

Selling Managed IT Services?

If so, you had better be ISO 27001 compliant

by: Dale Stein, Technology Assurance Group (TAG)

If you are selling cybersecurity, you must now be ISO 27001 compliant or you risk not having the right processes and protocols to protect your customers the proper way, and your competitors that become ISO 27001 compliant before you will take your accounts. As you know, cybersecurity is the greatest threat to your business and your customers' businesses, and it is extraordinarily critical to prove your security worth.



Why Office Technology Dealers Must Become ISO 27001 Compliant Before Their Competitors

Most IT and office technology companies have a hodge-podge approach to cybersecurity. They go to the “shopping aisle” at an IT industry trade show and pick solutions that sound good or have the best pitches — without plans or systems. ISO 27001’s purpose is to outline a standard approach to creating an information security management system. How do you continually identify risks to your internal network and take advantage of opportunities to continuously improve? You build a system that constantly requires you to pay attention to your security stance as a whole, including what processes and tools you have in place to control your security, rather than just selecting the product that is the shiniest. As a result, you will become an elite company by adopting globally recognized standards, protocols and processes.

ISO 27001 gives you an array of benefits beyond making you a better managed IT services provider. You have the unique opportunity to secure a competitive advantage, justify higher prices for your services and attract more customers because of your technical authority.

So here’s the blunt truth (for a second time): If you are not ISO 27001 compliant, you are going to lose deals to managed IT service providers that are.

What is ISO 27001?

ISO 27001 is a global standard for information security. Getting compliant means you have adopted the most recognized

and trusted security framework on the planet. It is more than just a certificate; it is a signal to clients that your business takes cybersecurity seriously and operates at a higher standard than your competitors.

ISO compliance acts as a credibility multiplier. It turns your claims of “strong security,” “good practices” and “we take your data

seriously” into evidential proof. That is a game changer during the sales process. Instead of promising customers that you are secure, you can show them you have been audited, tested and verified — by a global authority.

Imagine being asked in a discovery meeting, “What’s your cybersecurity framework?” Would you rather: (a) launch into a rambling explanation about firewalls, antivirus, etc., and the fact that “we’re very careful,” or (b) confidently answer: “We’re ISO 27001 compliant — a globally recognized cybersecurity standard audited annually. Here is what we have done to achieve it, what we are doing to maintain it and what it means for your business.” That level of assurance builds trust quickly — and that trust leads to closed deals.

Industries Are Requiring ISO 27001

Financial, health care, manufacturing, legal and telecommunications, to name a few, are industries that are requiring their managed IT services providers to be ISO 27001 compliant. Even for smaller customers, ISO 27001 compliance serves as a differentiator. It makes your business look bigger, more professional and more prepared than 95% of the other MSPs out there.

But Isn’t ISO Certification Expensive?

Normally, yes. Getting ISO 27001 compliant independently can cost \$10,000 to \$20,000, not to mention hundreds of hours of internal labor. It is a months-long process of audits, paperwork, process realignment and ongoing compliance. This is why it is a competitive advantage.

But here is where it gets interesting: Technology Assurance Group (TAG) has completely changed the game for its

members and the industry. If you are part of TAG, you can become ISO 27001 compliant for just \$100 a month. Let that sink in.

TAG has leveraged its collective buying power and created a proprietary transaction specifically to benefit IT providers like office technology dealerships and traditional managed IT service providers. It is fast, affordable and already structured to meet the needs of your business. There are no outside consultants and no bloated certification firms. Just real, actionable support and the ISO standard badge to back it up.

ISO Is How You Rise Above

There are no legal requirements or certifications needed to become a managed IT service provider. Literally anyone with a laptop and some Google skills can start calling himself (or herself) an “IT expert.” That is terrifying for customers. So when you walk in the door with ISO 27001 compliance,

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the right business. Security-conscious verticals? ISO checks the compliance box. Savvy buyers comparing MSPs? ISO earns their trust more quickly than anything else. If you are selling managed IT services — or plan to — you cannot afford not to become compliant. ■

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you are saying: “We hold ourselves to a higher standard — not because we have to, but because our clients deserve it.” It is a message that lands hard.

Secure the Sale, Secure the Client

In a market flooded with competitors, having ISO 27001 is like bringing a tactical nuke to a water balloon fight. It is the ultimate sales asset. It does not just help you win more business — it helps you win