



WHITEPAPER

# CAASM Redefining The Game For MSSPs



# Introduction

Managed Security Service Providers (MSSPs) play a critical role in helping organizations protect their technology infrastructure from cyber threats. However, as the cybersecurity landscape continues to evolve, MSSPs are facing a growing challenge to keep their solutions up to date and meet the needs of their clients. Many MSSPs struggle to up level their offerings and continue to sell outdated cybersecurity solutions.

Cyber Asset Attack Surface Management (CAASM) is an essential service that can help MSSPs to address this challenge and provide a comprehensive and proactive approach to managing their clients' attack surfaces. This whitepaper will explore the key benefits of CAASM for MSSPs and how it can help them to up level their solutions and meet the evolving needs of their clients.

## Benefits of CAASM for MSSPs:

### 01.

**Proactive Risk Management:** Cyber Asset Attack Surface Management (CAASM) is a proactive approach to identifying and mitigating vulnerabilities in an organization's technology infrastructure. By providing CAASM as a service, MSSPs can help their clients reduce their risk of a successful cyber attack before it happens.

### 02.

**Stay ahead of the evolving threat landscape:** Cybersecurity threats are evolving and new ones are emerging all the time. CAASM helps MSSPs to stay up-to-date with the latest threats and vulnerabilities and implement the necessary security controls to protect their clients' technology infrastructure helps MSSPs

### 03.

**Meet Compliance Requirements:** Many organizations are subject to compliance requirements, such as those imposed by the government, industry standards and regulations. MSSPs can help their clients to comply with these regulations by providing a comprehensive service to manage their attack surface.

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## 05.

**Increase Profit Margins:** MSSPs can increase their profit margins by providing ASM as a service. By identifying and mitigating vulnerabilities in their clients' technology Infrastructure, MSSPs can help prevent costly security breaches, which can have a major impact on an organization's bottom line.

## 06.

**Differentiate from Competitors:** Offering CAASM as a service can help MSSPs differentiate themselves from their ompetitors, and attract potential customers who are looking for a comprehensive cybersecurity service.

### **Benefits of CAASM for MSSPs:**

MSSPs face a number of challenges when it comes top-leveling their solutions and meeting the evolving needs of their clients. Some of these challenges include:comes to up-leveling their solutions and meeting the evolving needs of their clients. Some of these challenges include:several key steps, including:

#### **Keeping up with the latest technologies**

Cybersecurity technologies are constantly evolving, and MSSPs need to stay current on the latest developments to be able to offer relevant solutions to their clients.

### **Meeting the needs of different clients**

MSSPs need to be able to tailor their solutions to the specific needs of their clients, which can vary widely.

### **Providing Proactive, rather than reactive, security**

MSSPs need to shift from a reactive approach to cybersecurity, where they wait for an attack to happen, to a proactive one, where they actively identify and mitigate vulnerabilities in clients' technology infrastructure.

## **Conclusion**

CAASM is an essential service for MSSPs looking to up-level their solutions and meet the evolving needs of their clients. It allows MSSPs to manage the attack surface proactively, providing the necessary protection to their clients, and giving them the ability to meet compliance requirements, and increase their profit margins and peace of mind.

With the ever-evolving cyber threats, it is becoming more important for MSSPs to adopt this service as a core component of their cybersecurity strategy. By doing so, they will be able to provide their clients with a more comprehensive and proactive approach to cybersecurity, which will help them to stay ahead of the evolving threat landscape, meet compliance requirements and stand out from their competitors. It can also provide peace of mind for their customers by managing the attack surface and giving them the ability to focus on their core operations.

To stay relevant and successful in the managed security industry, MSSPs should consider integrating CAASM as a core component of their service offerings.

## **About Lucidum**

Lucidum was built by cybersecurity experts on a mission to gain full visibility into their tech ecosystem. We take pride in our innovative platform, and we're thrilled each time we offer our customers the ability to see and understand what was formerly lurking just off the radar.

We put everything in your sights, giving you the power to understand what it is and what it's doing. Understand the lay of your tech landscape, lock onto threats, and keep your perimeter secure – all empowering you to defend and dominate your space in an increasingly threatening world.

Learn more at [www.lucidum.io](http://www.lucidum.io)