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How efex launched managed security services in five weeks

Exclusive Chorus Cyber partnership enables 24/7 cybersecurity services without the overhead.

BACKGROUND

Making IT straightforward for 6,500+ Australian businesses

For over 12 years, efex has grown to become one of Australia's most trusted technology partners. With 22 branches nationwide and a team of 300 – including 100+ qualified IT service technicians – they deliver smarter tech for ambitious businesses, from sole traders to enterprises.

As a Microsoft-led managed service provider, efex built their reputation on helping businesses succeed with straightforward and scalable technology. In 2025's threat-filled environment, where companies face 1,900+ cyberattacks weekly – a 47% year-on-year surge[1] – efex recognised that strong security had become non-negotiable.

With four out of five ANZ CIOs ranking cybersecurity as their highest investment priority[2], efex's clients increasingly demanded more sophisticated cyber protection.

David Rose
Chief Revenue Officer

efex

Saeed Nouri
Cyber Security Architect

DICKER DATA

The impossible economics of building a SOC

Despite their scale and expertise, efex recognised that delivering 24/7/365 security monitoring for their clients would require major capital investment and ongoing operational complexity.

"We don't want to build a massive cyber division that has eyes on glass 24/7. That's a very expensive proposition. We want to leave the SOC services to the SOC providers," explains David Rose, Chief Revenue Officer at efex.

The challenge went beyond cost, with efex's diverse client base needing varying levels of security sophistication. Enterprise and mid-market clients required independent oversight and board-level reporting, while smaller clients needed affordable protection without complexity.

The team was committed to their Microsoft-first approach. "Having a product that is native to the Microsoft stack is really important. That is something that clients tell us all the time. We want fewer tools in our environment. We want less complexity," says David.

Building an in-house Security Operations Centre (SOC) would mean recruiting scarce security talent, investing in expensive infrastructure and maintaining round-the-clock operations – all while trying to keep services affordable for their SMB clients.

Full security solution without the overhead or headaches

Dicker Data introduced efex to Chorus Cyber, their exclusive managed cybersecurity partner. Unlike typical security vendors, Chorus Cyber is purely channel-focused, so they don't compete for end customers – making them the perfect behind-the-scenes partner for MSPs.

What also sets them apart is their Microsoft credentials. As a Microsoft MISA (Microsoft Intelligent Security Association) partner and one of a limited number of companies globally with Microsoft verified MXDR (Extended Detection and Response) certification, Chorus Cyber delivers enterprise-grade security built entirely on the Microsoft stack.

"The aim was to keep everything in the Microsoft ecosystem," explains Saeed Nouri, Cyber Security Architect at Dicker Data. "Partners like efex can leverage our exclusive Chorus Cyber partnership to integrate 24/7 cybersecurity into their existing service offering."

Human experts backed by AI automation

Chorus Cyber combines analyst expertise with AI-powered automation for faster threat detection and response. Their 24/7/365 Cybersecurity Operations Centre (CSOC) monitors and responds to threats in real-time, while efex maintains the client relationship.

"The way that we frame it to our clients is that Chorus Cyber monitors and responds 24/7, while efex manages the relationship, escalations and the continuous improvement," David explains.

The implementation was remarkably straightforward – approximately five weeks of collaborative, project-managed onboarding. Chorus Cyber worked behind efex's brand, providing the security muscle while efex maintained complete ownership of client relationships.

In a powerful demonstration of confidence, efex also moved their own internal security services to Chorus Cyber, achieving impressive metrics: mean time to acknowledge under 3 minutes, mean time to close under 17 minutes.

Enterprise-grade security at MSP scale

The partnership has transformed efex's security posture and service capabilities. By leveraging Chorus Cyber's expertise, efex can now deliver sophisticated managed security services to clients without the prohibitive overhead of building their own SOC.

"We also find that Chorus Cyber's advanced reporting gives clients visibility they've never had previously – insights that make our account management meetings highly valuable," notes David. Concrete data enables efex to shift from reactive support to proactive security advisory, deepening relationships.

The business impact has been substantial:

- **Higher recurring revenue** through advanced security service tiers
- **Increased client stickiness** as security becomes integral to efex's value proposition
- **Simplified compliance** through Chorus Cyber's adherence to global security frameworks and streamlined contract terms
- **Enhanced credibility** with enterprise clients demanding independent security oversight
- **Streamlined operations** with everything native to the Microsoft stack

The partnership delivers protection without complexity

SMBs gain access to enterprise-grade security previously out of reach, while larger clients receive the sophisticated monitoring and reporting their boards demand.

"Being a Microsoft-led MSP, we know that Microsoft Sentinel and MXDR are the right fit for organisations at any maturity level," David confirms. "Having Chorus Cyber backed by Dicker Data gave us the confidence to move our own internal SOC to them."

The partnership exemplifies Dicker Data's commitment to enabling their partners' success. By maintaining exclusive access to Chorus Cyber, Dicker Data ensures their partners can differentiate their security offerings without fear of vendor competition.

As cyber threats continue to escalate and regulations tighten, efex is now positioned to protect and grow their client base with confidence – all without the massive investment of building their own security infrastructure.

It's all about
growing together

By connecting efex with Chorus Cyber through their exclusive partner-to-partner ecosystem, Dicker Data demonstrates how strategic partnerships can transform MSP capabilities overnight. As they have with efex and Chorus Cyber, Dicker Data for Microsoft's local team is here to help Microsoft Partners modernise their practices, meet customers' changing needs, grow revenue and take the lead in the age of cloud, security and AI.

Contact us to learn how and book an EcpPro demo

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Ready to launch and grow your cybersecurity services offering? Register your interest →

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References:
1. Check Point: 2025 Global Cyber Attack Report 2. Gartner: Cybersecurity remains top investment for ANZ CIOs in 2025.