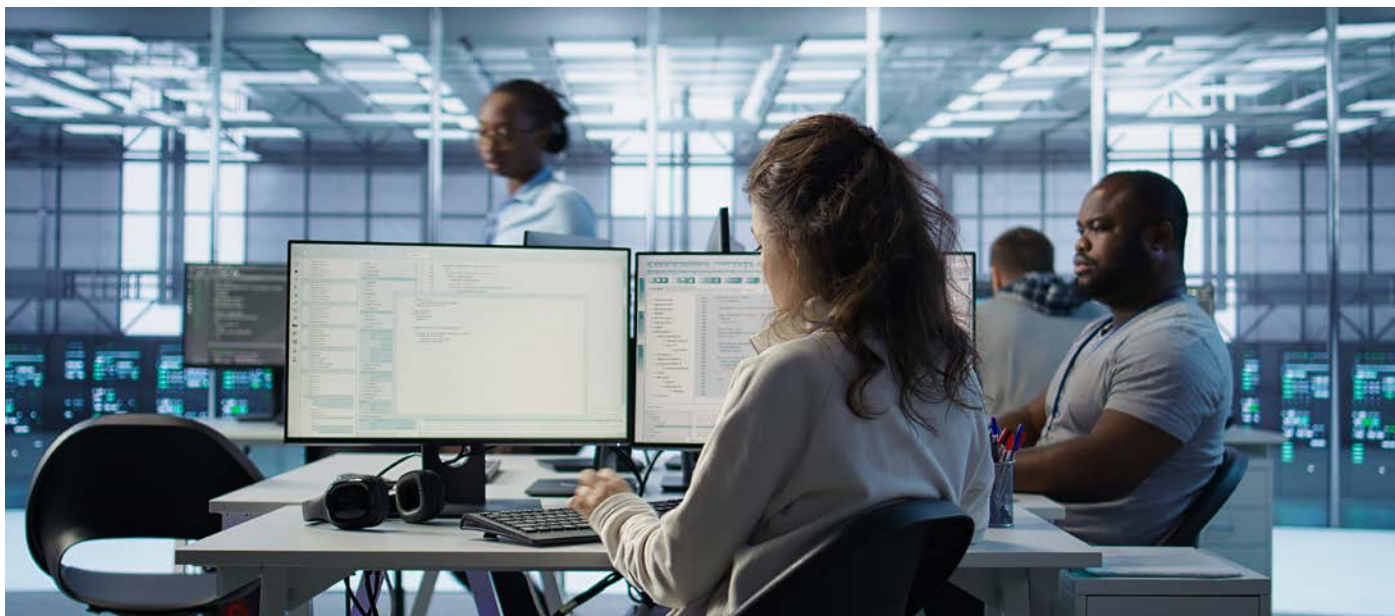


ARS Technology drives 20% YoY growth through OpenText Cybersecurity partnership



Partner at-a-glance



Partner:
ARS Technology

Industry:
Managed Service Provider

Challenge

ARS Technology faced the challenge of managing fragmented cybersecurity solutions from multiple vendors that lacked integration while dealing with vendor relationships that didn't provide the level of care and support needed when critical security issues arose.

Foundation built on 14 years of partnership

ARS Technology's relationship with OpenText Cybersecurity spans 14 years, evolving through multiple acquisitions and platform developments. The longevity of this relationship reflects something deeper than product satisfaction—it demonstrates OpenText's consistent approach to partner success and customer care.

"OpenText stands out in the cybersecurity space because they demonstrate genuine commitment to solving problems—something that's often missing with other vendors," Serrano says. "When customers reach out with issues, they need to know their provider truly cares about finding solutions, not just selling products. OpenText is excellent at that."

This partnership provides ARS Technology with confidence when entering competitive situations. The company knows the technology works, trusts the support organization, and understands how OpenText solutions fit into broader customer cybersecurity strategies.

Benefits:

- 20% year-over-year services revenue growth driven by systematic cybersecurity expansion
- Effective threat detection across diverse platforms, including Windows, Mac, and mobile
- Management of 2,000+ endpoints with continued growth through competitive migrations
- Streamlined operations through unified platform managing multiple security layers
- Enhanced competitive positioning through business continuity solution packaging
- Improved customer retention through integrated service offerings and switching costs

The relationship has also provided Serrano with early access to product developments and the ability to influence platform direction based on customer feedback. This collaboration ensures that OpenText Cybersecurity solutions continue meeting the evolving needs of ARS Technology's customer base.

Powerful endpoint security that simply works

The driving force behind ARS Technology's cybersecurity growth is OpenText™ Core Endpoint Protection and OpenText™ Core MDR—solutions that consistently exceed customer expectations and drive business growth. The reliability and ease of management transformed the MSP's service delivery.

Serrano can deploy and monitor all customer environments from a centralized console, streamlining operations while maintaining comprehensive oversight. "One of the greatest joys of installing OpenText's endpoint security—people say, 'Oh my goodness, it didn't slow down my computer.' That is the No. 1 problem with endpoint protection. You purchase a powerful machine that runs perfectly, then add protection and suddenly lose significant performance. OpenText doesn't create that trade-off," Serrano notes.

Cross-platform detection capabilities across Windows, Mac, mobile, and other systems have proven particularly valuable for the MSP's diverse customer base. "I haven't seen another product that captures threats on Mac systems as effectively as OpenText's endpoint security," Serrano says. "And across platforms, nothing else delivers detection capabilities at the same level.

OpenText Cybersecurity's technical effectiveness consistently proves itself for our customers through real-world threat detection. "During one incident, OpenText identified malware that concealed itself behind a legitimate service—something other solutions missed entirely," Serrano says. "We were able to isolate that machine, remove the threat, and restore normal operations quickly through the unified console."

Unified platform creates stickier accounts

The operational breakthrough that empowers ARS Technology's cybersecurity practice is OpenText's unified platform approach, which enables the MSP to manage a breadth of security tools with centralized visibility and control.

"OpenText Secure Cloud integrates our entire security stack into one platform. This benefits both our operations and our daily customer management. The unified dashboard made it compelling to standardize on OpenText—it's one of the most sophisticated interfaces available," Serrano says.

"I log in each morning to review the security posture across our customer devices. When a flag appears, I can immediately see the full context—what's happening, where, and why. OpenText Secure Cloud gives me an interface that makes proactive monitoring simple and complete. That visibility is what lets us deliver the level of protection our customers expect from a trusted partner."

During regular business reviews, this operational excellence translates into compelling value demonstrations. ARS Technology demonstrates exactly which threats were stopped across all layers, giving customers clear evidence their security investment is working.

The platform's role-based access controls also enable ARS Technology to provide customers with appropriate visibility while maintaining MSP oversight. This balance supports customer engagement while preserving operational security and management efficiency.

Product details:

- OpenText Core Endpoint Protection
- OpenText Core MDR (OpenText Core EDR plus threat hunting and 24/7 SOC support for malware, ransomware, and phishing threats)
- OpenText Secure Cloud
- OpenText email security, business continuity and backup solutions

Operational efficiency that scales revenue

ARS Technology scales its cybersecurity practice by leveraging OpenText's streamlined deployment and management. Fast installation and a centralized console reduce complexity, enabling rapid customer onboarding and efficient support across environments.

"The agent installs in about 60 seconds. That speed, combined with how easy OpenText's endpoint security is to manage, transforms migrations into growth opportunities," Serrano says.

The efficiency goes beyond installation. "The beauty of OpenText MDR is that it gives customers a tailored experience," Serrano says. "We do an assessment of each customer's environment, and OpenText generates a unique key. That makes clients feel like the solution was built specifically for them, which builds trust from the start."

For example, when a manufacturing company came on board, ARS delivered an executive summary of every asset—servers, endpoints, even mobile devices for their drivers—and deployed protections seamlessly across the environment. "It was one of the easiest sales I've ever had," Serrano says.

Through the unified OpenText™ Secure Cloud console, ARS manages multiple customer environments with ease. The result: streamlined operations that let ARS expand its customer base and grow revenue without adding proportional overhead.

Growing endpoint services through strategic expansion

ARS Technology has built a deliberate growth model that leverages OpenText Cybersecurity's integrated portfolio. The MSP starts with the customer's most urgent need, then expands coverage as trust and measurable results build.

"I start customers with OpenText Endpoint Protection to build a foundation of trust, and once that's established, the next step is OpenText MDR," Serrano says. "Endpoint protection builds the trust. MDR builds the resilience. With OpenText Cybersecurity, it's a natural evolution from protection to active threat response."

This progression creates a strong pipeline for expansion. When a manufacturing customer experienced a server rebuild after a breach, ARS first deployed endpoint protection to stabilize the environment. The follow-up conversation naturally turned to MDR, adding monitoring and management that strengthened the security posture.

The model works because the OpenText Secure Cloud platform delivers interconnected services that compound in value as customers adopt more. "Our revenue growth with OpenText Cybersecurity comes from creating multiple integration points with each customer," Serrano says. "We deliver endpoint protection, MDR, email security, and business continuity on one platform. The more integrated services in place, the more customers rely on us as their long-term partner."

Competitive wins also continue to fuel growth. ARS now manages more than 2,000 endpoints through OpenText Cybersecurity with additional accounts coming as contracts expire. OpenText Cybersecurity services drove 20-percent overall business growth for ARS last year, and Serrano expects that trajectory to accelerate as more customers consolidate on the unified platform.

OpenText endpoint security delivers on all three essentials—it's highly effective at stopping threats, lightweight so it doesn't slow down systems, and completely reliable. The [OpenText] Secure Cloud platform extends that with a full portfolio of services. That combination makes it simple to expand what we offer clients and is driving our 20% YoY business growth.

Alex Serrano

President & Lead Technology Consultant, ARS Technology

Driving resilience through integrated security and continuity

ARS Technology frames its services around the complete cybersecurity lifecycle—protection, detection, and recovery. By combining endpoint protection and MDR with OpenText's continuity and backup solutions, ARS ensures customers can keep operating even during disruptions.

"Business continuity is about resilience—ensuring customers can keep running even in the face of threats or disruptions," Serrano says. "OpenText Cybersecurity enables us to deliver that resilience by combining protection, detection, as well as backup and recovery through a single partner."

For customers, this means email continues during outages, data is recoverable, and threats are blocked and managed at the endpoint. For ARS, it creates a powerful differentiator while making daily operations and response simpler for clients.

The lifecycle strategy also fuels growth. Customers who start with continuity services often expand into endpoint protection and MDR. Conversely, those who begin with endpoint protection and MDR create natural opportunities to add continuity—building long-term trust and deeper integration across accounts.

Partnership that multiplies growth

For ARS Technology, OpenText is more than a vendor—it's a partner that strengthens their ability to compete and grow.

"When I need support beyond standard channels, I contact my OpenText Cybersecurity channel manager. I receive a call within minutes from someone who understands the situation and can provide immediate resolution. That responsiveness is crucial for maintaining customer confidence," Serrano says..

That philosophy of care extends through the entire partnership. "What differentiates us is that customers see we genuinely care about solving their problems," Serrano says. "People don't care how much you know until they know how much you care. That ethos is something OpenText Cybersecurity shares, and it's what makes the partnership both authentic and sustainable."