



CASE STUDY

How TeamLogic IT Orange County Drove 95% MDR Adoption with an Opt-Out Model

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Problem

Clients without MDR were being targeted by threats, and TeamLogic IT Orange County sought a pathway to seamlessly move them to Blackpoint's MDR with as little friction as possible.



Solution

TeamLogic IT Orange County rolled out an opt-out campaign, automatically enrolling clients with Blackpoint's MDR so that they're protected.



Results

95% of TeamLogic IT Orange County's clients have adopted Blackpoint's MDR since the opt-out campaign rolled out, and the MSP generated two clients' worth of monthly recurring revenue.

Clients' security is only as good as what they're willing to pay. You can warn about risks, but every managed service provider (MSP) knows you can't force a client to adopt the services you know they need.

Or can you?

[Brendan Cosgrove](#), Chief Operating Officer at [TeamLogic IT Orange County](#) faced this exact challenge and knew a growing number of clients were dangerously exposed.

TeamLogic IT Orange County's tipping point, as Cosgrove notes, was a dramatic increase in the activity levels absorbing his team's time in responses for the non-managed detection and response (MDR) clients. The opt-in model, in which clients need to manually add [Blackpoint's MDR capabilities](#) through the MSP, was broken.

Cosgrove and the team decided to make a bold, strategic move: Stop asking clients to opt-in and start requiring clients to opt-out.

“

We saw more and more tickets coming in from clients specifically around an identity problem or potential hijacking.”

Brendan Cosgrove

Chief Operating Officer,
TeamLogic IT
Orange County

The Challenge: Increase MDR Adoption Among Clients

The decision was driven by a clear-as-day contrast. “We realized everybody was getting hit,” Cosgrove points out, “and our cloud response clients were being handled much more efficiently. We were only dealing with true threats, not the noise.”

It’s a realization that shifted TeamLogic IT Orange County’s entire security philosophy.

The old plan — calling each client to individually explain the pros and cons — was scuttled. “As these levels increased, we said, ‘forget it.’ We just needed to implement the opt-out.”

TeamLogic IT Orange County made a calculated decision: Engage in a conversation about price up front rather than one about a catastrophic breach after it’s too late.



Clients could be mad at us for suggesting more security, but that’s better than them being mad because something got through and there was an event of some sort.”

Brendan Cosgrove

Chief Operating Officer,
TeamLogic IT Orange County

The Rollout: Emphasize Security While Keeping Clients Happy

TeamLogic IT Orange County delivered a masterclass in strategic communication and client partnership, ensuring clients saw value rather than a price hike.

Here’s the playbook that Cosgrove and the team used:



Step 1 An Irresistible Offer

TeamLogic IT Orange County gave clients the service free for two months, telling them it would simply show up on the third month’s invoice. This gave clients a no-risk trial period to see the value.



Step 2 Proactive, Partner-Led Communication

Crucially, TeamLogic IT Orange County “tried to make it feel like this is us being a good partner to you, the client.” It wasn’t positioned as a sales push, and the MSP even provided clients with an email it could send to all employees explaining the new protection.



Step 3 Handling Objections with Data

The two-month free trial created a powerful sales tool: data. Clients wanted to see what MDR actually did and if it stopped anything.

As Cosgrove lays out, “[Blackpoint](https://blackpointcyber.com) gave us that data. Here are all the activities, and here are the ones that were investigated. Blackpoint’s data proved value.”

The Waiver: Emphasize Risk to Clients Who Opt-Out

What about the few clients who just said no?
The most common objection was related to budget.

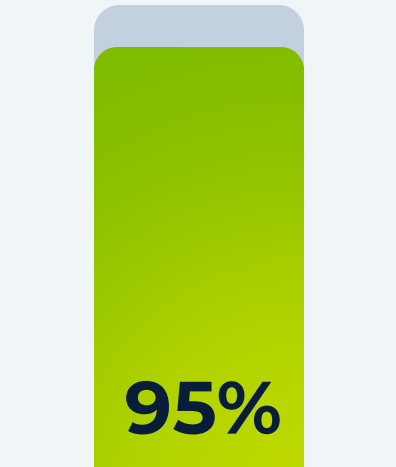
For these clients, TeamLogic IT Orange County presented a simple acknowledgement of declination. For new clients, this is now part of the managed services agreement.

Cosgrove offers this analogy: "It's kind of like the, 'Are you sure you want to delete?' question. Are you sure you want to say no to this? And if you do, that's okay. You can say 'no,' but you're going to sign this."

This simple step effectively transfers the liability and forces a moment of serious consideration.

The result?

"Everybody understood our intention."



adoption rate
of the opt-out
campaign

The Results: 95% Adoption and Lower Effort



TeamLogic IT Orange County's numbers speak for themselves. The opt-out campaign had a 95% adoption rate, and its financial win was just as significant.



The campaign generated around two clients' worth in new monthly recurring revenue (MRR).

**That's a massive revenue enhancement
for a fraction of the typical sales effort.**

“

The actual effort compared to adding two new clients was tremendously different. It was tremendously lower.”

Brendan Cosgrove

Chief Operating Officer,
TeamLogic IT
Orange County

Why the Blackpoint Partnership **Made It Possible**

If the product is a drain on your resources, this strategy doesn't work. TeamLogic IT Orange County was able to do this because of its confidence in Blackpoint.

Cosgrove admits the initial rollout "did highlight for several clients some significant changes that we needed to make, outside of just the security overlay. We needed to make some architectural changes."

Here's what made Blackpoint an enabler for the MSP, according to Cosgrove:



Low Administrative Overhead:

"The level of required administration on my side to have cloud response running is very minimal."



No Training Tax:

"I didn't have to worry that I was going to have to train all my engineers on how to be a good administrator of another platform."



Instant Profitability:

"The additional revenue didn't get eaten up. We were getting the level of profit we expected from the first time we started billing."

Of course, Blackpoint's 24/7 security operations center (SOC) also acted as a force multiplier for his team, identifying deep-seated issues.

TeamLogic IT Orange County's opt-out campaign was a resounding success. It reduced client risk, standardized the security stack and boosted monthly recurring revenue with minimal sales friction.

Flipping the script put this MSP in the rightful position of trusted security partner, not a salesperson.

As Cosgrove concludes, "Of all the ways we've tried to bring our current clients that have been with us for a long time into new services we know they need, this was the most successful and smoothest one we've ever had."



Ready to standardize your security stack and grow your MRR?

See how Blackpoint's partner-centric MDR makes it possible to protect your clients and build your business.



Why Blackpoint Cyber

Founded in 2014 by former National Security Agency (NSA) cyber operations experts, the Blackpoint team continues to bring nation-state-grade technology and tactics to our partners around the world. By fusing real security with real response, our elite SOC team is empowered by the proprietary technology we built from the ground up.

Together, we detect breaches faster than any other solution on the market. With insight into network visualization, tradecraft detection, endpoint security, suspicious events, and remote privileged activity, Blackpoint detects lateral movement in its earliest stages and stops the spread.

By the time you hear from us, the threat has been triaged and removed, often before the malicious actor even saw us coming. Lastly, we optimize our architecture and data to its fullest extent, ensuring robust services and valuable intel for our partners. That way, all facets of security—response, logging, cloud protection, and cyber insurance—can work in tandem to support an integrated cyber strategy. Sleep easy knowing we detect and detain threats on your behalf around the clock.

Our mission? To provide unified, 24/7 detection and response services to organizations of all sizes around the world.

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