

# How VISO Built a Profitable CTEM Practice and Won Partner of the Year

## A Nanitor Partner Case Study



Hear it directly from VISO's founder. Stephen Parsons, Founder & CEO of VISO, explains how they built their CTEM practice on Nanitor.

## The Opportunity VISO Saw Before Anyone Else

When VISO - a Dublin-based cybersecurity firm - first evaluated Nanitor's platform in early 2025, the conversation wasn't about adding another vendor to the stack. It was about building a new line of business from scratch, with Nanitor as the technical foundation beneath everything.

At the time, most organisations across Ireland and the UK were reactive about vulnerability management: patching when things broke, scanning quarterly, and treating exposure as a compliance checkbox. VISO's leadership saw something different. Gartner had named Continuous Threat Exposure Management (CTEM) one of the top strategic security trends, and no one in the market had yet built a credible managed CTEM offering that was affordable and accessible to organisations of every size. Nanitor, with its asset discovery, risk-scored vulnerability prioritisation, and multi-tenant architecture purpose-built for managed service providers, was the platform to build it on.

VISO signed as a Nanitor partner in February 2025. Fourteen months later, they hold more assets under management on the Nanitor platform than any other partner globally - including significantly larger regional players.

## A Platform, Not Just a Product: Embedding Nanitor Across the Service Stack

What separates VISO from a typical reseller is the decision they made early on: Nanitor would not be a standalone offering. It would become the continuous threat visibility layer running underneath every service VISO delivers.



*We insist on Nanitor. We include it as part of the offering. We don't try and sell it to them separately.*

*Stephen Parsons, Founder & CEO, VISO*

That decision shaped two flagship offerings.

### CISO as a Service - Powered by Nanitor

VISO's CISO as a Service gives organisations across Ireland and the UK access to experienced security leadership without the cost or complexity of a full-time hire. A dedicated VISO security expert acts as the client's virtual CISO: setting strategy, managing risk, engaging boards, and driving a security roadmap.

What makes VISO's CISOaaS distinctive is that it's data-driven from day one. Nanitor's platform provides the real-time exposure baseline that underpins every strategic recommendation. When VISO's vCISO walks into a board meeting, they're not presenting opinions - they're presenting a live picture of the organisation's attack surface, with risk scores, remediation progress, and trend data that clients can act on. Nanitor turns the CISOaaS engagement from advisory theatre into operational reality.

### Secured by VISO - Security as a Service for Every Business

VISO also built a tiered, packaged Security as a Service offering called Secured by VISO - designed to make enterprise-grade protection accessible to businesses from freelancers to growing SMEs. The tiers map directly to organisational maturity and budget:

- ✓ Essential covers fundamental protection for freelancers and micro-businesses, providing professional-grade cybersecurity for solo operators and very small teams without the enterprise price tag.
- ✓ Professional adds structured controls, centralised management, and endpoint protection for SMEs ready to take a more organised approach to security.
- ✓ Managed is the flagship tier - a fully managed service where a dedicated VISO security team actively manages the client's entire cybersecurity posture. This includes weekly check-ins, monthly reporting, dark web monitoring, and CISO as a Service with a dedicated security lead managing the client's roadmap end-to-end.

Nanitor sits at the core of all three tiers, providing continuous asset discovery and exposure management that scales with the client. It is what allows VISO to manage hundreds of organisations simultaneously without sacrificing depth - each client's environment is fully visible, risk-scored, and tracked for remediation progress in real time.

## Revenue Performance: 14 Months In

The structured service model has delivered strong commercial results. Contracts are recurring, billed monthly, and grow naturally as clients add infrastructure or move up service tiers. Churn has been minimal - clients who see exposure scores declining and remediation backlogs shrinking renew and expand.

Fourteen months in, VISO manages more assets on the Nanitor platform than any other partner globally - including much larger organisations operating across entire regions. That figure is a direct reflection of how comprehensively VISO onboards each client: full asset discovery on day one, no selective scoping, every environment fully instrumented from the start.



*It could be per client two to three hours a week of analysis is now gone for clients where we're using Nanitor.*

*Stephen Parsons, Founder & CEO, VISO*

## Why the Model Works

Three factors explain VISO's performance.

**Nanitor as foundation, not feature.** By embedding Nanitor beneath both CISOaaS and Secured by VISO, VISO made continuous threat visibility a default, not an upsell. Every client gets it. Every engagement is grounded in live data.

**Packaged for scale.** The Secured by VISO tiers let VISO serve a micro-business and an enterprise from the same operational model. Nanitor's multi-tenant architecture makes this possible - VISO's team can manage hundreds of clients without proportional headcount growth.

**Remediation closes the loop.** Most managed vulnerability programmes stop at reporting. VISO's Managed tier includes active vulnerability remediation in collaboration with the technical team., meaning Nanitor's risk scores translate into actual exposure reduction. This is what commands premium pricing and makes the service difficult to displace.

## Partner of the Year - The First of Its Kind

At Nanitor's 2025 Partner of the Year awards - the inaugural year of the programme - VISO was selected for exceptional growth, deep technical engagement, and their proactive approach to bringing CTEM to organisations across the region. They moved quickly from enablement to execution, built genuine technical depth, and integrated CTEM into the fabric of their day-to-day service delivery.

For a firm competing against significantly larger regional integrators, it was a defining recognition. VISO demonstrated that when a partner builds a practice properly - with the right platform at the foundation and a service model designed for scale - size is no longer the deciding factor.



*We see Nanitor as a partner rather than a product or a vendor. We're in partnership. We're delivering the service together.*

*Stephen Parsons, Founder & CEO, VISO*