MSP PARTNERSHIP GUIDE

techinsure by clear

SPECIALIST TECHNOLOGY INSURANCE

Why your customers' cyber insurance matters to your MSP

You protect their technology. Help protect your customers.

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As a Managed Service Provider (MSP), you play an important role in helping your customers prevent, manage and recover from technology incidents

But even well-managed systems can experience cyber attacks, outages and data breaches. When that happens, the consequences can extend beyond the technical work required to restore services.

Customers may face lost income, legal obligations, specialist investigation costs and disruption to their operations.

Cyber insurance can help address some of these consequences, depending on the policy and circumstances. Understanding how it works alongside your services can help you have more informed conversations with customers.

Five reasons it matters to your MSP

1. Additional expertise when incidents occur

Cyber insurance policies may provide access to specialist incident-response providers, including forensics, legal advisers and crisis communications professionals.

This can complement your technical expertise when an incident requires support beyond your contracted services.

2. Support for customers' financial recovery

Depending on the policy, cyber insurance will provide support restoring systems, losses of income and other insured expenses.

Helping customers understand the distinction between restoring their systems and managing wider financial consequences can strengthen resilience discussions.

3. Clearer expectations about responsibilities

Customers sometimes assume their MSP will handle every consequence of a cyber incident.

Discussing the roles of the MSP, customer, insurer and other advisers before an incident can help identify responsibilities and reduce misunderstandings.

4. A reason to discuss security maturity

Cyber insurers assess controls, such as multifactor authentication, endpoint protection, backups and security awareness as positive risk factors.

These conversations can reinforce the importance of effective cyber security and help customers identify areas requiring attention.

5. Stronger, more informed customer relationships

Customers value advisers who understand the wider risks facing their businesses.

By helping customers recognise where technical support ends and other specialist advice may be needed, you can add value beyond day-to-day IT management.

An example: a ransomware incident

A customer experiences a ransomware attack affecting access to important systems.

The MSP may investigate the technical issue, contain affected systems and support restoration, depending on its capabilities and contract.

The customer may also need legal advice, forensic investigation, communication support and assistance with financial disruption.

Where an appropriate cyber policy is in place, some of these services or costs may be covered, subject to policy terms and insurer requirements.

The lesson: A coordinated response works best when responsibilities, escalation procedures and insurance arrangements are understood before an incident occurs.

Three questions to ask your customers

1. If a serious cyber incident disrupted your business tomorrow, do you know who would coordinate the response?

2. Have you considered the potential financial consequences beyond restoring your IT systems?

3. Do you know whether your existing insurance provides access to specialist cyber incident support?

Let's talk partnerships

Techinsure by Clear works with MSPs to explore how specialist insurance advice can complement their services and support their customers.

If you're interested in helping customers understand their insurance needs, we'd welcome a conversation about how we might work together.

Trevor Cornbill | UK

trevor.cornbill@thecleargroup.com

Mark Horan | Ireland

mark.horan@thecleargroup.com

www.techinsurebyclear.com

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Insurance cover and services depend on policy terms, conditions, exclusions and insurer acceptance. MSP services and responsibilities depend on the applicable agreement. Regulatory disclosures to be inserted or linked as approved by Compliance.

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Registered office: 24 Monument Street, London EC3R 8AJ.