



An MSP partner to drive SMEs' growth

SMARTER COMPUTER Sdn. Bhd. is a trailblazer in providing affordable, high-value outsourced IT services for a diverse range of businesses. Based in Penang, Malaysia, and a Sophos MSP partner, the company has expanded its business operations across Malaysia, Singapore, Thailand, Indonesia, India, the Philippines, Australia, and Africa.

PARTNER-AT-A-GLANCE



SMARTER COMPUTER
Penang, Malaysia

Industry
Managed Service Provider (MSP)

Sophos Solutions
Sophos Managed Service Provider (MSP) Solutions
Sophos Managed Detection and Response (MDR)
Sophos Central
Sophos Intercept X Advanced

“Collaborating with Sophos has empowered us to better safeguard our customers from cyber threats. With access to some of the best global resources available to us 24x7, Sophos takes away the hassle and complexity of researching and analysing cybersecurity threats on our own, and fixing security issues and incidents when they happen.”

Lee Eng Hai, CEO, Smarter Computer Sdn. Bhd.

Smarter Computer Sdn. Bhd. serves businesses located in areas often overlooked by other managed service providers (MSPs) due to accessibility constraints. It has 100 dedicated service professionals who are strategically located across the various regions, enabling the company to support businesses at an international level. It has more than contracted business customers, in addition to its many ad-hoc hourly basis customers.

Providing reliable and robust security

In the current digital landscape, businesses are facing increasing cybersecurity threats and compromises. As its business grew, providing quick and efficient services became a challenge.

With customers using a variety of software management and security tools, Smarter Computer needed a security partner that could integrate disparate security software tools effectively, and provide simplified, yet more comprehensive, reliable, and robust security management solutions to its customers.

MDR does the heavy lifting

Previously, many of the company's customers preferred onsite services, but the lockdowns during the COVID-19 pandemic changed this. Today, the Smart Computer provides both onsite and remote management services, though the former can be more challenging especially when technicians and engineers are not immediately available to attend in person. Operational inefficiencies and staff limitations not only impact the customer experience, but also the company's profitability, and worse, this could lead to a loss of customers.

“We offer a comprehensive range of IT services, with a strong emphasis on advanced cybersecurity solutions, to many MNCs and SMBs,” said Lee Eng Hai, CEO, Smarter Computer. “Our team of highly skilled service professionals are experts in both cybersecurity and computer system



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troubleshooting. We are dedicated to ensuring the security and integrity of our clients’ digital infrastructure. Through our partnership with Sophos, we continuously enhance our skills and stay at the forefront of cybersecurity advancements. Additionally, we provide onsite support for hardware, including network, firewall, switches, Wifi, and servers, to deliver a complete IT solution for our clients.”

Like all other businesses, MSPs face the increasing sophistication of cyber threats. Even customers in rural areas are being attacked more frequently. Notably, SMBs are not too small to be targeted by cybercriminals but are often too small to get media attention when they’re compromised. This opens an opportunity for them to assess their security vulnerabilities and consider a relevant security tool or service.

“The evolving threat landscape is driving our growth, hence we are increasingly transitioning to security services, offering solutions that our customers can’t bear to operate without,” said Lee.

Sophos Managed Detection Response (MDR) provides a 24x7 active threat-hunting service with 500 analysts and threat intelligence experts around the world focusing on providing security to MSPs and their customers. With MDR doing the cybersecurity heavy lifting, MSPs can streamline their operations by increasing the utilisation of their technical staff to focus on other areas of the business – so they can sell more of their solutions and services and grow their customer base, thus increasing their bottom line.

Leading by Example

To build credibility with its customers and prospects, Smarter Computer needed to “walk the talk” by championing and utilising the security tools it is selling. With MDR, Sophos ensures that its MSP partners are protected first. MSPs also need to implement additional security measures proactively, such as doing regular health checks for theirs and their customers’ environments. This includes having robust email security, endpoint protection, and comprehensive user security awareness training to equip end-users – the last line of defense – with the knowledge to identify malicious intent on emails, websites, URLs, etc – to help protect themselves and customers from becoming the next victim.

“We are increasingly implementing MDR for our customers, as it makes a lot of processes more efficient and secure. Our customers have, over the years, accumulated a variety of security management tools. Transitioning to MDR has been seamless as it can integrate and synchronise all the different endpoints, firewalls, and more – which many security players struggle with. We have also implemented Sophos email security on top of Microsoft 365,” said Lee.

A key challenge for Smarter Computer was optimising its operations, considering its limited resources. With 100 service professionals catering to 300 customers, the company averages serving about three customers per employee. Yet, Sophos has seen examples where this ratio is significantly higher, such as around 50 customers per employee.

Leveraging MDR’s “utilisation” metric enables Smarter to increase the ratio from 3 to 10 customers per employee, driving profitability without incurring additional costs. Monitoring and optimising this ratio can be a pivotal strategy for MSPs, providing them with a tangible metric to assess and improve future profitability and success. This involves balancing the intake of more clients, hence the increased revenue, without proportionately increasing the headcount.

With the current economic climate, businesses are taking a cautious approach, particularly in their fixed expenditures, such as paying licenses. The Sophos MSP program enables MSPs to deploy

licenses on a monthly subscription where billing is purely consumption-based – no commitments, no minimums, and no set-up fees. Hence, if there’s a fluctuation in the customer’s consumption, the billings will also fluctuate.

“This is a great value proposition for us, which is encouraging. And with the strong support that Sophos has been consistently providing, our business operations have been steadily improving – and so has our profitability,” concluded Lee.

About the Partner

Smarter Computer Sdn. Bhd. is a trailblazer in providing affordable, high-value outsourced IT services for a diverse range of businesses, including retail, trading, services, distribution, and manufacturing, for industries like pharmaceutical, legal, accounting, furniture, travel, insurance, social media services, and more. It serves businesses located in areas often overlooked by other managed service providers (MSPs) due to accessibility constraints.

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Learn more about the benefits of being a Sophos MSP at sophos.com/msp