



Precise Data, Smart Strategy, and Ecosystem-Driven Growth

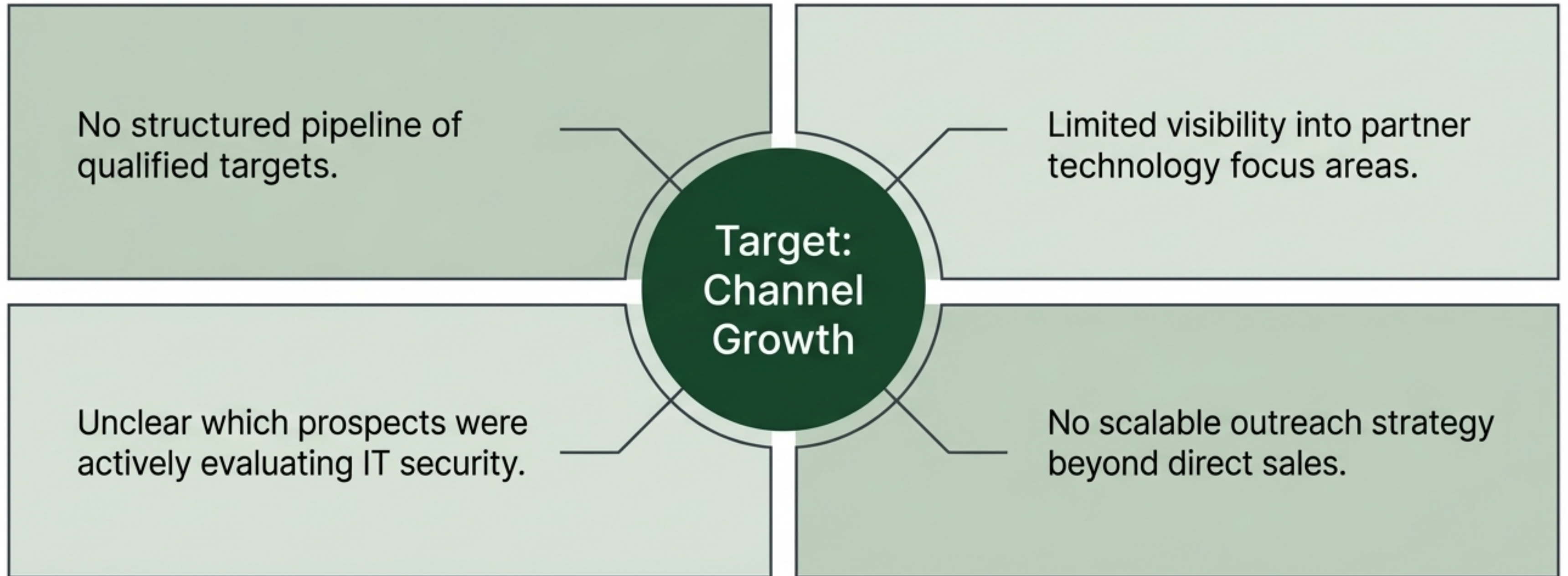
How an IT Security Brand Scaled Through MSP & MSSP Partnerships

A Span Global Services Case Study



Great Product. Bold Vision. Missing the Right Connections.

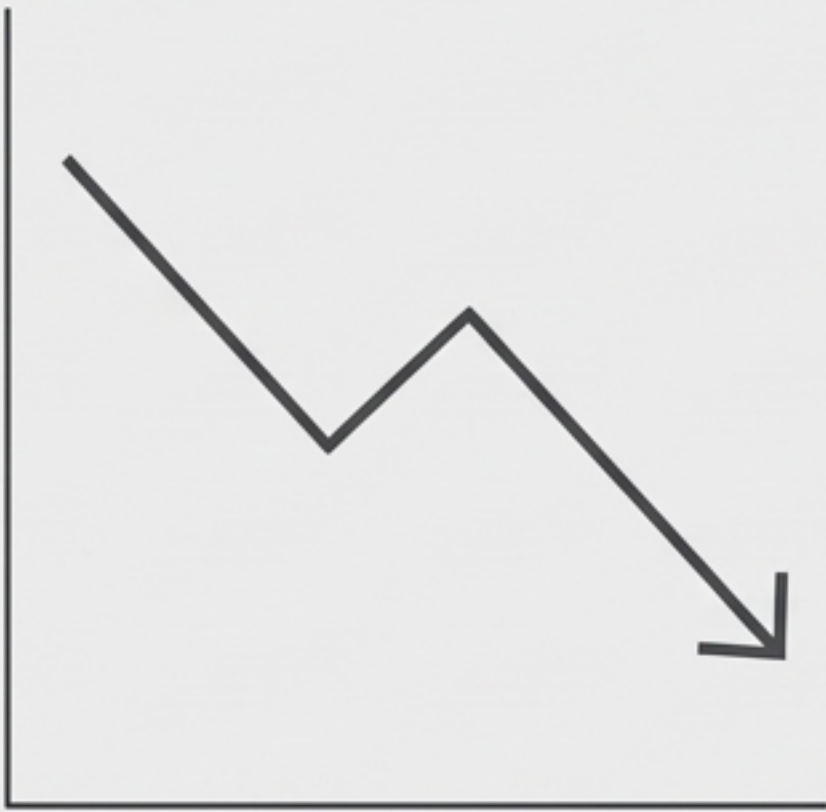
A leading IT security company needed to shift from direct sales to a scalable channel-led growth model powered by MSPs and MSSPs. They had the product, but lacked the infrastructure and intelligence to execute at scale.



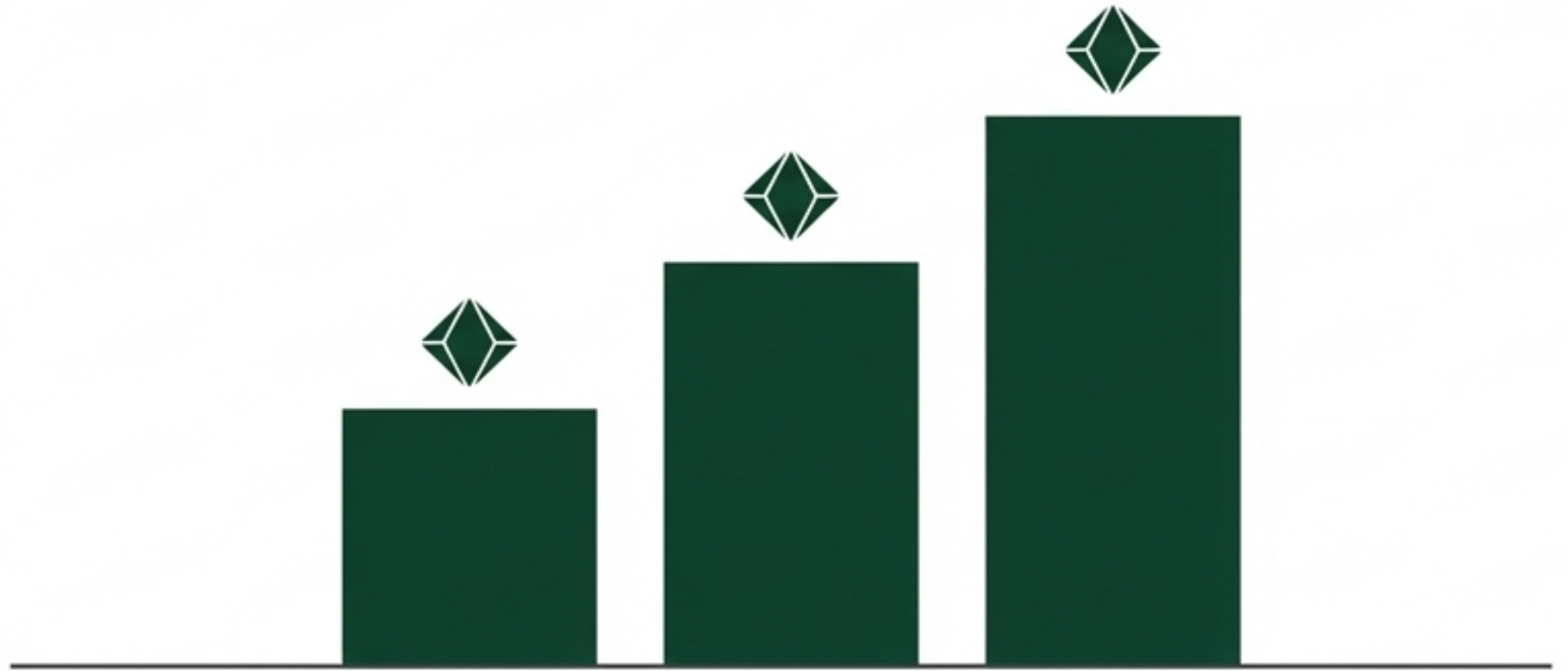
Competing on Value, Not Price

Rather than undercutting the competition, Span Global Services secured the partnership through a solution built on three pillars of value no competitor could replicate.

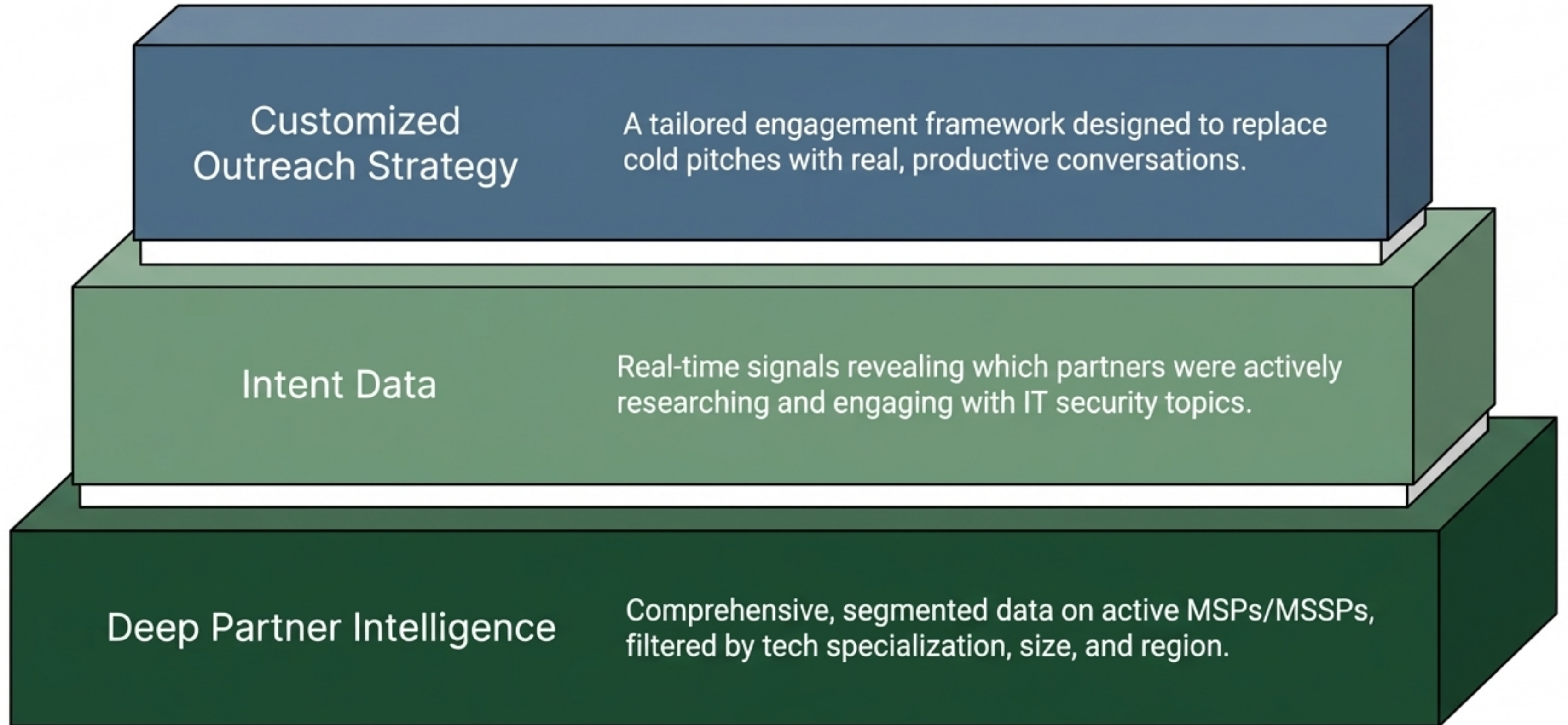
The Commodity Trap



The Intelligence Advantage



The Three Pillars That Changed the Game



Segmented Intelligence That Actually Moves the Needle



Technology Focus

Not all MSPs are built the same. We identified partners whose existing tech stacks and service portfolios directly aligned with the client's security offering, guaranteeing warm introductions.

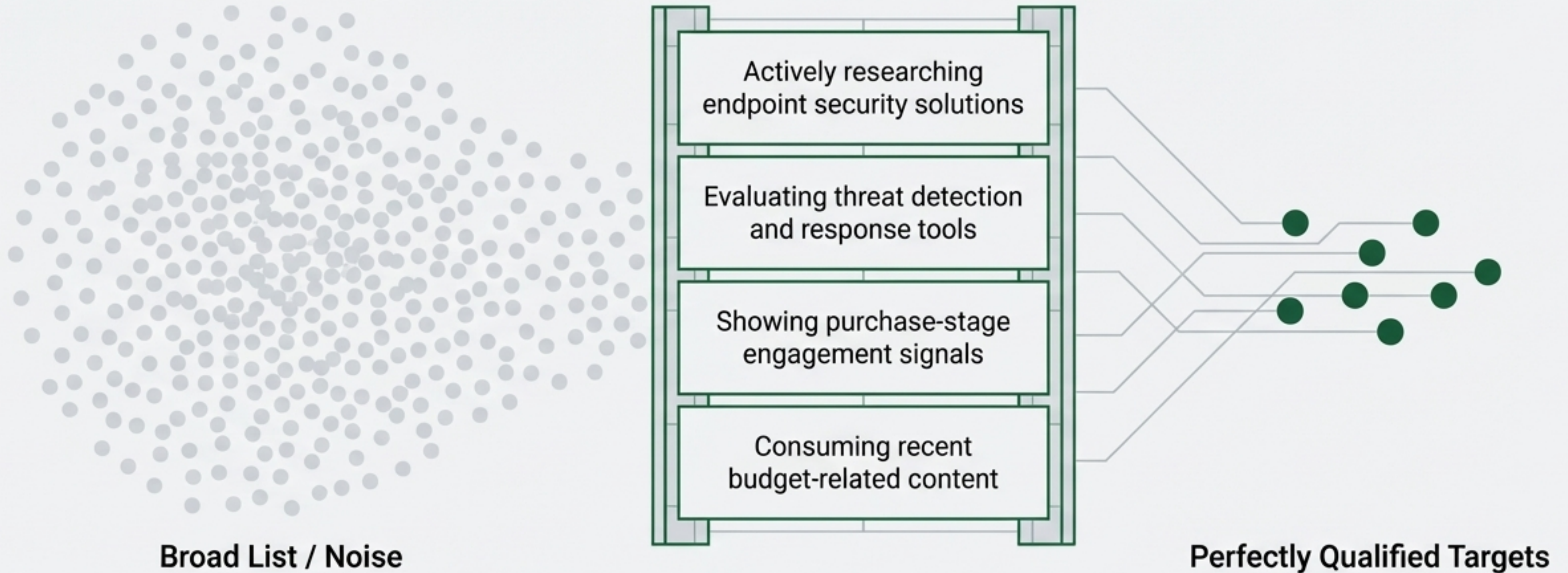


Regional Precision

Geographic segmentation ensured the client could prioritize high-density territories and deploy resources where conversion potential was strongest.

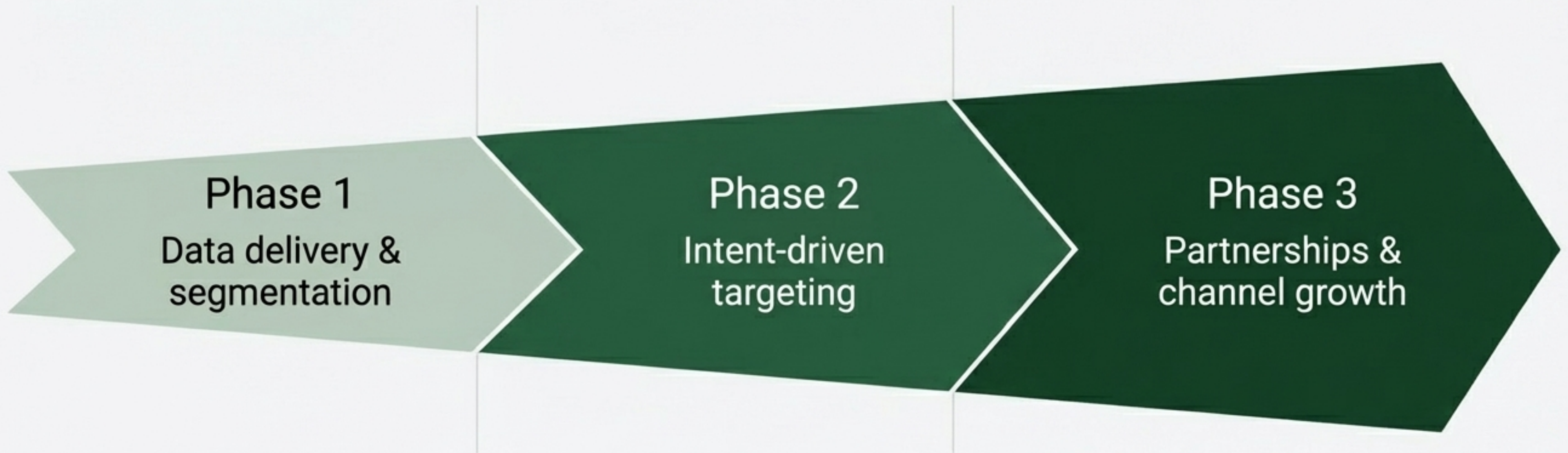


Reaching Partners When They Are Already Listening



Intent data transformed outreach. Instead of blasting a broad list, the sales team engaged partners already in an active evaluation mindset, shortening the sales cycle from the very first touchpoint.

From Strategy to Real Conversations, Really Fast.



Speed mattered. Within weeks of engagement, the client moved from cold prospecting to structured, meaningful conversations—a timeline that conventional approaches would have measured in months.

Meaningful Partnerships Built—Faster Than Imagined.



WEEKS

Time to First Partnerships.

Pipeline activated and partners engaged in weeks, not quarters.

NEW

Markets Unlocked.

The MSP/MSSP channel opened entirely new geographic and vertical territories.

ZERO

Cold Outreach Waste.

Intent data ensured every conversation started with context and absolute relevance.

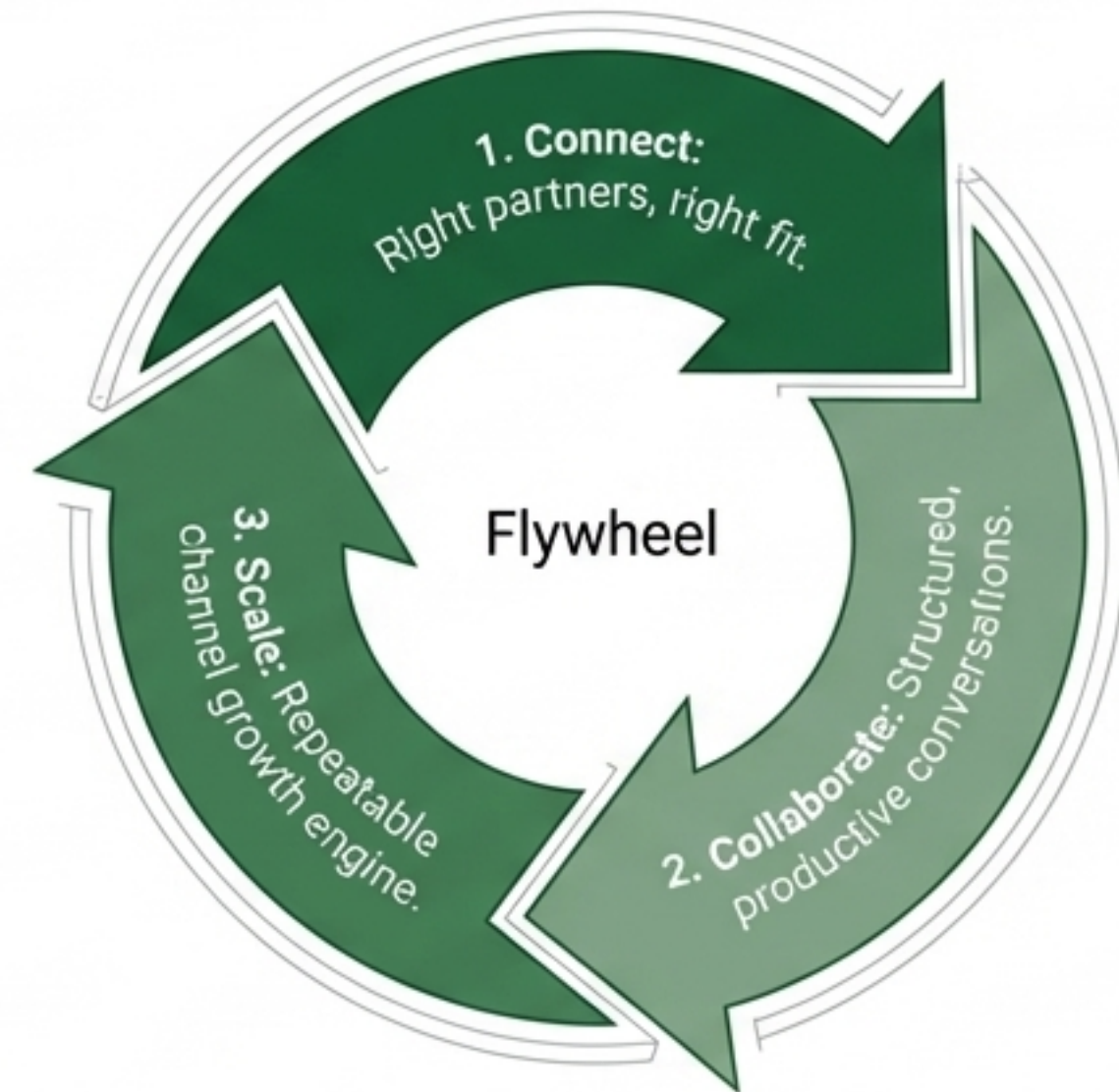
Beyond Data: Building an Ecosystem Strategy

The Old Mindset



Distribution Channel

The New Mindset



The engagement triggered a profound shift. The client stopped treating MSPs as a mere distribution channel and started treating them as strategic growth partners. The result was a scalable, repeatable channel motion built on precise intelligence.

Why Span Global Services Wins in a Crowded Market

	Generic Providers	Span Global
Data Depth	Basic Firmographics	Tech stack, service focus, regional footprint, and buying signals
Approach	Transactional data delivery	Strategy-first, actionable engagement tailored for revenue
Time to Value	Months of trial and error	Insights activated within days, accelerating ROI
Outreach Quality	Numbers game / cold pitches	Precision operation / warm conversations

Ready to Scale Through the MSP & MSSP Channel?

If you are an IT security brand looking to build or accelerate a channel sales motion, we have the precise data and strategy to make it happen. Let's build your ecosystem together.

MSP/MSSP Partner Data:

Segmented by
technology focus,
region, and profile.

Intent-Based Targeting:

Reach prospects actively
evaluating IT security.

Channel GTM Strategy:

Custom outreach
frameworks built for
success.

[Start Your Partnership Journey](#)

[Request a Data Sample](#)