

# Case Study



Westcoast Limited



## Company Overview

**Westcoast Limited is a leading distributor in the UK IT marketplace providing services to the top resellers, retailers, and other organizations in the country and beyond.**

Operating from several different locations in the UK, Westcoast Limited is the distributor arm of the Westcoast Group that distributes leading IT brands in the UK and beyond. The company provides resellers, retailers, and other organizations in the UK, the Republic of Ireland, and mainland Europe with the best-known global IT brands.

Westcoast Limited is consistently ranked in the Sunday Times Top Track of the 100 Largest Privately-owned UK Companies and is now the largest privately held business in the Thames Valley region. The company has grown to become the leading distributor in the UK cybersecurity marketplace due to its aggressive pursuit of excellence in serving its customers. And this is why Westcoast Limited has been looking to provide its customers with a compelling differentiation in a saturated cybersecurity marketplace.



## Their Challenge

Westcoast Limited has built a solid reputation for providing only the best and most viable IT brands to its customers. However, the company's pursuit of excellence made it dig deeper into an area that it saw as somewhat problematic. That area was cybersecurity.

While Westcoast Limited offered cybersecurity solutions to its customers, they were similar in functionality and performance to the solutions by its competitors. The company saw the cybersecurity solutions space as being extremely saturated and thus set out to find vendors who were not a part of or adhered to the status quo of legacy cybersecurity.

“We are very interested in the unique, market-changing solutions from cybersecurity vendors who don't accept the status quo of legacy cybersecurity,” says Steve Smith, Head of Cyber Sales at Westcoast Limited.

Westcoast Limited was searching for compelling differentiation in a saturated marketplace that provided customers relief from failing, legacy cybersecurity solutions. This search led the company to Comodo and its range of unique cybersecurity solutions.



## The Solution

### Westcoast Limited Partnered with Comodo to Bring Comodo's Entire Range of Cybersecurity Solutions To Its Customers

Westcoast Limited chose to Partner with Comodo to bring its entire range of cybersecurity solutions to their channel ecosystem, including the Dragon platform with Advanced Endpoint Protection (AEP), SOC-as-a-Platform (SOCaaS™), and Managed Detection and Response (MDR).

“Comodo offers our customers compelling differentiation in a saturated marketplace, and a solution with which to approach their clients who are likely tired of failing, legacy solutions,” says Smith.

Westcoast Limited feels confident that working with Comodo will allow the company to stay flexible and provide value-added cybersecurity solutions to its customers.

“We chose to partner with Comodo because of their strong channel focus, their willingness to cooperate and be flexible, and their strong belief that our value-added distribution proposition is a benefit to the entire channel and our customers,” commented Smith.

Westcoast Limited chose Comodo's Dragon Platform with Advanced Endpoint Protection (AEP), which is a patent-pending auto containment technology with active breach protection that neutralizes ransomware, malware and cyber-attacks.

Comodo's AEP also utilizes a Default Deny Platform to provide complete protection against zero-day threats while having no impact on end-user experience or workflows. Additionally, Comodo's Valkyrie analyzes and gives a trusted verdict for 100% of files on a network.

Lastly, Comodo's platform shares intelligence and is, therefore, more secure than disparate products that claim the best of the breed but don't share information. Comodo has architected its cybersecurity product to maximize intelligent sharing between every component of the platform, therefore providing superior security, which is a sentiment shared by the team at Westcoast.

“The Dragon platform is a one-stop solution for an important element of cybersecurity that, for too long now, has been reliant on legacy renewals and a client's lack of choice for something new, different, better, and more cost-effective,” says Smith.

Another feature that stood out was Comodo's SOC-as-a-Platform; it was something that none of the other vendors that Westcoast Limited had previously worked with or spoken to had available. It saves the company's partners time and money without zero capital outlay.

“With SOCaaS our MSP customers can become MSSPs overnight without major upfront investment,” says Ben Vadgama, Head of Cyber Channels at Westcoast Limited.

Comodo’s SOCaaS is the first and only complete next-gen SOC-as-a-platform offering in the world, which includes people, processes, and technology. SOCaaS offers a full white-label capability that makes it easy to add managed security services to a portfolio. The platform empowers any Managed Service Provider (MSP) to turn into a full Managed Security Service Provider (MSSP) without upfront capital expenses or additional hires, driving additional high-margin monthly recurring revenue (MRR) and growth.

Another reason Westcoast Limited chose Comodo was its Managed Detection and Response offering, a 24/7 Security Operations Center delivered as a Service (SOCaaS). Comodo’s MDR provides a team of security researchers that extends a company’s IT team to safeguard IT systems and infrastructure.

Using Comodo SIEM and endpoint management technologies along with threat intelligence from the Comodo Threat Lab, a team of security experts hunts for vulnerabilities, continuously monitoring IT systems for indications of compromise, and contain advanced threats. Comodo works closely with IT teams to prioritize and fix security flaws and remediate issues.

Alan Knepper, President and Chief Revenue Officer at Comodo, says, “We’re grateful that partners like Westcoast Limited trust in us to provide total cybersecurity requirements to the customers that they serve. Comodo’s groundbreaking technology and disruptive innovations will provide the most comprehensive defense against threats for the UK marketplace”.

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