Advantage | Authsignal | AdvantageMDR Protection – Case Study

Next-generation authentication and digital identity provider Authsignal builds value proposition on AdvantageMDR protection

About Advantage

As one of New Zealand's longest standing ICT and security providers, Advantage brings leading threat intelligence and frontline expertise to organisations.

ISO27001 and Incident Response SIREN certified, we are armed with the tools and skills to increase security effectiveness and reduce business risk.

To learn more about Advantage, visit:

advantage.nz
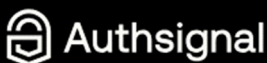
About Authsignal

A New Zealand company and the brainchild of founder Justin Soong, Authsignal provides password-less multi-factor authentication as a service. Focused on mid-market to enterprise businesses, Authsignal delivers authentication enabling optimised customer flows with a convenient, flexible, risk-based approach. It counts TradeMe, Air New Zealand, Squirrel Mortgages and Fleetster among its customers.

To learn more about Authsignal, visit:

authsignal.com

Authsignal operations with Advantage

As a company providing authentication services for some of New Zealand's iconic companies, Authsignal had just one specification for its Managed Detection and Response partner: be the best. That's why it chose Advantage and SentinelOne for a proven team delivering a market leading solution in this crucial discipline. As a result, Authsignal provides its solutions with confidence to companies in industries including financial services, marketplaces, contact centres, and more.

Situation

Having tried the rest, Soong says Authsignal was ready to try the best. "As a company providing security-related services ourselves, our value proposition is built using the strengths and technologies of suppliers where necessary and appropriate," he says. "With a laser-focus on what we do well – convenient next generation multifactor authentication – we need partners and solutions that can allow us to focus on our core expertise."

"It's obviously crucial that we should be unimpeachably secure in everything we do. After all, that's what our value proposition rests on."

Having scoured the market for an appropriate MDR partner, he says both SentinelOne and Advantage rose to the top. "Basically, we look to Gartner and other analysts for vendor recommendations, and SentinelOne has been a leader in the Magic Quadrant for three years straight."

And Advantage, he says, was on Authsignal's radar thanks to factors including being named SentinelOne APJ Partner of the Year. "Across all Asia Pacific and Japan? That's the sort of 'best' we like working with."

A further endorsement, he adds, is Advantage's status as the only SIREN-certified Incident Response Partner in New Zealand. "That's an assurance that if there is an incident, it's Advantage you want in your corner."

Solution

With SentinelOne Singularity XDR technology combined into AdvantageProtect MDR, Authsignal – and by extension, the organisations it serves – gain proactive detection of both internal and external risks.

Singularity XDR unifies and extends detection and response capabilities across multiple security layers, including endpoint, cloud, identity, network, and mobile. The software provides Advantage's security teams with centralised enterprise visibility, analytics, and automated response across Authsignal's full technology stack.

Tailored Technology Solutions.

Delivered from Advantage's Palmerston North-based ISO27001-certified Network/Security Operations Centre, the service protects against disruptions and data loss around the clock.

More than that, and a key differentiator for Soong, is the visibility enjoyed by his own organisation. "We've used other MDR solutions, also Gartner Magic Quadrant leaders. Where AdvantageProtect differs is I can personally see what's happening with my environment, what threats are coming in and being deflected. And that's a big component in building trust and confidence," he notes.

Results

Using Advantage Protect MDR 'pretty much since the beginning', has proven both cost-effective and efficient for Authsignal, says Soong. "We don't have the appetite to run a Security Operations Centre dealing with MDR, instead maintaining our focus on the service we deliver," he explains. "But we recognise how important it is to our value proposition."

What's become clear over the course of several years is that Advantage offers a dependable and reliable team and service. "It's much more than software; you also want people. Expertise and feet on the ground matters. As an agile organisation, we've found working with Advantage to be exactly what we wanted: the best technology, the best people."

The silverware in Advantage's trophy cabinet counts, too. "MDR is all about prevention being better than cure," says Soong. "When you're aligned with an award winner which builds its service on top of a world leader, it doesn't get any better than that. When you're partnering with organisations which are of national significance, which arguably touch almost everyone online, you want the best."

The same applies, adds Soong, for Authsignal's global ambitions as it takes its locally developed next generation authentication solution to world markets.

Finally, he says there's one more factor he counts in Advantage's favour. "They buy me coffee," Soong laughs. "And that shows their personal touch."

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