



SOLUTION BRIEF

## HYAS **Insight + Protect** for MSSPs

- Drive New Revenue
- Improve Client Protection
- Complete Threat Analysis  
Faster and More Accurately

### The MSSP Market Challenge

The MSSP market is a highly competitive and crowded segment. With thousands of choices, and MSSPs all offering similar solutions, it's becoming more and more difficult to differentiate your value proposition from that of competitors. As a result, MSSPs often must resort to reducing prices to gain an advantage and capture more clients, but a business model built on price wars and reduced margins is just a race to the bottom. To add significant value for clients, improve operational effectiveness and efficiency, and gain a competitive edge in a noisy market, MSSPs need access to differentiated and best in breed solutions.

### HYAS Gives MSSPs an Advantage Over the Competition

MSSPs that offer Managed Security along with Managed SOC, DFIR or MDR services, can join the [HYAS ONPOINT Partner Program](#). When an MSSP includes [HYAS Protect](#) protective DNS as part of their managed service, the MSSP will receive a complimentary 12-month minimum subscription to the [HYAS Insight](#) threat intelligence and investigation platform to use in their security stack.



**“HYAS Protect is an investment in an organization’s future, delivering quantifiable outcomes such as fortified financial defense, customer trust, and compliance confidence. With HYAS, you position your organization for sustainable growth, competitive advantage, and peace of mind in an increasingly threat-filled digital landscape.”**

**TODD WILLOUGHBY, DIRECTOR,  
SECURITY TRANSFORMATION AT RSM**

This offer brings immediate value to the internal SOC, incident response and threat analysis teams, and gives sales teams a highly differentiated solution to offer to clients and prospects. Partners will be able to protect clients more effectively and bring complex threat analysis to a close faster and more efficiently.

The HYAS ONPOINT Partner Program eliminates the fees, barriers, and ongoing commitments that other cybersecurity vendors often demand from their channel partners and provides an important new cybersecurity service entry point and revenue expansion opportunity.

### Features & Benefits

- Provide exceptional proactive threat and adversary intelligence to identify and stop advanced cyberthreats, across services including managed security, DFIR, MDR, MSOC and others
- Elevate service offerings, free from financial constraints
- Add a sticky new revenue stream to service offerings
- Increase client retention
- Expand service differentiation without fees, catches, or up-front minimum revenue commitments of any kind



- **Fill a critical gap in security** – Domain-based entry into a target's network is still the leading technique used by cybercriminals. Having the most effective protective DNS solution in your Managed Services bundle ensures an effective defensive for clients.
- **Enhanced SOC Capabilities** – HYAS Insight provides valuable capabilities for internal SOC, Incident Response, and Threat Analysis teams, enabling them to access advanced threat intelligence and investigative tools to bolster their cybersecurity efforts.
- **Increase Revenue and Reduce Operational Overhead** – With HYAS solutions in place, SOC teams reduce their cost per investigation, increase time to resolution, and enhance scalability.

## The HYAS Solution

HYAS is the cybersecurity vendor that offers the unique combination of cybersecurity products that are a benefit to both managed services teams and threat intel teams:

### HYAS Insight

This advanced threat intelligence and investigation platform gives organizations the ability to identify, track, and attribute fraud and attacks faster and more efficiently. HYAS Insight provides threat and fraud response teams with unprecedented visibility into everything a defender needs to know about an attack: the origin, current infrastructure being used, alerts when new relevant infrastructure is created, and any infrastructure likely to be used by an adversary in the future.

By analyzing data aggregated from leading private and commercial sources around the world, HYAS identifies suspicious infrastructure likely to be used in attacks – sometimes months before it is even activated. Top Fortune 500 companies rely on HYAS' exclusive data sources and nontraditional collection mechanism to power their security and fraud investigations.

### HYAS Protect

Built on the underpinning technology of HYAS Insight threat intelligence, HYAS Protect is a protective DNS solution that combines authoritative knowledge of attacker infrastructure and unrivaled domain-based intelligence to proactively enforce security and block the command and control (C2) communication used by malware, ransomware, phishing, and other forms of cyber-attacks.

Even if an attack has bypassed a network's perimeter defenses – and regardless of how the breach occurred, it still must “beacon out” for instructions – for lateral motion, privilege escalation, data exfiltration, and even encryption. And the need to beacon out to malicious infrastructure, commonly called command-and-control (C2), must be established prior to launching the attack.

HYAS detects and blocks the beaconing requests of nefarious C2 communication, letting users cut off these attacks before they cause harm, whether in an IT or OT environment. If an organization can be alerted to this adversary infrastructure, they can stop an attack before damage can be done and ensure true business resiliency.

## BECOME A PARTNER

[hyas.com/partner-overview](https://hyas.com/partner-overview)



## PROTECTING BUSINESSES AND SOLVING INTELLIGENCE PROBLEMS THROUGH DETECTION OF ADVERSARY INFRASTRUCTURE AND ANOMALOUS COMMUNICATION PATTERNS

HYAS is a world-leading authority on cyber adversary infrastructure and communication to that infrastructure. HYAS is dedicated to protecting organizations and solving intelligence problems through detection of adversary infrastructure and anomalous communication patterns.

We help businesses see more, do more, and understand more in real time about the nature of the threats they face. HYAS turns meta-data into actionable threat intelligence, actual adversary visibility, and protective DNS that renders malware inoperable.

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