

# Cybersecurity-as-a-Service



**Brian Suerth**  
**President**

## Who is TAG?

- **Association of Managed Technology Services Providers (MTSPs)**
  - Founded in 1998
  - Managed IT, cloud-based technologies, cybersecurity, telecommunications, AV, video surveillance, access control, connectivity, and managed print
- **Members throughout the U.S. & Canada**
  - Presence in more than 136 marketplaces
  - Serving 400,000+ SMBs
- **TAG Members benefit from programs that drive...**
  - Profitability & Sales Growth
  - Recurring Revenue Streams



## TAG's Services

- Sales Training & Sales Management
- Financial Analysis & Industry Benchmarking
- Budgeting
- Strategic Planning
- Onboarding, QBRs, vCIO
- Leadership
- Exit Strategies & Succession
- Professionally Led Peer Groups
- Mergers & Acquisitions
- Interview Employees, Personality Analysis, & Aptitude Testing
- Marketing & Lead Generation
- Cooperative Purchasing
- Customer Experience & Management
- Mentoring/Coaching

[www.TAGNational.com](http://www.TAGNational.com)

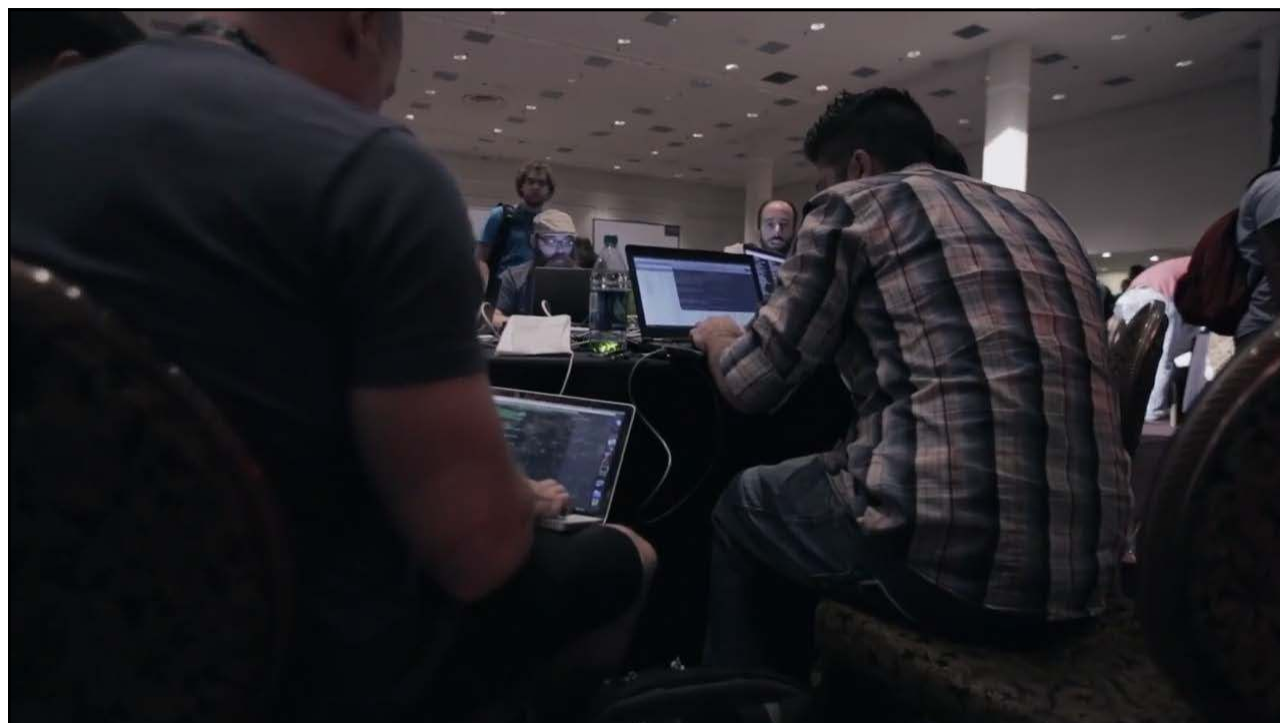


## TAG Owns a Leading MTSP

**i-NETT** received the Channel Partners 360 Award 3 years in row for providing a holistic approach to Managed IT Services, Network Security, Disaster Recovery, Voice, SIP and Surveillance technology solutions for their customers

**i-NETT** received the Channel Partners Innovation Award for Cloud Services 2 years in a row





**81%**

of all breaches happen to small and medium sized businesses

**1 in 5**

small businesses will suffer a cyber breach this year

**196 days**

for companies to detect a data breach

**52%**

of businesses feel helpless to defend themselves from cyber attacks

**89%**

of SMBs have cybersecurity as a top priority in their organization

**97%**

of breaches could have been prevented with today's technology



## Industries Consistently Under Attack

Finance



Healthcare



Construction



Legal



Manufacturing



## Top 5 Cyber Threats



Spear Phishing



Ransomware



Fileless Malware



Crypto Hacking



Password Leaks



3

## **Steps to Offering Cybersecurity- as-a-Service**







- Data Backup
- Antivirus and Malware
- OS security/update patching
- Managed Firewall

**NO longer good enough...**



**Step #1:  
Define Your  
Cybersecurity Offering**

- Managed Firewall
- Data Back Up/Business Continuity
- Dark Web Monitoring
- Endpoint Protection – Anti-Virus and Malware
- Domain Name System (DNS) Filtering



## Step #1: Define Your Cybersecurity Offering

- Multi-Factor Authentication
- Password Management
- Security Awareness Training/Phishing Simulator
- Network Vulnerability and Security Scan
- Security Operations Center



## Dark Web Monitoring

- Everyday thousands of compromised email addresses, passwords and other credentials are offered for sale on the Dark Web
- Identifies, analyzes and monitors an organization's compromised or stolen employee and customer data



## Dark Web Monitoring

- 70% of companies that we run this report for, have compromised email addresses—usually with the user's password to the domain also compromised



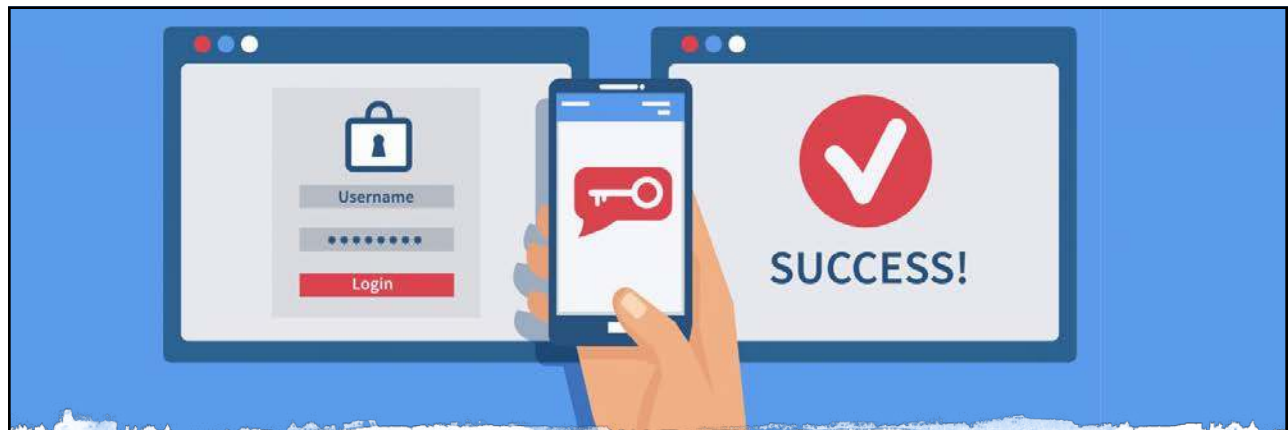
## Endpoint Protection – Antivirus and Malware



- An endpoint is any network device (laptop, desktop, tablet, smartphone)
- Endpoint protection keeps critical systems, intellectual property, customer data, and employees safe from ransomware, phishing, and malware

# Domain Name System (DNS) Filtering

- Uncontrolled Internet access is a high-risk activity for any business
- DNS blocks dangerous web sites automatically
- Enforces your customer's Internet access policies



## Multi-Factor Authentication

- Username and password is no longer good enough
- Multiple layers to grant access
- Push notification, QR code, or a one-time password

## Password Management

- Personal password vaults
- Generates and rotates passwords
- Permission based on employees' roles



## Security Awareness Training/Phishing Simulator

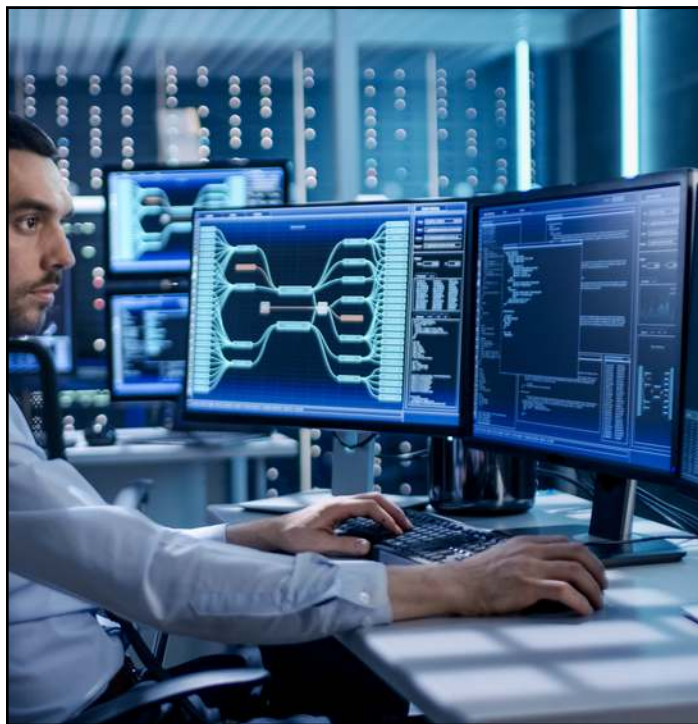
- Cybersecurity education for C-level and employees
- Interactive training courses
  - Avoiding phishers and hackers
  - Social media awareness
  - Password management
  - Compliance: HIPAA, PCI, etc.
- Phishing simulator
  - Trackable, customizable campaigns





## Network Vulnerability Scan

- External vulnerabilities
- Login failure and history
- User behavior analysis
- Password strength analysis



## Security Operations Center (SOC)

- Staffed 24x7 with live monitoring by security professionals
- Identifies and confirms malicious attacks in progress
- Takes system off line to stop lateral infections
- Scrubs the system of any remnants of attacks





**Step 2:  
Market  
Cybersecurity to  
Your Customer Base**



### **Segment Your Customers Into 2 Buckets**

- Copier Customers with 20-60 Employees
- Existing Managed IT Services Customers





**60% of small businesses go out of business within six months of a cyberattack.**

\*Source Verizon Data Breach Investigation Report

**Join the 40%**


Month-to-month | unified threat management | no capEx  
tech refresh with no change in monthly expense

**i-NETT** BRINGING INNOVATION TO YOUR IT AND VOICE NETWORKS

**805-642-3558**  
**[www.i-NETT.com](http://www.i-NETT.com)**

# Gone Phishing?

**When Your Employee Downloads an Attachment and an Unexpected Virus Shuts Down Your Entire Network for 3 Days...**



**i-NETT** BRINGING INNOVATION TO YOUR BUSINESS TECHNOLOGY

**805.642.3558**

**"Proudly Protecting Businesses & Confusing Hackers for Years"**

**THE BOOGEYMAN ISN'T IN YOUR CLOSET**



**HE'S IN YOUR NETWORK**

**805.642.3558**  
[www.i-NETT.com](http://www.i-NETT.com)





Dear Hackers,  
**Bring it.**

\*We were protecting customers from cyberattacks before it was cool.

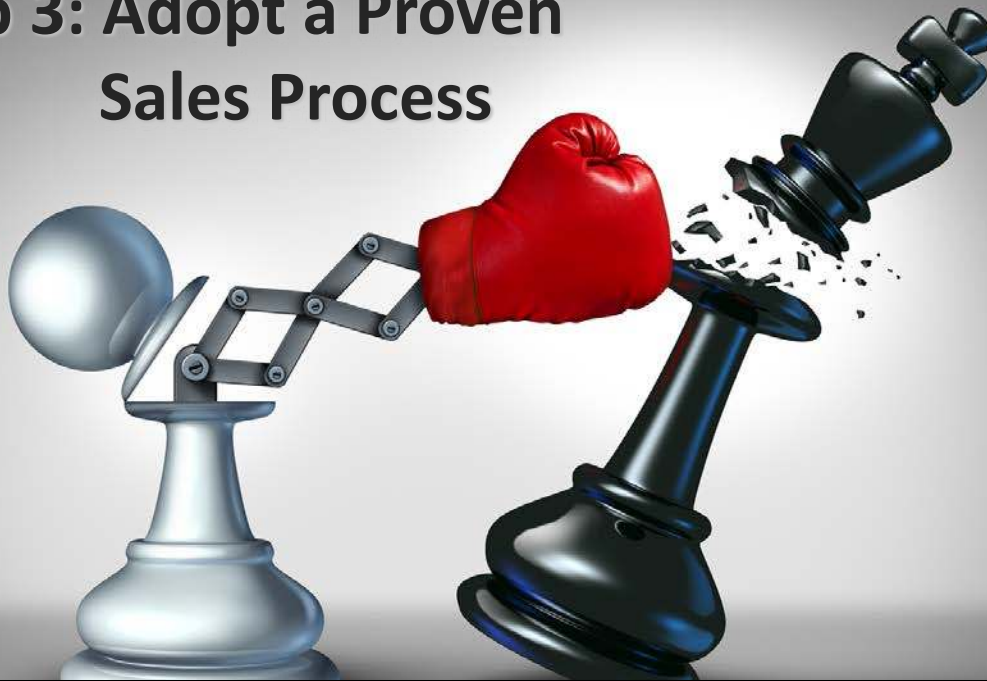
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*Our Cybersecurity-as-a-Service Program leverages decades of nerdy intelligence in IT.*

Month-to-month | unified threat management  
 no capex | tech refresh with no change in  
 monthly expense



## Step 3: Adopt a Proven Sales Process



## Step #3: Adopt a Proven Sales Process

Dark Web Scan 

Setting the 1<sup>st</sup> Appointment 

Customer Website Research 

LinkedIn Research 

Go to 1<sup>st</sup> Appointment 

Network Analysis 

2<sup>nd</sup> Appt - Sales Engineer/Salesperson Site Survey 

3<sup>rd</sup> Appt - Review RapidFire Reports 

Discuss Cloud vs MSP & Options 

Set Closing Appt./Present Proposal 

**TAG's Managed IT Sales Touchpoint  
Process – 85% Close Ratio**

## Setting the Appointment

- Pick 10 customers...
- Hi...this is Brian from TAG...I need to talk to Brent...is he available?
- Voicemail...Brent...you've been a long time customer of ours and out of courtesy I ran a Dark Web scan for you
- Not sure if you know or understand what the Dark Web is...please call me back so we can discuss this and the passwords that have been comprised at your company



## Setting the Appointment

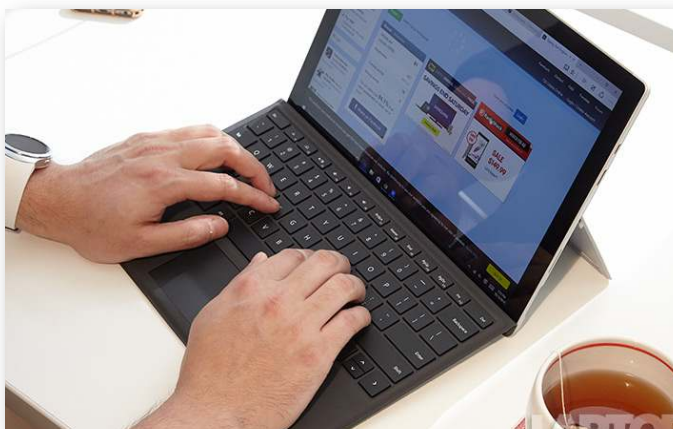
- Customer calls...Brent you've been a long time customer and out of courtesy I ran a Dark Web scan for you
- Not sure you understand or know what the Dark Web is but it appears that your network has been hacked into and passwords have been compromised and put on the dark web for sale...this is the nasty part of the Internet
- I would like to come out and discuss how we fix this and stop it in the future





## Web Site Research

- Vision, Mission and Values
- Company history, management team, etc.
- Type of business
  - Industry, locations
- Trade publications / Industry Organizations



## LinkedIn Research

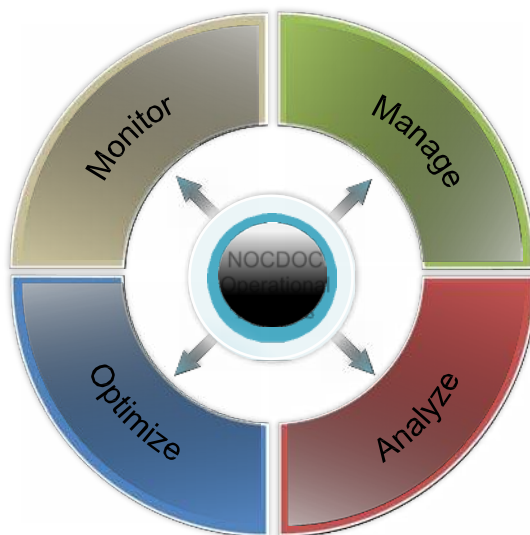


## 1<sup>st</sup> Appointment - Overview

- **Appointment 1: CFO and/or Owner only**
  - Have a copy of their website printed out
  - Discuss Dark Web scan
  - Ask the first question
    - How do you do this now and what reporting do you have associated with it?
  - Ask the second question
    - Will you let me show you a different way of doing it?



## 1<sup>st</sup> Appointment



## 1<sup>st</sup> Appointment

80 – 85% of  
Company's are here

100% of Business Users  
*want* IT to be here

<b>Chaotic</b> Maturity Level 1	<b>Reactive</b> Maturity Level 2	<b>Proactive</b> Maturity Level 3	<b>Reliability &amp; Utilization</b> Maturity Level 4	<b>Strategic</b> Maturity Level 5
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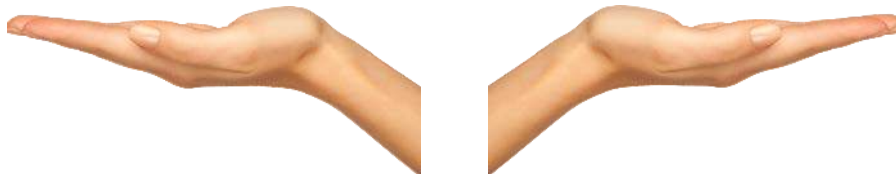


## 1<sup>st</sup> Appointment – Network Analysis

A B C

Here's what you have today

This is where we want to go



## 2<sup>nd</sup> Appointment – Sales Engineer/Salesperson Site Survey



- Sales Engineer to conduct site survey
- Salesperson to cultivate and manage the relationship



## Internal Meeting to Discuss Project Work & Review Reports

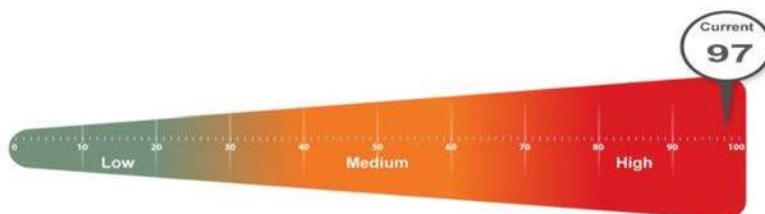
- Meeting with Operation Engineers
- Discuss what's wrong and put together the proposal and pricing



### 3<sup>rd</sup> Appointment - Review RapidFire Reports

#### Risk Assessment

The Risk Score is a value from 1 to 100, where 100 represents significant risk and potential issues. The score is risk associated with the highest risk issue.



### 3<sup>rd</sup> Appointment - Review RapidFire Reports

**User password set to never expire**

**User has not logged on to domain 30 days**

**Inactive computers**

**Anti-spyware not installed**

**Anti-virus not installed**





## 3rd Appointment - Discuss Cloud vs On Premise IT

### 4 Reasons for Cloud Based IT vs On Premise IT

- Old equipment (servers and desktops)
- Multiple locations
- Mobile workforce
- High need for security

**3 of 4 – Go to Cloud!**



**TAG** TECHNOLOGY  
ASSURANCE  
GROUP

## ABC Company, Inc. Proposal Presentation





## Managed IT Services Profitability

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50% Gross Margins

20+% EBITDA

(earnings before interest, taxes, depreciation, and amortization)



## 3 Steps to Offering Cybersecurity-as-a-Service

1. Define Your Cybersecurity Offering
2. Market Cybersecurity to Your Customer Base
3. Adopt a Proven Managed IT Services Sales Process





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