The TSP Growth Playbook

How Technology Solution Providers are turning 24/7 managed security into their fastest-growing revenue line — without hiring a single analyst.

Building a security practice without building a SOC: the four growth levers, the build-versus-partner math, and the low-risk on-ramp.

800+	10M+	<5 min	99.7%
partners since 2014	events processed daily	SLA on critical alerts	true-positive rate, Praxis AI™ 4.2

The revenue mix is shifting toward security. Most TSPs can't staff for it.

Technology Solution Providers built their businesses on breadth: hardware, software, cloud, licensing, and the professional services that tie them together. But clients now expect their trusted technology partner to answer for security — around the clock, with documented detection and response — and the providers who can say yes are converting that expectation into high-margin recurring revenue.

The math of doing it alone doesn't work. A credible in-house 24/7 SOC requires roughly a dozen analysts and over **$1.2 million a year in staffing** before any tooling, in a labor market short **4.8 million cybersecurity professionals** worldwide.

This paper lays out the four growth levers TSPs are using to capture that demand through a channel-only SOC partnership — **attach, recur, comply, retain** — and how Vijilan's white-label model, in market since 2014 with 800+ partners, removes the build-versus-buy dilemma entirely.

MARKET OPPORTUNITY

$6.2B → $17.6B MDR market, 2026 → 2031 · 23.2% CAGR

MarketsandMarkets

01 The demand is already in your accounts

Worldwide information-security spending is projected to reach **$244.2 billion in 2026**, up 13.3% year over year, with managed security services among the fastest-growing categories (Gartner). For a TSP, the significant part isn't the number — it's where the buying decision happens. SMB and mid-market clients don't run security RFPs; they turn to the provider that already runs their stack.

THREE FORCES PUSHING THEM

Compliance has teeth.

CMMC enforcement for the defense supply chain, HIPAA, and PCI all now translate into a concrete requirement: continuous monitoring with documented response. A client who needs CMMC Level 2 evidence can't satisfy an auditor with an EDR license alone.

Cyber insurance is the new sales rep.

Carriers increasingly condition coverage — and premiums — on 24/7 detection and response. Every renewal cycle sends clients back to their TSP asking how to check that box.

Threats don't keep business hours.

Attackers deliberately operate during nights, weekends, and holidays. An 8×5 help desk, however skilled, is structurally blind two-thirds of the week.

When a client asks their TSP for this and hears "we don't do that," the account is now open to whoever does — often a competitor who will happily expand from security into everything else the TSP sells.

02 Why building a SOC is the wrong answer for almost every TSP

The instinctive response — hire a couple of analysts, buy a SIEM — collides with three realities.

Coverage math

True 24/7/365 coverage needs ~12 analysts once shifts, weekends, vacations, and turnover are counted. At ~$98K per entry-level analyst, that's $1.2M+ in salaries alone; a functioning basic SOC lands at $2–3M annually with tooling and management.

Talent math

ISC2 puts the global cybersecurity workforce gap at 4.8 million unfilled roles. TSPs compete for those scarce analysts against banks, governments, and security vendors — and SOC analyst turnover is notoriously high.

Focus math

Every dollar and leadership hour spent standing up a SOC is pulled from what actually differentiates a TSP: architecture, procurement leverage, project delivery, and client intimacy.

BUILD VS. PARTNER

	BUILD IN-HOUSE	PARTNER WITH A CHANNEL-ONLY SOC
Time to revenue	12–18 months	First deal
Annual fixed cost	$2–3M+ (basic SOC)	$0 fixed — subscription per user
Hiring risk	12+ analysts in a 4.8M-person talent gap	None
Compliance posture	Build attestations from scratch	Inherit SOC 2 Type II, ISO 27001, CMMC L2
Brand	Yours	Still yours — white-label delivery

Sources: Expel; ISC2 Cybersecurity Workforce Study 2024

03 The four growth levers

LEVER 01

Attach

Security attaches to everything a TSP already sells. A hardware refresh becomes a monitored environment; a Microsoft or CrowdStrike licensing deal becomes a managed detection engagement on top of it. Because ThreatRespond™ is vendor-agnostic — sitting on top of Defender, SentinelOne, Carbon Black, Palo Alto, Fortinet, and 100+ other integrations — the attach motion never requires ripping out what the client already chose.

LEVER 02

Recur

Project revenue is won once; managed security renews monthly. Per-user subscription pricing with no setup fees and no per-GB ingestion charges makes the quote predictable for the client and the margin predictable for the TSP. Managed security consistently becomes the highest-margin recurring line, because the delivery cost — the SOC itself — is carried by the partner.

LEVER 03

Comply

Compliance-driven deals close faster because the requirement is externally imposed and deadline-bound. A TSP that can hand an auditor 24/7 monitoring evidence, sub-5-minute critical-alert SLAs, and a SOC 2 Type II / ISO 27001-attested operations chain steps into deals pure resellers cannot touch — and NextDefend™, Vijilan's managed CrowdStrike Falcon Next-Gen SIEM, extends that into log retention and reporting mandates.

LEVER 04

Retain

Security is the hardest service to displace. Once a client's alerts, response playbooks, and compliance evidence flow through their TSP, switching costs compound every quarter. The expansion path is built in: start on co-managed ThreatRespond™, graduate to fully managed ThreatDefend™, and add NextDefend™ as the client matures.

ThreatRespond™ → ThreatDefend™ → NextDefend™ THE ACCOUNT EXPANSION LADDER

04 Why channel-only structure matters

Most SOC vendors sell direct and through partners simultaneously — which means the vendor a TSP resells today can become the competitor quoting against them tomorrow.

Vijilan has been channel-exclusive since 2014. There is no direct sales motion to collide with; delivery is white-label, on the partner's domain and brand. The client relationship, the renewal, and the brand equity accrue to the TSP.

> **"The client sees your brand. We stay invisible. That's not a program tier — it's the only way we've ever operated."**

BEHIND THE BRAND — THE DELIVERY ENGINE

10M+
events processed daily by a global follow-the-sun SOC

99.7%
true-positive rate after Tier-2 triage, Praxis AI™ v4.2

~15 min
typical remediation on confirmed incidents

99.99%
uptime SLA on AWS multi-region infrastructure

EN · ES · PT
multilingual SOC operations and partner support

PSA-ready
ConnectWise, Autotask, and Jira keep tickets in your workflow

05 The low-risk on-ramp

STEP 01

Experience it

Activate **Vijilan Guard™**, no-cost SOC protection for your own environment. Run the service on yourself before you sell it.

STEP 02

Open the conversation

Run a free **ThreatAssess** external attack-surface scan for any client — domain in, findings back within one business day.

STEP 03

Land and expand

Close the first monitored client, then grow the account through the ThreatRespond™ → ThreatDefend™ → NextDefend™ ladder as needs mature.

Activation is self-service through the partner portal — no mandatory sales meeting, and Vijilan's No-Pressure Promise means no gated content, cold calls, or drip campaigns behind it.

CONCLUSION

The TSPs growing fastest in 2026 aren't the ones that built SOCs — they're the ones that stopped treating security as someone else's category. The demand is sitting inside accounts they already own; the delivery engine already exists, channel-only, under their brand.

Become a Vijilan partner.

Start with a free ThreatAssess scan or activate Vijilan Guard™ today.

vijilan.com →

MarketsandMarkets, *Managed Detection and Response Market Forecast, 2026–2031*

Gartner (via Guardz, *MSP Cybersecurity Statistics 2026*): worldwide security spending $244.2B in 2026

Expel, *"How much does it cost to build a 24×7 SOC?"*

ISC2, *Cybersecurity Workforce Study 2024*

Vijilan operational statistics as published at vijilan.com, August 2026. ThreatRespond, ThreatDefend, NextDefend, Vijilan Guard, ThreatContain, ThreatHunt, and Praxis AI are trademarks of Vijilan Security.

CHANNEL-ONLY MANAGED SECURITY SINCE 2014

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