

CUSTOMER CASE STUDY

The Decision That Turned Security Training Into Their Most Powerful Sales Tool

Craig Fisher, CEO — Technica Solutions

100+ Clients

3,000 Users Protected

Security-First MSP

Borehamwood, UK



CLIENT PROFILE

Technica Solutions

100+

ENDPOINTS MANAGED

3,000

END USERS

25

STAFF

15+

YEARS TRADING

INDUSTRIES SERVED

Education

Retail

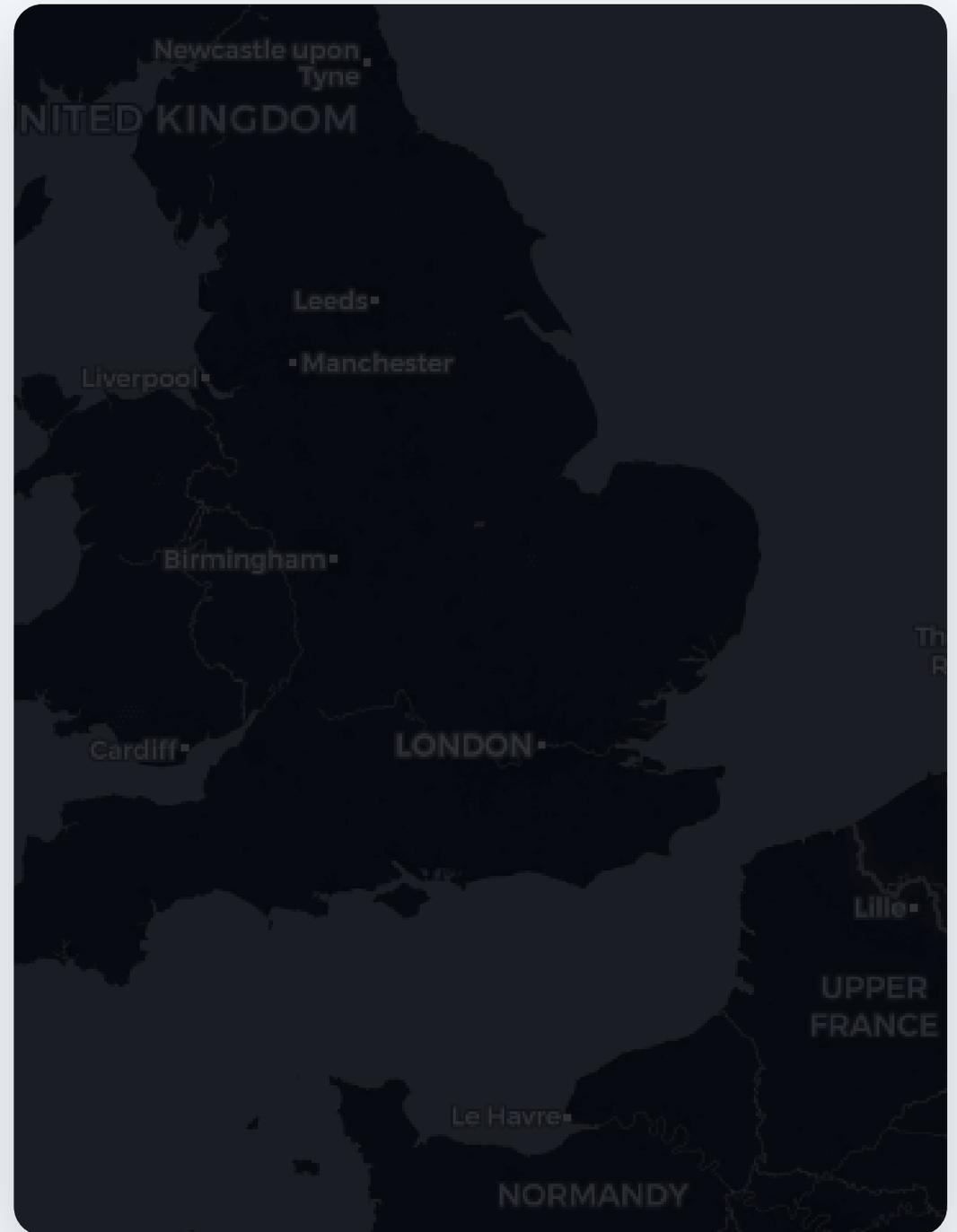
Healthcare

Professional Services



Craig Fisher

CEO, Technica Solutions
Borehamwood, Hertfordshire



Clients Could See the Threat. They Still Said No.

“We see the threats on an hourly basis. We couldn’t understand why clients wouldn’t invest in this.”

— CRAIG FISHER

01

The Threat Was Real

Technica was managing around 100 clients and 3,000 users with a serious focus on security. The risks they saw daily were constant, visible and severe. But conviction alone couldn’t convert clients.

02

Awareness ≠ Action

Clients who understood the risk still wouldn’t act on it. There was a persistent gap between recognising the threat and doing something about it. Technica needed a way to make the risk impossible to ignore.

REAL INCIDENT — CLIENT STORY

“A client transferred over £160,000 because he originally thought it was a scam email. When he wrote asking if it was a scam — the hackers wrote back no. And then he sent through the money.”

They Gave It Free. To Everyone.

When three or four clients in a row clicked phishing links, Craig made a decision that would change how Technica operated. They absorbed the full cost of usecure for all 3,000 users. Not a penny passed on to clients.

“We deem it a necessity for clients to have,” Craig explains. “The risk is so serious and so severe that we would pay for it ourselves.”

3,000

USERS COVERED AT ZERO COST

WHAT KEEPS CRAIG UP AT NIGHT

“Before usecure, we didn’t really have a way of being able to show clients the genuine risks they’ve got. What usecure does is give me the data to go to clients so they can make an informed decision. They’ve got facts in front of them. They can see that people are clicking on the phishing emails. They can see that people are scoring low on their courses. And then they can make a proper decision.”

— CRAIG FISHER, CEO

“It also became a really obvious way of teaching clients where the pitfalls were — and then they could take decisions. Whether to add a Microsoft licence, take out a 24/7 SOC, or upgrade their cybersecurity package.”

OUTCOME

100+

clients now covered by security awareness training

3,000

TOTAL USERS PROTECTED

Zero

COST PASSED ON TO CLIENTS

Security Training Became Their Best Sales Conversation Starter.

Giving usecure away free wasn't charity — it was clarity. The moment clients had real data in front of them, showing exactly where their people were clicking on phishing links, the conversations changed completely.

- ▶ **Dramatic turnaround.** Clients who previously dismissed training had a “dramatic turnaround” once they could see real phishing click data for their own people
- ▶ Security upgrade decisions — Microsoft licences, 24/7 SOC, cybersecurity packages — started flowing from informed conversations
- ▶ The platform became Technica's most reliable way to demonstrate risk in language clients actually understood

“It also became a really obvious way of teaching clients where the pitfalls were — and then they could take decisions.”

— CRAIG



“They Spoke Our Language.”

“We loved how the relationship started with usecure. We loved they spoke our language and it was clear they genuinely cared about the issue. That’s the kind of company that we want to partner up with.”

— CRAIG, CEO

- ▶ **MSP-native language** — no need to translate technical risk into business impact
- ▶ **Real visibility** into client risk that turns abstract security conversations into concrete decisions
- ▶ **A genuine partnership** — a company that actually cares about the problem it’s solving

CRAIG'S ADVICE TO MSPS



“If you don’t think your clients are going to pay for it — do what I did. Give it for free. I promise you will see the return.”

Craig Fisher, CEO — Technica Solutions





START YOUR OWN STORY

**See what
usecure can
do for your
MSP.**

Security awareness training that pays for itself. Visibility that starts real conversations. A platform built for the way MSPs actually work.

Book a free demo →

▶ Watch Craig's story

Available in the Pax8 Marketplace

pax8.com/en-us/vendors/usecure →

usecure.io · technicasolutions.co.uk