



# The MSP Playbook for Profitable Cybersecurity

How Elite MSPs Sell, Deliver, and Scale Modern Security Services Without Building a SOC

# Executive Summary

Cybersecurity is the greatest revenue engine available to MSPs today. The challenge is the operational wall: talent shortages, twenty-four seven requirements, tool complexity, and rising liability.

This playbook shows MSPs how to deliver enterprise-grade security services with CrowdStrike + Corelight + Cribl, fully operationalized by Vijilan.





## Chapter 1 The Myth of the In-House SOC

Most MSPs attempt it; almost none profit from it.

Why SOC's fail:

- Scarce and costly analysts
- True twenty four seven coverage requires 8-12 specialists
- Deep specialization required
- High liability
- Destroyed margins

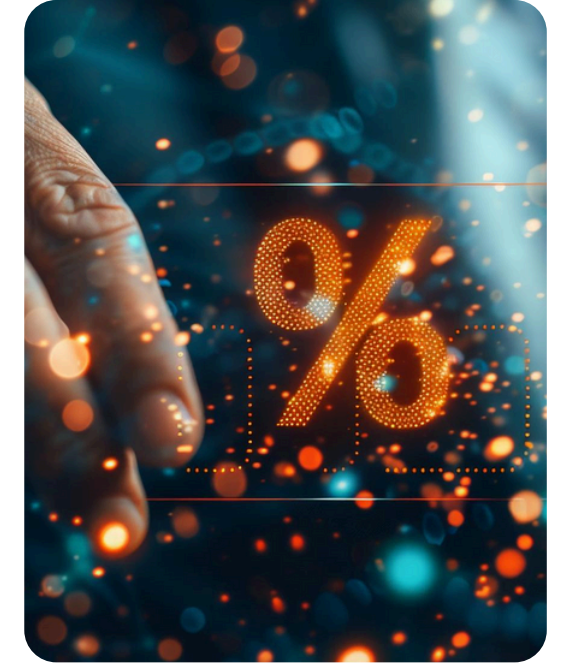
## Chapter 2 Build on an Elite Stack

CrowdStrike Falcon XDR,  
Next-Gen SIEM, Corelight  
NDR, Cribl.



## Chapter 3 The Turnkey Advantage

Partnering with Vijilan lets MSPs offer enterprise-grade security instantly.



## Chapter 4 Packaging & Pricing

Standardize, sell outcomes, not tools.

## Chapter 4 Selling to the C-Suite

Security is business continuity.







## Ready to operationalize your CrowdStrike ecosystem and elevate your security program?

Scale cybersecurity revenue without building a SOC.



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