

Lywand Properly Positioned



The MSP Cheat Sheet

Mindset: Tool Instead of Standalone Product

Lywand is neither an add-on nor an isolated product. It is a central tool for the daily operations of Managed Services. With lywand, MSPs verifiably increase the IT security of their customers, thereby strengthening their own market position.

i Lywand is not sold as a standalone product to customers. Security risks are often underestimated – correspondingly low is the immediate willingness to pay.

Integration Into Existing Services

Lywand primarily unfolds its benefits across customers:

- Uniform rollout across all customers
- Standardized processes and thus reduced workload
- Optional: Implementation through price adjustments of existing packages

💡 Lywand enables MSPs to offer scalable services, stable margins, and consistent service quality.

Lywand in Operational Everyday Life

Technology

Base

- Definition of service packages & customer groups on the platform
- Regular monitoring of the Security Cockpit
- Resolution of critical vulnerabilities in Managed Services
- Documentation of the overall security situation

Extended

- Target assessment A or B for Managed Services
- Resolution of critical vulnerabilities in Unmanaged Services

→ Fewer incidents, better planning, higher operational reliability.

Sales

Customer Support

- Use of reports as proof of performance
- "Unmanaged Services" as a basis for up- and cross-selling
- Comparison with security standards (CIS, NIS2, ...)

Customer Acquisition

- Use as an acquisition tool
- Identify specific actions needed based on standards

→ Predictable revenues instead of one-time deals.

Three Proven Service Models With lywand

Basic Package Integration

Basic coverage

Technical foundation for all customers

- Prevention: Vulnerability management
- Administration: Remote management
- Response: Endpoint protection

→ Recommended as the standard basic package.

Threat Level Package

Tiered security models

Small

- Agent check on all clients
- Monitoring without action implementation

Medium

- Agent check
- Network check
- Basic patch management

Large

- Agent check, external and network check
- Patch management for basic and third-party software

→ Clear differentiation for structured consulting.

Full Service Package

Comprehensive coverage

Holistic managed security model

- Unified billing model
- Example: €150 per user
- All services included
- Lywand as a central component

→ High customer retention with low administrative effort.

Add-on: Compliance and Insurance

Lywand helps MSPs systematically meet requirements from cyber insurance and regulatory guidelines (e.g., NIS2).

This increases the attractiveness of the service packages and strengthens the pricing argument towards customers.

