



CASE STUDY 2025



**Accelerating Security
and Growth for a
Prominent Asian MSSP
Through a Five-Year
Partnership with SIRP**

1 EXECUTIVE SUMMARY

The MSSP in this case study—a leading cybersecurity provider serving highly regulated sectors in Asia—faced significant operational challenges as it expanded its client base. High alert volumes, complex compliance requirements, and the need for a multi-tenant architecture pushed the MSSP to seek a more automated and integrated solution

Enter SIRP: Over five years, SIRP evolved from a straightforward SOAR deployment into the MSSP's strategic partner. Through **customer success engagements**, quarterly reviews, and ongoing co-innovation, SIRP's platform has become the **backbone** of the MSSP's SOC. Integrations with existing tools streamlined incident response, reinforced compliance, and made multi-tenant oversight more efficient—ultimately **boosting revenue**, reducing SLA breaches, and setting the MSSP apart as a **regional market leader**

“I honestly can’t imagine our SOC without SIRP now—it’s become the backbone of everything we do”

— Amanda, CISO at the MSSP



2 ABOUT THE MSSP AND THE CHALLENGES IT FACED

2.1 A Trusted Security Leader in Asia

For over a decade, this MSSP has served some of the most security-conscious sectors: **finance, government, healthcare, and aviation**. With a robust Security Operations Center (SOC) and a track record of handling thousands of daily alerts, the MSSP built a reputation on **reliability, rapid response**, and a deep understanding of **regulatory mandates**. However, that success brought an **ever-growing client roster**, which increased complexity and threatened to overwhelm existing processes



2.2 Core Challenges

Surging Alert Volume

As the MSSP's clientele grew, analysts were swamped with thousands of alerts daily, creating a massive triage bottleneck

Complex, Multi-Industry Compliance

Each sector—finance, government, or healthcare—came with its own regulatory frameworks, such as **PCI DSS** and other stringent government mandates

Siloed Tools & Limited Automation

Multiple platforms for ticketing, SIEM, threat intel, and reporting forced analysts into a **manual swivel-chair approach**, resulting in **inconsistent data** and lost time



Risk of SLA Breaches

Meeting strict SLAs for threat response grew tougher under increased workload, putting **long-standing client relationships** at risk

What was needed was a **single pane of glass** that could automate repetitive tasks and integrate seamlessly with the MSSP's existing ecosystem—**all while managing multiple client environments** in a secure, multi-tenant manner

3 WHY SIRP? SELECTING THE RIGHT SOAR PLATFORM

3.1 IMMEDIATE ALIGNMENT WITH MSSP GOALS

SIRP stood out in the vendor evaluation process for several reasons

Multi-Tenant Architecture

The MSSP required granular oversight across hundreds of organizations, each needing its own **customized workflow**. SIRP's **multi-tenant design** delivered exactly that

AI-Driven Automation

With **machine learning-driven** runbooks, SIRP promised to reduce the **manual load** on analysts

Easy Integration

The MSSP's environment included multiple SIEMs, ticketing systems, and third-party threat intelligence feeds. SIRP's open and **flexible connectors** ensured rapid integration with minimal disruption



3.2 A VISION FOR LONG-TERM PARTNERSHIP

Beyond technical alignment, SIRP demonstrated a willingness to **grow and evolve** alongside the MSSP. The vendor's **Customer Success team** engaged immediately to understand the MSSP's **unique workflows**, compliance needs, and potential future service offerings. In these early talks, they identified a major opportunity: the MSSP could **resell SIRP** as part of its service offerings, adding a **new revenue stream** and deepening its role as a **trusted cybersecurity advisor** in the region



4 A FIVE-YEAR JOURNEY: FROM INITIAL ROLLOUT TO COLLABORATIVE EVOLUTION

4.1 INITIAL DEPLOYMENT AND INTEGRATION

Phase 1: Assessment & Planning

SIRP's Customer Success team began by mapping out the MSSP's **alert-handling processes**, existing tool integrations, and desired automation. A series of **workshops** identified immediate opportunities for efficiency gains



Phase 2: Pilot Deployment

A small group of key MSSP clients were onboarded into SIRP to **test runbooks and workflows**. Through **daily check-ins**, the MSSP and SIRP teams iterated on automation rules, refining them based on **real-world feedback** from analysts

Phase 3: Full Rollout

Encouraged by time savings and the **positive user experience** during the pilot, the MSSP deployed SIRP across its entire client base. Over the first quarter, Customer Success held **weekly sessions** to address any adoption hurdles and ensure that real-time problems—like alert prioritization and compliance reporting—were resolved swiftly

“We’d log issues in the morning, and by late afternoon, SIRP’s team had a workaround or a patch ready. That level of support was game-changing”

— Head of Threat Operations at the MSSP

4.2 EMPOWERING THE MSSP AS A RESELLER

Once the MSSP had mastered SIRP’s platform for its own SOC, it looked to offer **SIRP-based services** to new and existing clients. By bundling advanced orchestration, **AI-driven automation**, and compliance reporting features into its premium service tier, the MSSP carved out a **differentiated offering** in a crowded market

Joint Marketing Initiatives

SIRP and the MSSP co-hosted **webinars** and published white papers, highlighting how AI-driven automation could **significantly reduce** incident response times

Co-Branded Services

With SIRP’s white-label support, the MSSP packaged enhanced threat monitoring and compliance management services under its own brand, reinforcing its position as a **holistic cybersecurity partner**



4.3 ONGOING CO-INNOVATION

One of the MSSP's biggest surprises was the **pace of innovation**. SIRP regularly released new features—from advanced analytics dashboards to **expanded integrations** with top threat intelligence feeds. The MSSP played an integral role as a **beta tester** for many of these features, refining them for **practical, real-world** SOC environments

Quarterly Reviews

Every three months, the MSSP's leadership and SIRP's Customer Success team met to **evaluate key metrics** like alert resolution times, SLA compliance rates, and client satisfaction scores. These reviews became **far easier** with SIRP's consolidated reporting, eliminating the need to **jump between** multiple data sources or spreadsheets

Tailored Feature Roadmap

The MSSP's requests often shaped SIRP's product roadmap, ensuring **new capabilities** directly addressed the complexities of a multi-tenant, multi-industry environment



5 IMPACT & MEASURABLE RESULTS

5.1 Optimized Incident Response and Lower SLA Breaches

By automating **80%** of repetitive tasks—such as **alert triage**, initial investigations, and basic threat enrichment—the MSSP freed analysts to focus on **critical incidents**. Within the first year of full deployment

■ Reduced SLA Breaches by 30%

Real-time alerts and automated response playbooks cut down incident resolution times, helping the MSSP keep its **promises to clients**

■ Accelerated Response

Time to **acknowledge** and **escalate** threats shrank from **hours to minutes**, building a stronger track record with high-profile clients

5.2 Strengthened Compliance and Reporting Efficiency

With the unified platform, generating compliance evidence across **PCI DSS, governmental regulations, and healthcare mandates** became a **streamlined process**

■ 640% Increase in Reporting Efficiency

Manual compilation once took hours per incident; SIRP's automated logs and pre-formatted templates condensed that to **minutes**

■ Reduced Audit Stress

Quarterly regulatory audits ran more smoothly as everything from **alert data to analyst actions** was captured in a **centralized dashboard**



5.3 Multi-Tenant Visibility and Granular Control

The MSSP now manages **hundreds of organizations** from a single SIRP console, granting each client **tailored playbooks** and dashboards while maintaining **enterprise-level security** and **segregation** of data

Customized Runbook

Healthcare clients can trigger incident workflows tailored to HIPAA controls, while financial institutions adhere to PCI DSS protocols, all from the **same unified system**

Streamlined Internal Meetings

With SIRP's consolidated data, weekly or monthly SOC meetings shifted from **'Where do we find that log?'** to **'Here's how we improved efficiency.'** This clarity accelerated **decision-making** and cut meeting times by an estimated **25%**

5.4 Revenue Growth and Competitive Differentiation

By co-branding SIRP's advanced SOAR features, the MSSP introduced **premium packages** that commanded a **higher price point**. Clients recognized the **value** in AI-driven threat detection and compliance orchestration, driving

Double-Digit Revenue Growth

The MSSP saw a **steady annual increase** in revenue, attributing a **significant portion** to SIRP-based services

Elevated Market Perception

Positioning itself at the cutting edge of **AI-driven security** allowed the MSSP to **stand out** among competitors, winning new contracts and fortifying existing relationships



6 FIVE YEARS OF TRANSFORMATION: THE ONGOING EVOLUTION

Over five years, the partnership with SIRP continuously evolved, fueled by regular customer success engagements

Feature Expansion

AI-driven detection became smarter as SIRP leveraged real-time threat data from the MSSP's vast client network to refine its machine learning models

Service Extensions

The MSSP introduced niche offerings—like **automated policy enforcement** for finance clients and **dynamic isolation runbooks** for healthcare—co-developed with SIRP's **technical specialists**

Deeper Client Engagement

Quarterly reviews are now **data-rich** yet **quick to prepare**, helping the MSSP's account managers provide **transparency and value** to clients—a major factor in consistently **high NPS scores**



7 KEY TAKEAWAYS AND BEST PRACTICES

Establish a Dedicated Customer Success Channel

Daily or weekly check-ins post-deployment can **quickly address issues**, fostering a strong foundation for **long-term collaboration**

Leverage Multi-Tenant Architecture Early

For MSSPs, the ability to **segment** clients while maintaining a **unified view** is crucial to managing a growing roster seamlessly

■ Engage in Quarterly Reviews

SIRP's consolidated data and reporting framework **simplifies** both **internal SOC analysis** and **client-facing discussions**, ensuring you stay proactive

■ Focus on Automation for Both Speed and Accuracy

Target repetitive tasks for **immediate automation**—freeing analysts to tackle **critical threats** and strategic improvements

■ Collaborate on a Shared Roadmap

Regular feedback loops and co-development sessions ensure the platform **continues to evolve** to meet emerging challenges

8 ■ FUTURE OUTLOOK: SCALING INNOVATION AND GEOGRAPHIC REACH

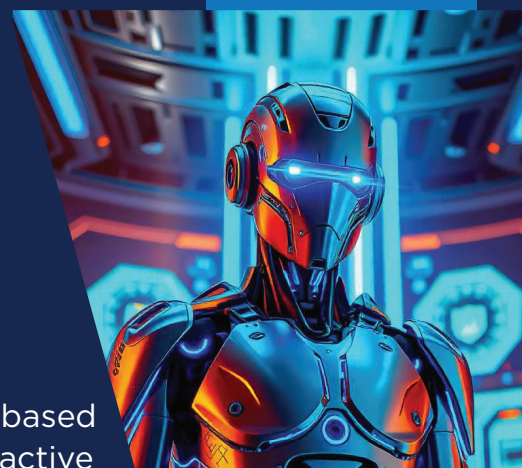
Buoyed by its success, the MSSP now looks to **expand beyond Asia**, eyeing new markets in the **Middle East and Europe**. SIRP's **flexible compliance mapping** and **global threat** intelligence capabilities pave the way for a **smooth transition** into regions with **unique regulatory demands**

■ Predictive Analytics

SIRP plans to integrate new AI models that **anticipate threats** based on **anomalous patterns**, further **strengthening** the MSSP's proactive stance

■ Enhanced Reseller Ecosystem

As the MSSP takes on new geographies, it anticipates an even **greater demand** for advanced SOAR solutions—potentially opening new avenues for co-branded service offerings



9 CONCLUSION

The five-year partnership between the MSSP and SIRP illustrates the **transformative power** of choosing the **right SOAR platform**—one that not only addresses **immediate technical challenges** but also becomes an **integral part** of an organization's **long-term growth strategy**. By streamlining internal operations, bolstering compliance, **reducing SLA breaches**, and unlocking **new revenue streams**, SIRP emerged as a **true partner** rather than just another vendor.

For security leaders aiming to **transform** their operations and **outpace** the ever-evolving threat landscape, the story of this MSSP offers **practical insights** and a **compelling example** of how **strategic collaboration** can fuel sustained success.

