Travis Wells
Vice President & Partner

Voice & Data Systems Launches Managed Detection and Response to Thwart Cyberattacks

Leading MTSP Combines Cybersecurity Experts with State-of-the-Art Technology

OMAHA, NE AND COUNCIL BLUFFS, IA – March 27, 2023 - Voice & Data Systems, a leading managed technology services provider (MTSP) is protecting SMBs (small to mid-sized businesses) from cyberattacks through their innovative managed detection and response (MDR) solution. As cybercrime has become more commonplace, many business owners have invested thousands into an assortment of various software programs, cloud services and cybersecurity apps which are all built to protect their businesses. However, since most of these services merely provide an abundance of alerts which an organization must sift through and respond to, even though they lack the IT personnel necessary to handle the sheer volume of these alerts, a startling amount of these notifications remain under investigated and unresolved. Voice & Data Systems's MDR solution brings a team of 24/7/365 IT experts to their clients' businesses in order to monitor, detect, prioritize and thwart cyberattacks in the most effective manner possible.

While some companies may have basic IT solutions like a strong firewall, multi-factor authentication (MFA) login

requirements and even an in-house IT employee monitoring their network, cybercriminals are increasing their success rates by increasing the volume of attacks they perpetrate on underprepared, under resourced small businesses. Even if a company has some fundamental protections in place, many cybersecurity solutions only provide alerts, notifications and analytics that direct attention to problem areas. Therefore, if hackers can overwhelm an organization, they can exploit weak, distracted defenses. The solution is to add the necessary human element required to help organizations prioritize, investigate and target the root causes of potential security threats in the most timely manner possible. Travis Wells, Vice President & Partner of Voice & Data Systems stated, "In many ways, cybersecurity is akin to playing chess. If you want to win every time, you should harness all the power of AI-based technologies, but also pair that with an IT expert who can think strategically about any breaches coming into your organization. This is what separates the 'easy targets' from your business. When cybercriminals have to expend an inordinate amount of effort to target your organization the time investment becomes far less attractive to them. They're looking for 'low-hanging

fruit' and when you have experts on your side, this deters them."

Wells also commented on MDR's strength in context of other cybersecurity solutions when he said, "Social media is a great example of the 'alert fatigue' that comes when you have a technology that provides an onslaught of notifications, alone. Ok, I got all of these notifications, but now what do I do with all of them? While it's absolutely vital that organizations have access to this base-level of alerts that can inform their network security strategy, many of our customers simply require a quicker, more comprehensive, human-driven response to thwart cyberattacks. In other words, they can't afford to just be notified, they need those issues to be immediately and fully resolved by a team of experts who understand their IT network better than they do. That's what you're getting with our MDR program," confirmed Wells.

He later added, "Automatic notifications are only as useful as your company's response. If your cyber-defense strategy omits a human who can get inside the mind of the cybercriminal perpetrating the attack on your network, your response may be lackluster or incomplete. Since our clients simply cannot afford to be breached, we proactively monitor their endpoints, receive the same exact alerts they do and we respond on their behalf, in their best

interest, without putting the onus on the business owner to react promptly, especially when they have so many other higher priorities on their mind."

MDR is growing in popularity because it addresses the deeper goal behind all cybersecurity solutions in the marketplace today, which is to remove the burden of expertise from the business. MDR leverages deep expertise which is aligned with your organization's cybersecurity requirements and vulnerabilities and it provides dedicated security analysts who will investigate threats down to their source and eliminate them. In many ways, it is the most complete cybersecurity solution available today, as it reflects any business's greatest aspiration when it comes to IT, which is to have an expert solving problems without distracting the business from its deeper goal, which is to grow and flourish.

ABOUT VOICE & DATA SYSTEMS

Voice & Data Systems provides state-of-the-art technology solutions for businesses throughout the Midwest and Great Plains from their headquarters in Omaha, Nebraska. The company implements strategies and customizes solutions that are specific to their customer's requirements for Managed IT Services, Business Phone Systems, Surveillance, Access Control, Wireless and Cabling Infrastructure.

Voice & Data Systems serves a diverse customer base that includes Private Business, Commercial, Educational, Health Care, Public Utilities, Hospitality, Industrial, Utilities, Religious Entities, Local, State and Federal Government including the Military. Their mission is to provide specific technology solutions that increase their customers' profitability, improve employee productivity, and give them a competitive advantage in their marketplace. For more information, please call (402) 5719049 or visit www.voicendata.net.