CYBER TEC SECURITY

Cybertec Case Study
Systemagic

SYSTEMAGIC
DOING IT DIFFERENTLY

SUMMARY

CLIENT

Systemagic, an MSP based in the south-west serving clients nationwide.

SECTORS

Education, legal, sports, charity, professional services, SMEs.

CLIENT BASE

250+ organisations ranging from five to 300 users.

CYBER TEC SERVICES

Cyber Essentials/Cyber Essentials Plus, partner portal, sales support, certification guidance.

IMPACT

Stronger client trust, increased revenue, streamlined renewals, ability to offer a comprehensive IT and cybersecurity service.

ABOUT SYSTEMAGIC

Systemagic is a fast-growing managed service provider delivering IT support to more than 250 clients across south-west England and beyond. Its client portfolio spans education, legal services, elite sports organisations, charities and SMEs, all sectors where data protection and security are continually under scrutiny.

With clients ranging from small five-user teams to organisations with more than 300 users, Systemagic works with firms for whom cybersecurity and resilience are essential. Many of the company's customers either require Cyber Essentials for compliance purposes or simply value the trust and credibility that certification provides.

Around half of Systemagic's client base already holds Cyber Essentials or Cyber Essentials Plus.

HOW THE PARTNERSHIP BEGAN

Recognising Cyber Tec Security as an authoritative provider of Cyber Essentials certification and wanting to expand its offering to its clients, Systemagic signed up as one of Cyber Tec's MSP reselling partners.

From there, Sales Administrator Joe Timmins – responsible for much of Systemagic's commercial activity – took charge of selling and coordinating certifications. Cyber Tec became his team's go-to partner for handling assessments, renewals and support.

THE CHALLENGE

With client demand for Cyber Essentials growing, Systemagic needed a certification partner it could rely on; one that offered technical expertise, a smooth process and responsive support.

It also needed a trusted delivery partner that could lead clients through Cyber Essentials Plus without adding extra overhead, as well as looking to expand its commercial offering to include more strategic services.

THE CYBER TEC SOLUTION

Working with Cyber Tec has given Systemagic a practical and scalable way to deliver Cyber Essentials to its clients.

Cyber Tec provides the technical guidance, assessment expertise and operational support needed to ensure a smooth and straightforward certification process, particularly for Cyber Essentials Plus. Systemagic handles the initial conversations, pricing and coordination, while Cyber Tec manages the assessment process directly with the client.

Cyber Tec supplies everything from quote information and renewal details to email templates, partner portal training and one-to-one guidance.

THE RESULT

The partnership with Cyber Tec Security has delivered meaningful and tangible results for Systemagic, operationally, financially and commercially.

Certification has become a high-value service that contributes significantly to helping Systemagic meet its monthly sales targets. Offering Cyber Essentials Plus has enabled Systemagic to ensure its clients are better protected, which is particularly valuable for its clients in such sectors as law and elite sports.

Cyber Essentials itself has bolstered trust among Systemagic's clients, who see it as a way to reassure their own customers and stakeholders that they take cybersecurity seriously.

Offering certification has also made Systemagic more of a one-stop shop. Clients increasingly prefer to consolidate their cybersecurity, IT support, hardware and advisory services with a single supplier. Systemagic's partnership with Cyber Tec allows it to deliver that complete package without overly stretching its internal resources.

With future opportunities in penetration testing and vulnerability assessments, the partnership between Systemagic and Cyber Tec is also opening the door to new recurring revenue streams and deeper client engagement.

"Being able to offer Cyber Essentials through Cyber Tec makes our service stickier. Clients want everything in one place — support, hardware, and certifications — and Cyber Tec helps us deliver that."

"They've just been fantastic, really... It's been a great experience working with Cyber Tec. They've been great."

- Joe Timmins, Sales Director at Systemagic

CYBER TEC SECURITY

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