

MSP Reseller Partner Program

High-Value, High-Margin Services That Open New Doors

Why Partner With eSureTy?

At eSureTy, we designed our MSP Reseller Program to do more than just add another line of business — it's built to help you win new clients, expand wallet share, and dramatically increase profitability.

Our mission is simple: empower MSPs to deliver enterprise-grade cybersecurity, risk management, and compliance services without the overhead or complexity of building it all in-house.

High-Value, High-Margin Offerings

eSureTy solutions are engineered for **profitability**. Our services are turnkey, scalable, and priced to give partners the margins they deserve. You bring the relationships — we bring the expertise, technology, and support that elevate your brand and boost your bottom line.



White-Label and Co-Brand Flexibility

We work the way you do. eSureTy solutions can be delivered under your own brand or co-branded to highlight the strength of our partnership. Either way, your clients see a seamless extension of your MSP's capabilities.



Open Doors to New Logo Opportunities

Our specialized services — from **Penetration Testing to vulnerability management and GRC services** — are exactly what prospects are asking for. When you lead with eSureTy's advanced offerings, **you position your MSP as a trusted cybersecurity authority**, instantly differentiating yourself in competitive bids and RFPs.



Expertise That Sells Itself

Our team of cybersecurity professionals, compliance experts, and analysts become an extension of your sales and service delivery teams. We help you scope, propose, and close deals faster — giving you confidence in every engagement.



Solid Results

Our MSP partners achieve:

- 30–50% margin improvement on security-focused deals
- Higher client retention through risk and compliance services
- Access to new industries (healthcare, finance, energy, education, and more)
- Faster close rates on new logo opportunities

What's Included in the Program

Core Benefit	Description
Dedicated Partner Success Manager	Your single point of contact for enablement, onboarding, and deal support.
Sales Enablement Resources	White-label marketing collateral, pitch decks, and discovery tools to help you sell.
Co-Branded Campaigns	Joint marketing campaigns designed to generate leads and elevate your credibility.
Technical Training & Support	Build predictable MRR streams through subscription-based security services.
Recurring Revenue Model	Build predictable MRR streams through subscription-based security services.

Let's Grow Together

eSurelTy isn't just another vendor — we're your strategic growth partner. Our goal is to help MSPs like you differentiate, dominate, and deliver world-class cybersecurity outcomes that clients can trust, and prospects can't ignore.

Ready to unlock new margin opportunities and expand your client base?

Join the eSurelTy MSP Reseller Program today.