

Vertikal6 Helps Our Partners Become Heroes to Their Clients

“If Vertikal6 makes our client’s life easier, then we’ve done a good job, too.”

– Normand Duquette, RISCO Insurance Brokerage, Vertikal6 Channel Partner



ABOUT:

As the Senior Vice President of East Providence, RI-based RISCO Insurance Brokerage, Normand Duquette specializes in insurance products that are often difficult for businesses to secure. These hard-to-place policies cover risks that are highly complex, specialized, or technical. Cyber insurance is a prime example.

CHALLENGES & OPPORTUNITIES:

Cyber insurance often requires policyholders to meet certain IT infrastructure standards, often beyond the capabilities of in-house IT teams. By partnering with Vertikal6, Duquette says he can now provide his clients with access to a high-quality, comprehensive IT cybersecurity provider, which complements his core business by:

- **Mitigating his client risks:** By leveraging Vertikal6’s technical expertise, Duquette can now offer a more robust suite of solutions, helping clients manage and reduce risks, especially in the volatile domain of cybersecurity.
- **Enhancing his value to clients:** Duquette can address his clients’ need for comprehensive IT support and extend favorable pricing from a trustworthy, transparent, and customer-focused provider. Plus, it’s a vendor clients like to work with. “Vertikal6 knows how to talk to you in layman’s terms, and they don’t treat you like just another client.”
- **Creating new opportunities:** In addition to a new revenue stream, Vertikal6 has opened doors for new initiatives within the regional business community, such as co-hosting community cyber security panels and producing webinars that provide additional engagement opportunities with new and existing clients.

When RISCO’s parent company, the venerable Rhode Island-based brokerage Starkweather & Shepley, needed to overhaul its infrastructure, it selected Vertikal6 as its managed service provider, adding a vote of confidence in a provider they recommend to clients.

Benefits of Partnership:

In the Northeastern U.S., local IT talent is in high demand and increasingly hard to find. Duquette says his Vertikal6 partnership gives them the ability to deliver IT services to clients along with three big benefits:

1. “You get the level of service clients need.”
2. “You get the responsiveness clients need.”
3. “You get favorable pricing that partners need.”

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Partnership in Action:

Disruptive Events. Critical IT Challenges. Impossible Deadlines. Vertikal6 to the Rescue.

Normand Duquette, Senior Vice President of RISCO, explains how Vertikal6 helped his insurance customers qualify for coverage when the clock was ticking.

The world of cyber insurance was once a small corner of the industry. A niche product, it was an afterthought for most small and medium-sized businesses.

“Cyber insurance for an organization was, until recently, relatively easy to get,” Duquette explained. “You could sign a napkin and get coverage.”

The shift to remote work in 2020 changed everything. Cyberattacks skyrocketed, putting SMBs in the crosshairs like never before. Within a matter of months, many were racing to find coverage, and cyber insurance underwriters took note.

Providers alerted policyholders they had to meet stricter standards and provide more in-depth IT documentation, sometimes with as little as a week’s notice before their coverage expired. Organizations practically needed a Ph.D. in computer science to understand the more rigorous application process – any mistakes could mean denial or non-renewal.

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Clients needed support, and they needed it fast.

“We had a lot of people panicking,” Duquette said. But IT services are in high demand, especially in New England. When clients reached out to MSP firms in the region, no one had the capacity to meet their needs. “A lot of these MSPs were just like, ‘Sorry, can’t help you.’”

However, by partnering with Vertikal6, RISCO could provide the precise solutions its clients require. As a reliable, trustworthy MSP from the region, it delivered:

- ✓ a wide array of IT and cybersecurity capabilities
- ✓ a deep bench of technical expertise
- ✓ a highly responsive approach to customer care

“One of the first clients we set up with Vertikal6 told us that while they were still waiting for one MSP to return their calls, Vertikal6 had already solved the problem,” Duquette said. “That’s when I knew I wanted to see what other solutions we could start rolling out to help our clients.”

Get Started

Leverage Vertikal6’s IT expertise to grow your business. Speak with a Vertikal6 channel partner associate to learn how to do more for your clients while improving your bottom line and client relationships.

Begin the conversation here:

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