



Security founder's story: **EU's largest bootstrapped cyber biz**

 10th February 2026 – Baarn, Portland summit

www.heimdalsecurity.com



Morten Kjaersgaard

Chairman & Founder, Heimdal

Empower your MSP with Heimdal's unified security platform — engineered to reduce complexity, strengthen client protection, and boost operational efficiency.

Trusted by 17,000+ customers and 1,400 MSPs worldwide, Heimdal delivers advanced, AI-powered solutions to combat today's most sophisticated threats.

Let's connect and grow — with proactive cybersecurity that positions your business for the future.



The widest cybersecurity stack available

Tailored to combat the "frankenstack"



Cloud Security

2022-2025



Network Security

- DNS Security - Network



Endpoint Security

- DNS Security – Endpoint

2017

2022



Vulnerability Management

- Patch & Asset Management Popular
- Infinity Management



Privileged Access Management

2019

2024



Email & Collaboration Security

2020



Threat Hunting

2021



Unified Endpoint Management

2021-2025

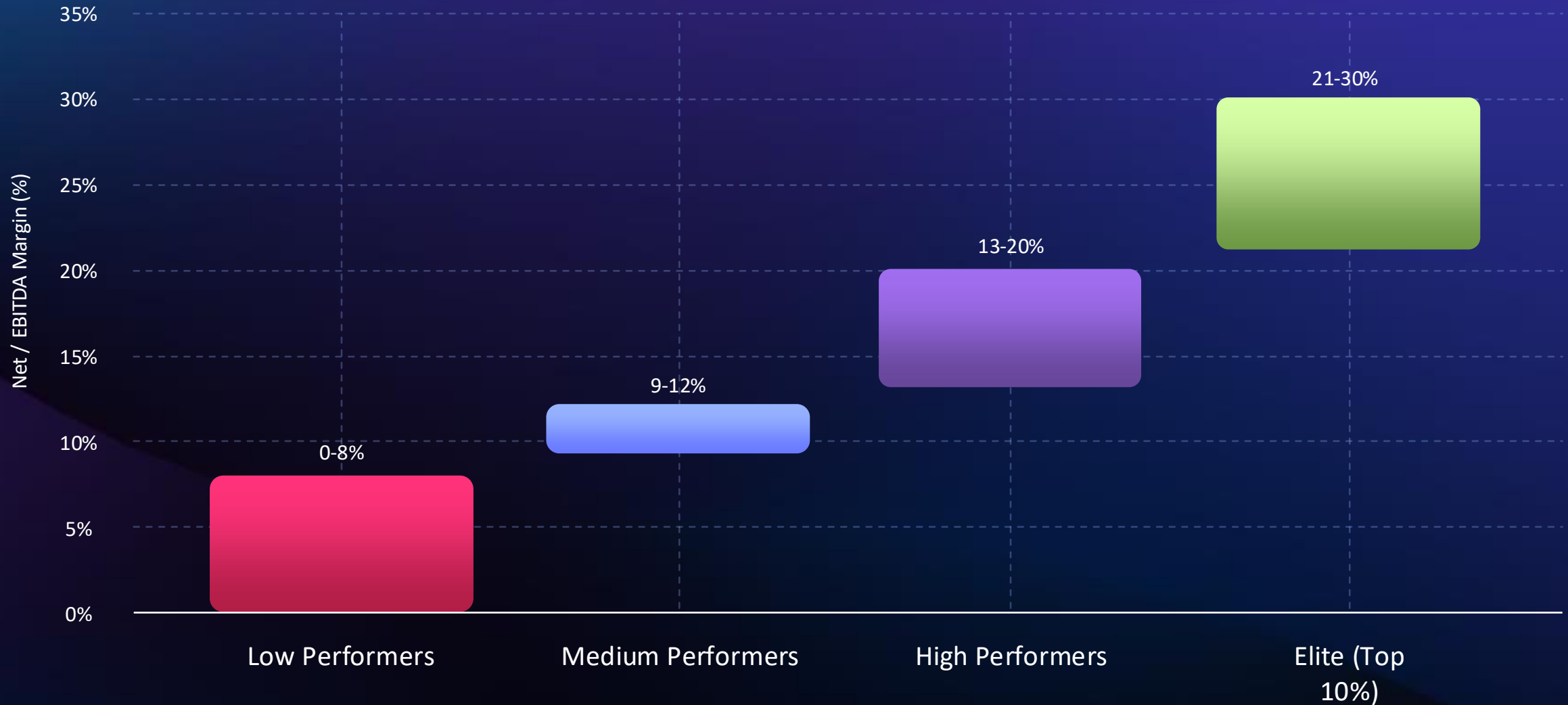


Platform & SOC Services

2021

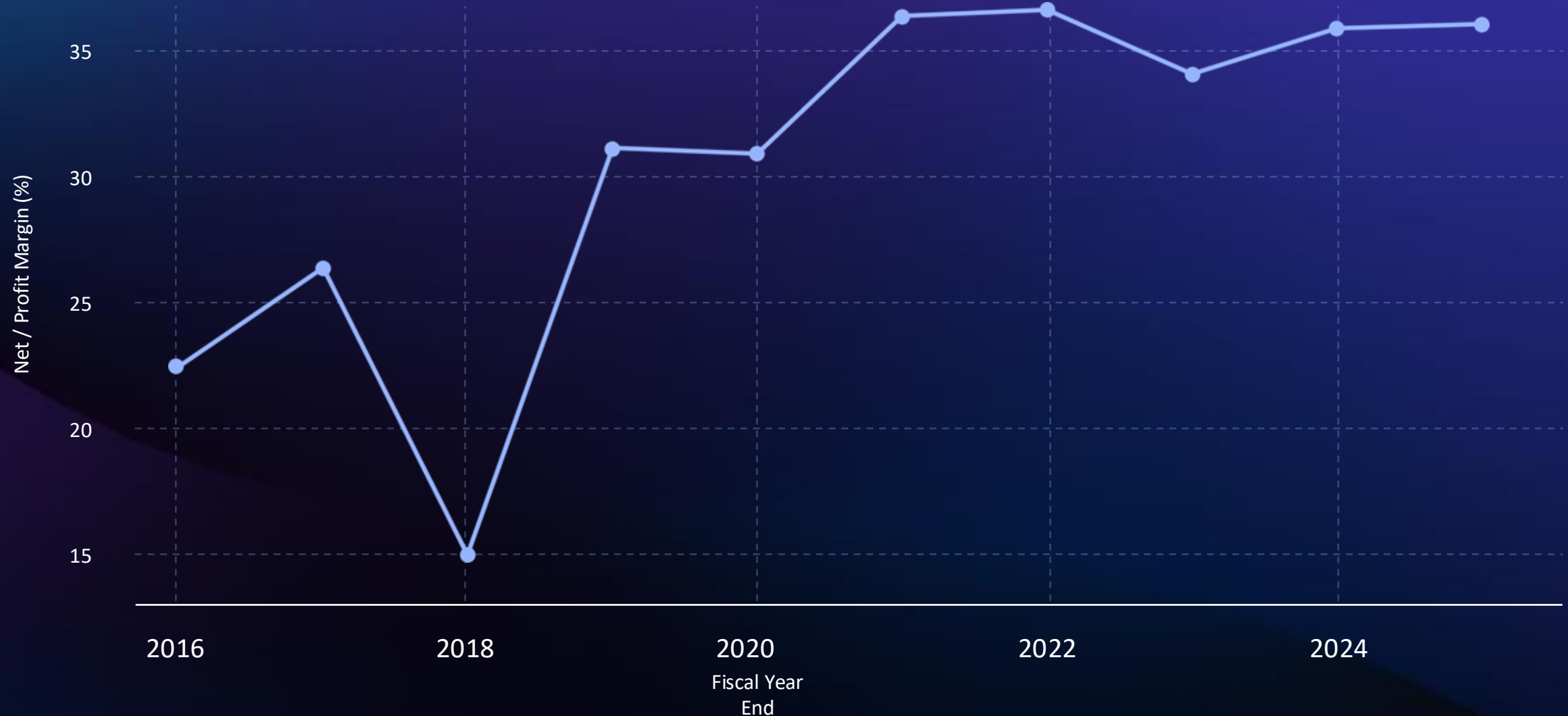
How much is your profit Margin ?

MSP Net/ENITDA Margin Quartile Ranges



What is Microsoft net profit margin ?

Microsoft Net Profit Margin – Fiscal Years 2016-2025



Microsoft Kaseya Connectwise

A large, funnel-shaped graphic made of many small, glowing cubes. The cubes are arranged in a way that they form a wide base on the left and narrow into a point on the right. The cubes have a blue and purple glow. The background is dark with a grid pattern on the floor, suggesting a digital or virtual environment.

On average, 3x more
profitable than the
MSPs they serve

Factors we know are impacting your business

1. Rising employee salaries
2. Increased competitive pressure
3. Political Pressure and economic uncertainty (war, compliance, inflation)
4. Complex vendor market

Navigating the Maze: The Complexity of Multivendor Cybersecurity Landscapes



14+

Vendor Mgmt Complexity

MSPs use over 14 tools from multiple vendors, increasing operational complexity and costs. Simplifying vendor relationships can enhance efficiency.

Channel Insider, Forbes 2023

20%

Rise of Internal Overheads

Security threats lead to a 20% increase in internal resource allocation, adding strain on teams and reducing response times.

MSP Ops Transformation 2023

15-20%

High Costs of Multiple Vendors

MSPs report 15-20% higher costs from managing fragmented systems, with licensing and support fees escalating.

MSP Ops Transformation 2023

80%

Scaling Challenges for Revenue Growth

80% of MSPs face challenges scaling services due to manual processes and fragmented systems, hindering growth.

Channel Insider 2023

Heimdal XDR: Security Across and Beyond Perimeters, Unifying Local & Cloud Environments





ninjaOne

Kaseya

THREATLOCKER

Thank
You



What you gain by partnering with Heimdal:

1

**Vendor to
replace 6-7**

Reducing overhead of
administration internally
and sleeping more soundly

Heimdal Partners

16-30%

**EBIDTA
margins**

We know from partners in
this room, that this is where
you could be!

Single platform allows for
lower overhead and more
flexible hiring / work from
home policy

Heimdal Partners

15-20%

**Reduced buying
cost**

Better buying power, leads
to improved cost pricing –
whilst Heimdal also targets
to displace RMM's

IT Nation members

15%+

**Wide offering =
More revenue**

Customizing your own
security packages and
adding SOC to your
customer offerings
increases revenue by 20%
or more, whilst one
platform allows for better
scaling

Heimdal Partners



Casper Lammertink

Director & Owner, Welnet

- MSP voor het MKB
- 15 medewerkers
- 7 jaar Heimdal /+2.000 endpoints
- Één platform voor je security stack
- Heimdal is een partner
- 24x7 Team van Security Experts





Why partner with us

Celebrating 11 years in business, safeguarding 4 million endpoints.





Celebrating 11 years in business, safeguarding 4 million endpoints.