

CASE STUDY: GTP PARTNERS WITH MSD SOLUTIONS

Overview

MSD Solutions is a company that provides security risk mitigation services across major Australian cities. They offer services such as 24-hour security patrols, armed and unarmed security guards, bodyguard services, cash-in-transit services, event security, and private investigation. They focus on expert risk management and protection for various working environments, and their customers include the Victorian Government and ASX200 listed companies.

The Challenge

MSD Solutions was seeking to enhance its cybersecurity posture and protect its digital assets and client data. In an increasingly interconnected world, they recognised the security industry faces unique threats, including the need to secure sensitive client information and maintain operational integrity. While MSD Solutions is an expert in physical security, management decided to reach out to a specialised IT security partner to handle their digital security needs with the same level of expertise and dedication they offer to their own clients.

The Outcome

The partnership between Global Tech Partners and MSD Solutions has created a powerful synergy, uniquely positioning both organizations to address the complex security challenges facing the physical security sector.

One year after the agreement was signed, a review of the collaboration demonstrated measurable improvements in operational performance and financial outcomes for MSD Solutions. By aligning strategic objectives, GTP enabled the deployment of a future-proofing approach that strengthened internal confidence and capability, and accelerated business growth. Within six months, MSD Solutions achieved a 20% increase in revenue, driven by enhanced service delivery and improved customer retention. Today, their customers continue to benefit from world-class cybersecurity seamlessly integrated with the physical security services they already trust.

This collaboration underscores the effectiveness of GTP's white-label model and demonstrates our ability to build strong, mutually beneficial partnerships with industry leaders and boutique providers alike. We are proud to support MSD Solutions in its mission to deliver comprehensive security and risk mitigation services.

Contact

For information about Global Tech Partners services, please e-mail us at contact@globaltechpartners.com.au or by visiting our website www.globaltechpartners.com.au

The Solution

MSD Solutions initially approached Global Tech Partners as a direct customer to test our cybersecurity services. We provided them with an all-in-one, best-in-class solution, integrating endpoint protection, network analytics, user behavior analysis, and automated threat detection and response into a single, autonomous platform. This initial engagement allowed MSD Solutions to firsthand experience our commitment to excellence, the ease of onboarding and configuration, and the effectiveness of our services.

The results of the trial period were overwhelmingly positive. MSD Solutions found that GTP's proactive approach to cybersecurity not only mitigated potential threats but also provided them with peace of mind, allowing them to focus on their core business of physical security. The seamless integration of our services and the responsive support from our team demonstrated the value of a strong offering working with best-in-class technology.

The Partnership

Building on their initial success, MSD Solutions formalised a white-label partnership with Global Tech Partners (GTP). This strategic agreement enables MSD Solutions to deliver GTP's advanced cybersecurity solutions directly under the MSD Solutions brand, expanding their service portfolio, creating new revenue streams, and strengthening their position as a leading go-to security provider in the Australian market.

Under the partnership model, GTP handles the technical delivery and ongoing maintenance of the all-in-one cybersecurity solution, while MSD Solutions retains full ownership of the customer relationship including sales, retention and billing. GTP's direct engagement with clients is limited to essential areas such as incident response, compliance requirements, technical support and marketing support where appropriate. This structure empowers MSD Solutions to focus on the customer, their needs and delivering a seamlessly integrated security package, ensuring comprehensive protection across the full spectrum of security risks.



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