

## Turning Down the Noise

# How ACS Supercharged Its Security Operations with Embed

### CUSTOMER

Alexander Cybersecurity Solutions (ACS)

### INDUSTRY

MSSP / Security Consulting

### FOCUS AREAS

MDR, IR/Forensics, vCISO, GRC, Pen Testing

### CHALLENGE

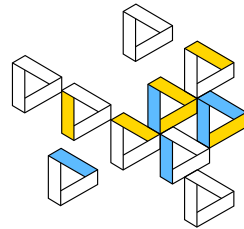
Alert fatigue, manual triage burden, limited analyst capacity

### SOLUTION

Embed's agentic security platform, beginning with email investigations

### OUTCOMES

Faster triage, 24/7 confidence without "eyes on glass," visible ROI reporting, and time back for analysts to focus on higher-value work



"We're always punching above our weight. Embed helps our small team focus on what matters most."



**BRYAN SMITH**  
CO-FOUNDER & CTO, ACS

## Before Embed: Drowning in the Noise

When Matt Alexander and Bryan Smith launched ACS, they knew how relentless the work of a managed security service provider could be. With a lean team and clients across sectors, they faced the same challenge many growing MSSPs do — too many alerts, too little time.

Matt, ACS's Co-Founder & CEO, came from the IT services side. "We had incredible people, but still a small team. Every phishing email took time to investigate manually," he recalls. The ACS email security stack included Microsoft 365, Sublime Security, upstream filtering, and user training, but every reported email still landed on an analyst's plate.

Bryan Smith, who oversees ACS's security operations, saw the toll firsthand. "Even with strong tech in place, it still came down to people behind the keyboard," he said. "We needed to optimize what we had and focus our analysts on the right problems."

## The Turning Point

ACS found that shift in Embed. When they connected their phishing-reporting API in Microsoft 365 to Embed's agentic security platform, investigations began moving at a new pace.

"Once a user hits 'report phishing,' it goes straight to Embed," Matt explains. "It filters through about 80% of the work our analysts would do so that we can focus on that last 20%. Embed autonomously triages and investigates each alert, determines if it's malicious or benign, freeing us to only step in for edge cases or client communications."

Bryan describes the difference simply: "I can check in when I want to, not because I have to. I now have the confidence to know I don't have to have 'eyes on glass' 24/7. That's a huge shift."

"One of my favorite features is the ROI visibility. It's not just time saved, it translates directly into cost savings we can show our clients."



**MATT ALEXANDER**  
CO-FOUNDER & CEO, ACS

## WHY EMBED



### Security Noise Cancellation®

Powers past alert fatigue to reveal what matters.



### Agentic AI built by practitioners

Mirrors expert analyst workflows.



### Transparency with iSteps™

Every conclusion is explainable and verifiable.



### Seamless integration

Works with existing tech investments. ACS integrates in minutes, not months or days.



Embed's agentic security platform delivers intelligent automation and transparent investigation capabilities across your entire attack surface. Whether you're triaging alerts, defending your cloud infrastructure, or securing endpoints, Embed empowers your team to move faster—with confidence.

## Building Trust in the Technology

In cybersecurity, trust matters as much as technology. According to Bryan, “Trust starts with the people behind the technology. Embed was built by some of the most experienced practitioners in cyber and AI, so we knew they’d deliver and protect our clients’ data the same way we would.”

Matt quickly saw that trust reflected in the product itself. “There’s a huge trust factor, both in the people and the technology,” he said. “Once we saw the diligence and transparency, it just made sense.”

## What Changed for the Team

The day-to-day experience for ACS analysts improved almost immediately. Instead of constantly monitoring dashboards, they can now focus on meaningful work.

Bryan noted, “It’s not our goal to take people out of the loop; it’s to make everyone’s time more impactful.” The system didn’t replace analysts; it amplified them. And for Matt, the impact extended beyond efficiency: “One of my favorite features is the ROI visibility. It’s not just time saved, it translates directly into cost savings we can show our clients.”

With Embed managing the noise, ACS analysts could redirect attention to threat hunting, client consulting, and strategy, the areas that strengthen customer trust and drive business growth.

### The Business Impact

With Embed, ACS delivers a level of service that competes with far larger MSSPs. “We’re always punching above our weight,” Bryan said. “Focus reduces risk. Embed is one of the solutions that helps us focus.”

#### For ACS

- ✓ More clients served without growing headcount
- ✓ Competitive differentiation with automation that scales
- ✓ Data-backed ROI reports to demonstrate business impact

## Looking Ahead

Bryan believes the future of SOC operations will hinge on how intelligently automation is applied. “We’re going to see a race to automate for the sake of automating. Automation isn’t valuable unless it makes security operations smarter, not just faster. That’s what Embed gets right.”

Matt agrees that pairing AI and security is just the beginning. “The more we can show the business impact, the hours saved, the risk reduced, the better,” he said. “That’s where platforms like Embed prove their value.”