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CUSTOMER-AT-A-GLANCE

ADVANCE2000

Advance2000

Industry
Managed Services

Number of Users
10,000+ users and growing

Sophos Solutions

Sophos Firewall
Sophos Endpoint powered by Intercept X
Sophos MDR
Sophos ZTNA
Sophos Device Encryption

“Because we deliver a lot of these solutions, not just via resale, it’s all part of a managed service and solution. The customer shouldn’t have to care or worry about any of this. The centralized management, especially when you have hundreds of customers, is better than the competition.”

Andrew Tamchyna, Solutions Architect, Advance2000

Challenges

- As a private cloud provider, Advance2000 protects a vast amount of data for their clients, requiring 24/7 monitoring to ensure there is no malicious activity.
- This MSP protects hundreds or thousands of endpoints for each customer they service, making speed and ease of setup a top priority for Advance2000.
- Advance2000 wants to keep much of their accountability and tools in-house, and a need to have as much control as possible over their customers’ security, rather than leaving it in a third party’s hands.
- Customers continue to be concerned about the threat of ransomware, where even one incident could lead to hundreds of thousands of dollars in damages, ransom payments and/or recovery efforts.

For managed service provider Advance2000, Sophos MDR isn’t just a “nice to have” for their clients. It’s as close as it can get to a requirement.

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Advance2000 says that, in late 2024 and early 2025, at least three of their customers who experienced intrusions on their network were not using Sophos MDR as they had originally recommended. All other customers have a near 100% success rate with Sophos MDR blocking security threats.

“[Sophos MDR] would have aided them in that compromise,” Charles Harrington, a service and support manager for Advance2000, says. “We’re not going to say, ‘We told you so,’ but it would have protected them in that scenario. These intrusions happened Sunday, happened in the morning, on the weekend, when no one’s paying attention if they don’t have a full [network operations center] service. You would have had people paying attention had they had MDR.”

The integration of Sophos MDR is just the latest advancement in the relationship between Sophos and Advance2000. The MSP first started working with Sophos around 2012, when they began using Sophos Firewall as part of their managed service offering. A few years later, they also added Sophos Endpoint to their MSP suite because of its advanced ransomware protection, which at the time received a boost from Sophos’ acquisition of Intercept X.

"Sophos has always been very progressive. You can tell they're ahead of the curve with some of these technologies," Andrew Tamchyna, a solutions architect for Advance2000, says.

Advance2000's current customer base is largely made up of small-to-medium-sized businesses who are looking for a managed service provider to handle all their IT and cybersecurity needs, as well as private, off-site cloud computing managed by Advance2000's own servers.

This means there are hundreds of thousands of endpoints Advance2000 is monitoring daily, often securing on their own and even powering them with their own virtualized PC operations.

"As you can imagine, every single virtual environment we spin up leads to another large number of endpoints," Tamchyna says. "Each of those cloud environments is edged by a Sophos Firewall."

Advance2000 continues to be in a very close relationship with Sophos as both companies grow. The MSP is one of Sophos' most well-trained partners through the Sophos Academy on the partner portal and is among Sophos' top resellers.

The combination of Sophos' transparency, AI-native technology that makes detections faster, and ease of use drives Advance2000 to make Sophos MDR near-compulsory for their customers, with plans to continue growing the relationship in the coming years.

Taking responsibility for their customers

Founded in 1989, the company still takes pride in being the single point of truth for their customers. Rather than relying on third parties to keep their services constantly up and running and being unable to assist customers if those services were to go down, they prefer to keep as much as possible in-house.

The company has its own network operations center (NOC) that uses Sophos MDR and Sophos Central to monitor alerts for all their customers. They staff their own analysts who work with Sophos MDR's to act quickly when they see an alert for a potential intrusion on a customer's network.

Harrington said he prefers Sophos Central for the company's NOC because it provides "a single pane of glass" to view everything about a client's network, from uptimes and downtimes to alerts about potential vulnerabilities.

"Say something does get by, and someone clicks on a bad link, Sophos protects them," Harrington says. "If they download it and click it...Sophos comes in and says, 'Hey, we've got a problem over here' and we can take action immediately."

Detection time has only been sped up over the past several years by Sophos' use of machine learning and deep learning AI capabilities in Sophos Firewall and Endpoint, which can detect potential intrusions faster than human monitoring could. Because Sophos was early to adapt to ML and DL several

years before "AI" became a cybersecurity buzzword, Harrington said Sophos Endpoint was better prepared than competitors' software to address the threat of ransomware.

Ransomware, and the vulnerabilities that threat actors exploit to execute it, are still the top concern of Advance2000's customers, and the quick alert system of Sophos Central and MDR allow Advance2000's analysts to make smart decisions, fast.

"By the time a human responds to such threats, it's already too late," Harrington says. "[With Sophos solutions] you're in the window of the first 15 minutes where you can shut something off before anything's encrypted, rather than three hours from now. It removes the potential threat so you're down hours versus days, months, weeks."

This is especially important to Advance2000 because of their pride in their internal cloud solutions. Sophos' suite of products allows them to use other third-party products, if necessary, to build the best possible MSP program for their customers. And with more control over everything, Advance2000 makes sure they alone have customers' security in their hands.

"One thing many companies or local IT personnel say is, 'We have 'Vendor X' so we're fully protected,'" Tamchyna says. "That's where we come in as an MSP, we use the best vendors available to complement each other. We want to make sure we're providing the best security for customers and the best experience. That's what matters, that's what will continue to happen when they renew with us."

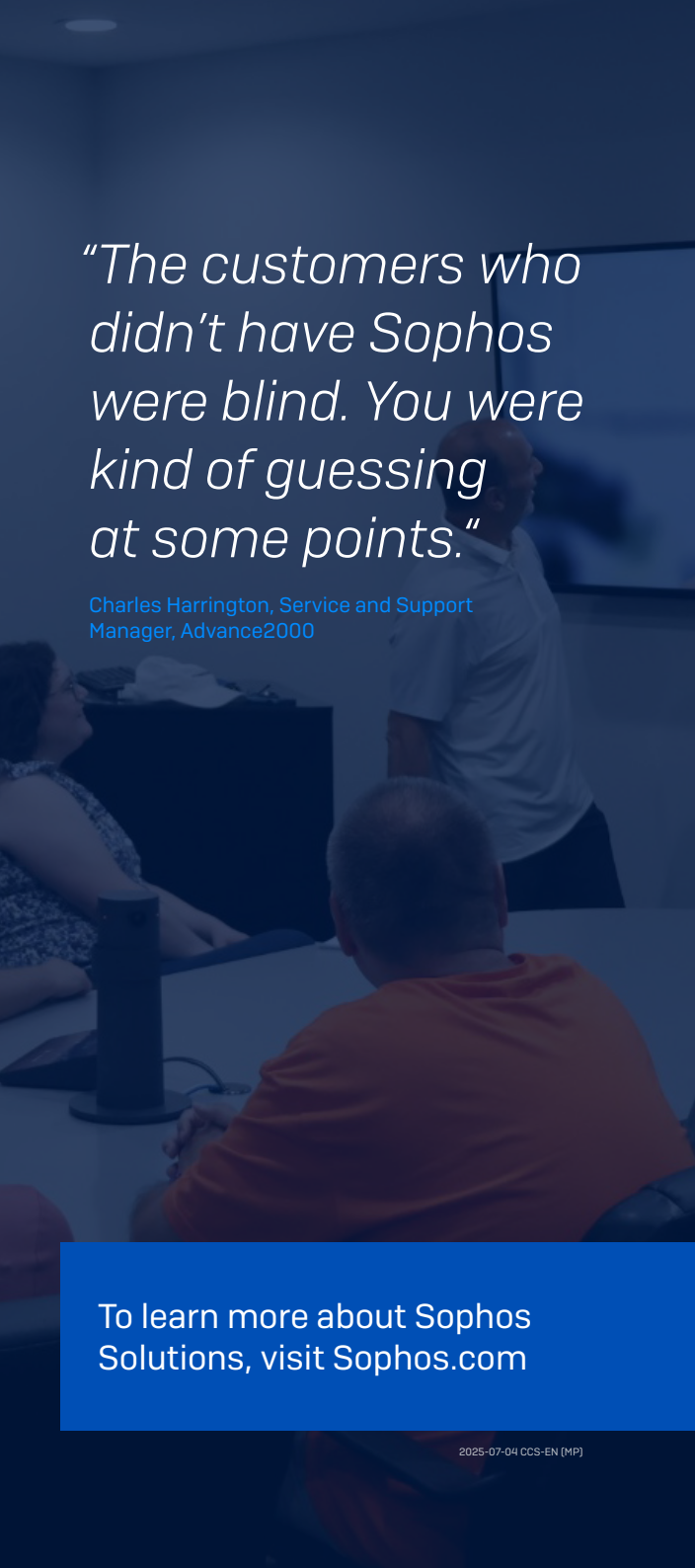
Sophos grows alongside MSPs

Advance2000's use of Sophos MDR has helped them reduce overhead for their business because they don't need to do as much hands-on management with other solutions. And the company plans to expand its relationship with Sophos over time as Sophos Firewall makes multi-firewall management easier, and when any hiccups do occur, Harrington says Sophos has been "very amenable to feedback."

With more than three decades in business now, customers have come to trust Advance2000's recommendations. So, when they say Sophos MDR is the best option for them, they listen.

Advance2000 reports 96% end-user satisfaction, and their customers have peace of mind because they know the MSP, and Sophos, has their backs.

"[Customers] don't need to see or know that it's only Sophos," Harrington says. "You want the best? This is what it takes to have the best. Sophos is always what we lead with to ensure that security is there."



"The customers who didn't have Sophos were blind. You were kind of guessing at some points."

Charles Harrington, Service and Support Manager, Advance2000

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