canada's foremost independent cybersecurity and Kaspersky solution experts, having developed training and coaching programs to help Canadian businesses maximize the value of their investment in Kaspersky.

## Challenge

Martin Dubreuil and his technical team are passionate about cybersecurity and have spent the past 20 years helping businesses to protect themselves from today's increasingly sophisticated and persistent cyberattacks.

Having launched and grown his own cybersecurity business, Martin Dubreuil and his team know the personal and financial risks that entrepreneurs take to achieve success, and how distressing it is to see small business owners losing everything to cybercriminals.

His decision to join forces with B2B2C Inc. was influenced by a desire to enable more and more small and medium-sized businesses in Quebec to benefit from the same level and quality of cybersecurity protection as that enjoyed by large corporate organizations, who are typically able to deploy sizeable budgets and dedicated internal teams.

"When I set up my own business, I reviewed and trialed all the leading cybersecurity solutions and Kaspersky came out clearly in first place," explains Martin Dubreuil. "From that point I became determined to be a Kaspersky partner and, all these years later, it's still the best decision I ever made."

## The Kaspersky solution

"Kaspersky stands by its commitment to its partners, enabling us to sell products through our partner agreement, protecting us from direct sales, providing really good incentives, involving us in marketing campaigns and providing marketing collateral – it's been a great partnership for me to grow my business."

With his own depth of cybersecurity understanding and expertise, Martin Dubreuil and his analysts' team are admirers of the commitment Kaspersky makes to maintain its global leadership in cybersecurity research and analysis.

"Kaspersky has hundreds of analysts working in real time, which is remarkable. That volume of intelligence means it can provide signature detection and respond to threats very quickly and efficiently, and that is how Kaspersky maintains its edge."

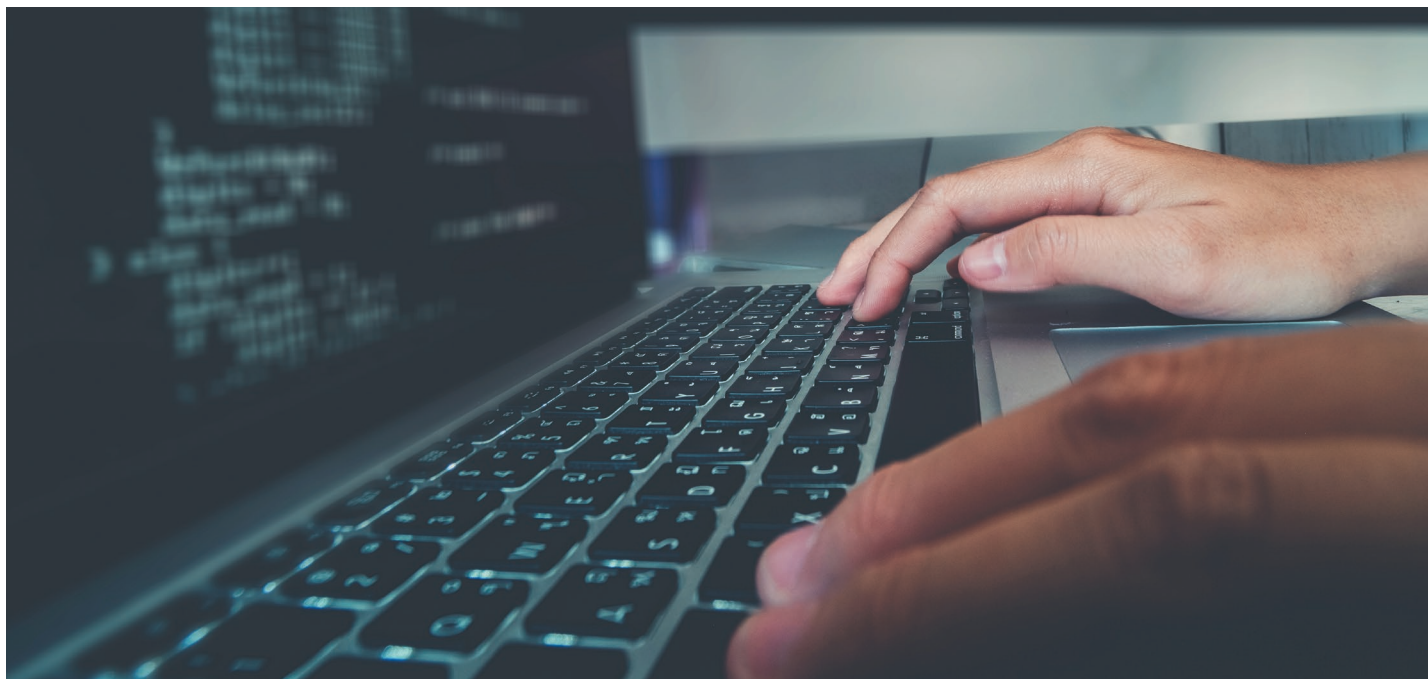
Martin Dubreuil and his team's long association with Kaspersky was an attractive proposition for B2B2C Inc. too, bringing proven technology, reputation, and expertise to the joint venture. This enabled B2B2C Inc. to refresh and potentially extend its relationships with existing customers by applying Kaspersky solutions to the B2B Cyber Secure managed service portfolio.

B2B Cyber Secure is currently using Kaspersky Endpoint Security for Business Advanced to protect around 300 MSP endpoints. It expects to substantially grow that number to 2,000 endpoints and more, as it extends its coverage throughout B2B2C Inc.'s large customer base and to new mid-sized customers.

**"It's important to me that I stay in the elite level of the Kaspersky MSP program because I value the opportunity to have early access to new products and new thinking, to test new technologies and to be involved in the creation and feedback process."**

**Martin Dubreuil**  
Director of Consultancy Services  
B2B Cyber Secure





#### Research

Investment in global threat detection keeps Kaspersky ahead



#### Commitment

Ownership to ensure its MSP partners succeed and grow



#### Price

Advantageous rates enable competitive sales and marketing



#### Brand

Kaspersky is at the forefront of the cybersecurity intelligence community

"Kaspersky Endpoint Security for Business Advanced makes updating systems so much easier and ensures that the latest versions of software are in place and working effectively, and we can see the status of every machine that we are updating," explains Martin Dubreuil.

"I always recommend using Kaspersky Endpoint Security for Business Advanced, even for those customers who may not think that they are a target. That's how cybercriminals think – they target businesses that may be vulnerable because, somehow, they don't feel important or valuable.

"For example, we've recently started protecting more and more veterinarian businesses because criminals began targeting vets, people who are passionate about caring for animals, rather than worrying about their cybersecurity stance!"

## Powerful brand and great people

Martin Dubreuil says that his background with Kaspersky has made it relatively straightforward to make the transition from Rodeus Technologies to B2B Cyber Secure. The first year has been very profitable and the two companies have a clear roadmap for growth in the future.

"And because we're a small, dynamic business, this is helping our partners at B2B2C Inc. innovate and adopt new ways of thinking and working too. We're running training programs to share cybersecurity knowledge and awareness so that our joint expertise in this area is apparent to everyone we deal with. This boosts marketing and business development potential across both companies.

"It's important to me that I keep my elevated status in the Kaspersky Partner Program because I value the opportunity to have early access to new products and new thinking, to test new technologies and to be involved in the creation and feedback process.

"And in return Kaspersky is committed to us, for example with attractive pricing that helps us be competitive in the marketplace and a new partner portal which is a great resource to help partners succeed.

We've recently migrated all of our licensing arrangements onto the Kaspersky License Management Portal (LMP). It's great to have the daily count of license usage accuracy, which provides more flexibility for our customers and us.

"I'm an optimistic person but I don't see the cybersecurity landscape getting any easier. The threat actors are getting even more sophisticated, with huge budgets.

"But it's very reassuring to be part of an equally big, proactive and determined organization like Kaspersky, with a powerful brand and great people, with the solutions, resources and commitment to fight back.

"I'm more confident than ever that we're with the right team!"



---

Cyber Threats News: [securelist.com](https://securelist.com)  
IT Security News: [business.kaspersky.com](https://business.kaspersky.com)  
IT Security for SMB: [kaspersky.com/business](https://kaspersky.com/business)  
IT Security for Enterprise: [kaspersky.com/enterprise](https://kaspersky.com/enterprise)  
MSP partnership: [kaspersky.com/partners](https://kaspersky.com/partners)

[usa.kaspersky.com](https://usa.kaspersky.com)

**kaspersky** **BRING ON  
THE FUTURE**

2021 AO KASPERSKY. ALL RIGHTS RESERVED. REGISTERED TRADEMARKS AND SERVICE MARKS ARE THE PROPERTY OF THEIR RESPECTIVE OWNERS.