Cybersecurity

Jay Ryerse, CISSP
VP, Cybersecurity Initiatives
Jay.Ryerse@ConnectWise.com

ConnectWise

1

Cybersecurity Agenda

1) Awareness
2) Plan of action

ConnectWise

2

3

Current Landscape

Forbes

Jan 5, 2021, 04:22pm EST | 406 views

Is $14M Pushing The Ransomware Business Model? Unfortunately, No...

Threat Actors • January 06, 2021 • Cyware Alerts - Hacker News

Hacker-for-Hire StrongPity APT Going Global with its New Infrastructure

StrongPity, an APT group active since at least 2012 and first publically reported in 2016, has mostly focused on countries like Italy and Belgium. However, it has now expanded its scope of

ZDNet Q WINDOWS 10 CLOUD INNOVATION SECURITY TECH PRO MORE ∨ NEWSLETTERS ALL WRITERS

GandCrab ransomware gang infects customers of remote IT support firms

At least 126 managed service providers forgot to update a plugin back in 2017 and are now vulnerable to attacks.

Operation Cloud Hopper

BLEEPINGCOMPUTER

Microsoft: SolarWinds hackers' goal was the victims' cloud data

Hackers Demand US$14M in Ransom to Unlock Systems in U.S. Nursing Homes

By **CISOMAG** - November 27, 2019 • 869 • 0

ConnectWise

4

SMALL BUSINESS PLAYBOOK

Cyberattacks now cost small companies $200,000 on average, putting many out of business

PUBLISHED SUN, OCT 13 2019·10:30 AM EDT

ConnectWise

5

Business Email Compromise

FBI: BEC Scams Accounted for 50% of Cyber-Crime Losses in 2019

Average loss per BEC scam amounted to nearly **US $75,000**, per complaint!

Estimated at US $1.77 Billion in losses

ConnectWise

6

$178,000

Cost of Ransomware Attack

The average ransom paid by a victim **increased by 60%,** rising from US $111,605 to $178,254.

Excludes the cost of downtime, recovery efforts, breach reporting, and reputation.

*Source: Mathew J. Schwartz • August 18, 2020

Data Breach.
Prevention. Response. Notification. **TODAY**

Ransomware Payday: Average Payments Jump to $178,000

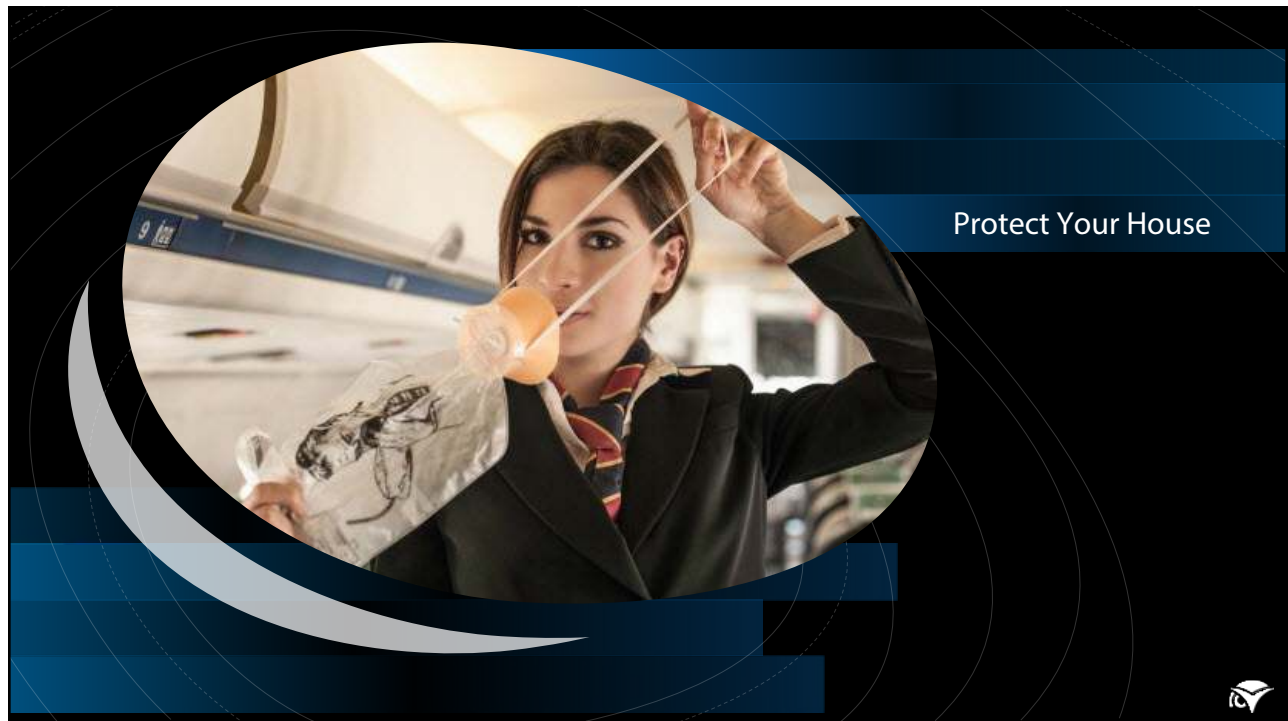Coveware: Average Ransom Paid Jumps 60%; Sodinokibi, Maze, Phobos Dominate

Average Ransom Payment by Quarter
Amounts are in USD

COVEWARE

ConnectWise

7

Web Tour

8

Plan of action

9

Protect Your House

10

"How would you break into your company network?"

11

Get Your House in Order

What To Do Now

People	Process	Technology

ConnectWise

12

13

14

ConnectWise
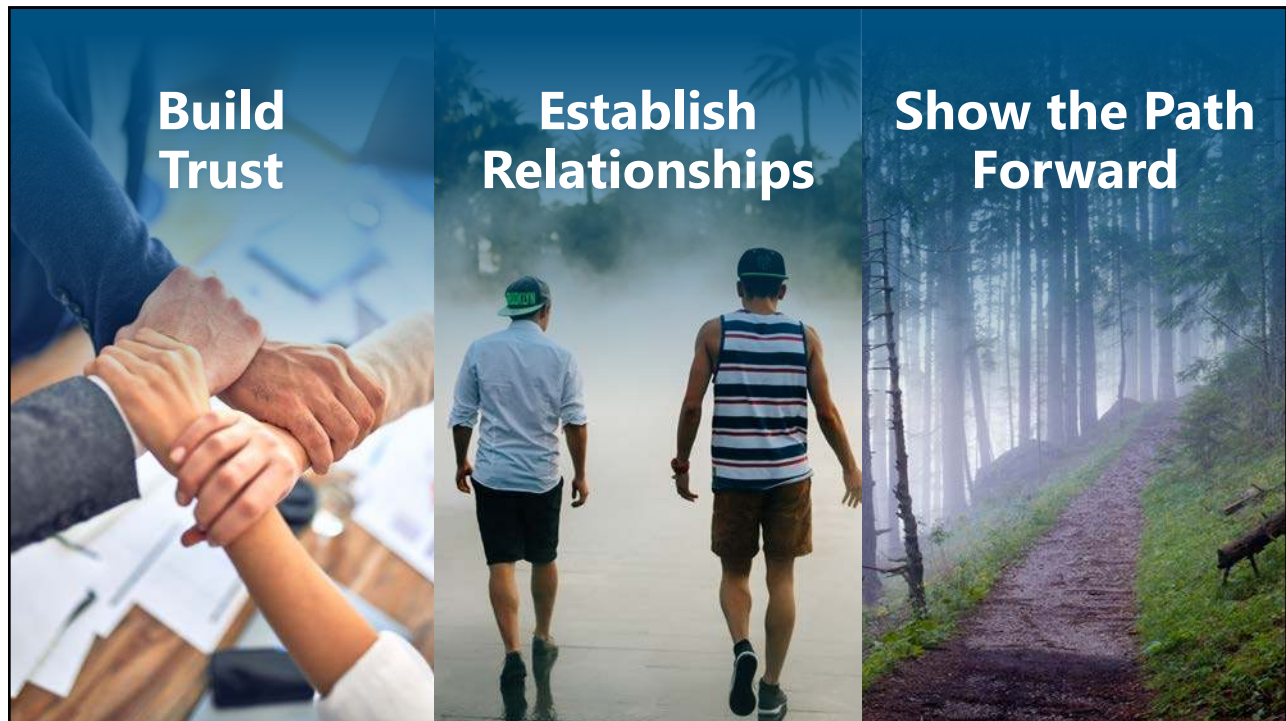partner program

Introduction to the ConnectWise Partner Program

*_April 6 Launch, currently recruiting early adopters_

ConnectWise

15

Build Trust

Establish Relationships

Show the Path Forward

16

Partner Development Manager (PDM) for Cybersecurity

1 **Deliver White Glove Service**

- Key to program and partner success
- Guides partner through cybersecurity practice building journeys
- Partner point of contact to access ConnectWise cybersecurity experts
- Sales and marketing assessment

2 **Team Up to Sell w/ Partner**

- Selling to your clients and prospects
- Partner secures sales calls, brings PDM in
- PDM brings in CW Cybersecurity SMEs
- Help you build pipeline, win deals
- Accelerate partner growth!

17

Partners in the Program Realize Next Level Benefits!

Solid ROI for Partners in the Program

Partner Program for Cybersecurity Next Level Benefits with signed PDA	Emerging Partner	Growth Partner	Master Partner
Partner Goals	50% of Clients on CW Security	Win New Logos	25k+ MRR and Advanced Certifications
Dedicated Partner Development Manager (PDM) — Helps guide growth, access to pre-sales resources	Y	Y	
Access to pre-sales engineers, subject matter experts — We sell with you and help you win	Y	Y	Y
Dedicated Local Account Manager — Aligns with your PDM to reduce noise	Y	Y	Y
Partner Portal access to playbooks, toolkits & journeys — Saves you time and money, and helps get started quickly	Y	Y	Y
FREE Marketing Automation Platform — Use pre-built email and social campaigns to drive leads	Y	Y	Y
FREE Marketing Assessment — Build a marketing budget, be prepared to capture leads	Y		
FREE Marketing Concierge — Helps manage campaigns and assets in partner portal	Y	Y	
Access to Market Development Funds (MDF) — Approved on request to jumpstart marketing	Y	Y	
Opportunity Registration — To validate MDF leads; access pre-sales resources	Y	Y	Y
25 FREE NFRs/IULs of Fortify Solutions — Protect your house!	Y	Y	Y
ITN Secure Peer Group Participation — Learn from and share with peers in the program	Y	Y	Y
FREE ITN Secure All Access Virtual Company Pass — Saves USD 199 and continue learning with peers	Y	Y	Y
FREE ITN Certify Fundamentals, Advanced, & Master courses; Ongoing savings of USD 250 per month!	Y	Y	Y

Start here

18

We Provide NFRs for Internal Use

Saves Partners USD 100's, 1,000's on implementing Fortify Across Business!

ConnectWise Fortify Assessment Package - Standard

ConnectWise

Identify
- Ongoing Risk Reviews
- Risk Score Report
- Third-Party Risk Assessment / Reporting

Fortify

Assessment Standard
- Vulnerability Scanner
- Dark Web Reports
  - Incl. 15 Monitored Domains
  - Unlimited Dark Web Scans
- Pre-sales Risk Report

Fortify

Endpoint
- 24x7 Analyst Review
- SOC Analysis
- Threat Containment

Fortify

Network Threat Detection
- 3rd Party Item(s) + Logs
- 24x7 Automated Alerting
- 24x7 Analyst Review
- Noise Reduction
- Visualizations
- SOC Customizations
  - Rules/Dashboard
- IDS (VM)*
- Threat Feeds
- 30-Day Log Retention

powered by
PERCH

Fortify

Protect
- 24x7 Risk Reporting
- Requires ConnectWise Command

19

ConnectWise
partner program

1) Get Your House in Order
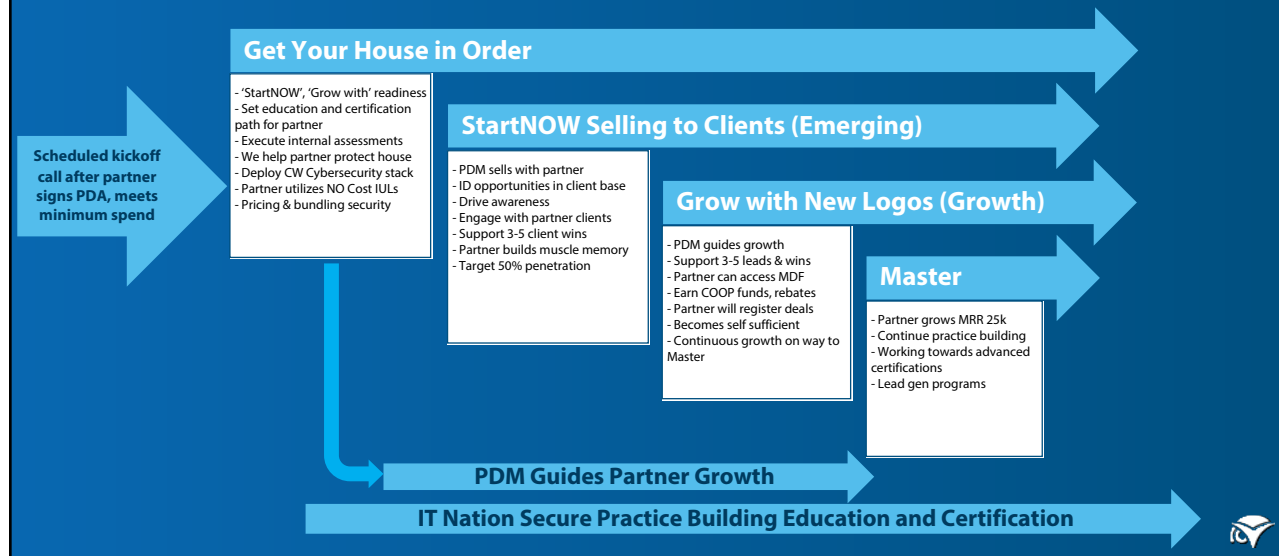
2) StartNOW Journey

3) Grow with New Logos

4) Master Partner

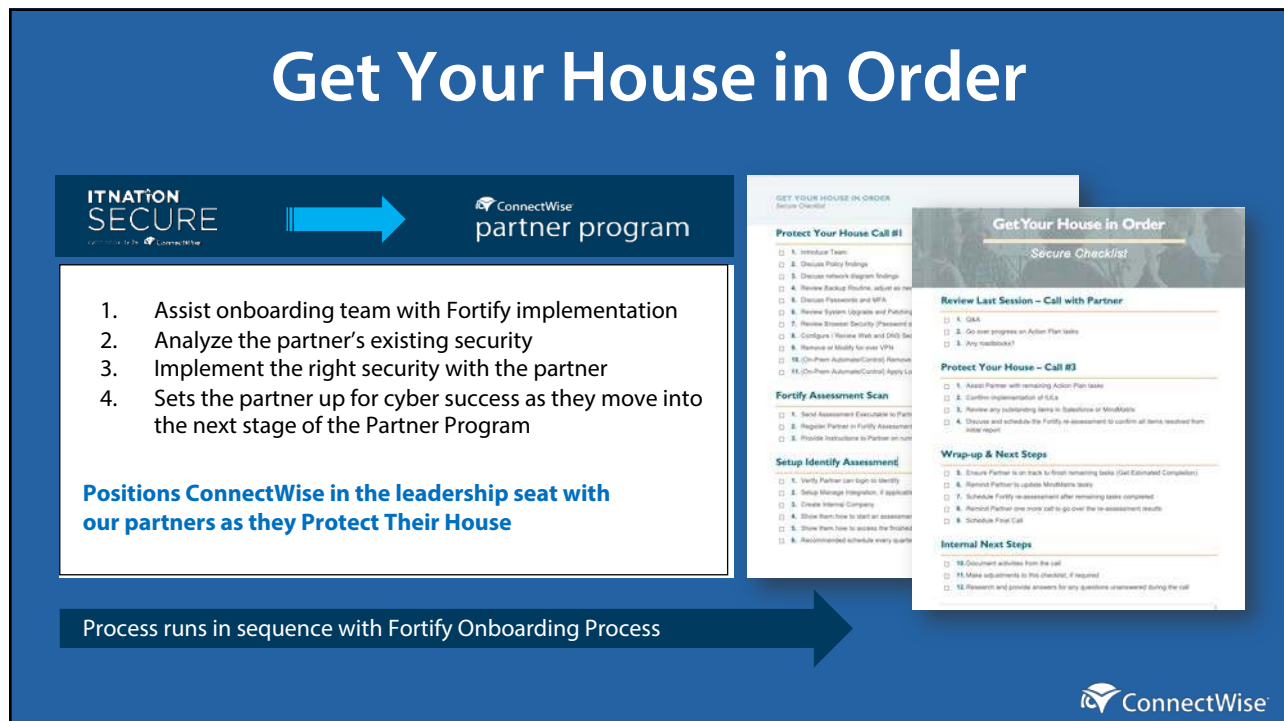**April 6 Launch, currently recruiting early adopters*

20

Partner Program
Practice Building Journeys

Scheduled kickoff call after partner signs PDA, meets minimum spend

Get Your House in Order
- 'StartNOW', 'Grow with' readiness
- Set education and certification path for partner
- Execute internal assessments
- We help partner protect house
- Deploy CW Cybersecurity stack
- Partner utilizes NO Cost IULs
- Pricing & bundling security

StartNOW Selling to Clients (Emerging)
- PDM sells with partner
- ID opportunities in client base
- Drive awareness
- Engage with partner clients
- Support 3-5 client wins
- Partner builds muscle memory
- Target 50% penetration

Grow with New Logos (Growth)
- PDM guides growth
- Support 3-5 leads & wins
- Partner can access MDF
- Earn COOP funds, rebates
- Partner will register deals
- Becomes self sufficient
- Continuous growth on way to Master

Master
- Partner grows MRR 25k
- Continue practice building
- Working towards advanced certifications
- Lead gen programs

PDM Guides Partner Growth

IT Nation Secure Practice Building Education and Certification

21

Get Your House in Order

IT NATION SECURE → ConnectWise partner program

1. Assist onboarding team with Fortify implementation
2. Analyze the partner's existing security
3. Implement the right security with the partner
4. Sets the partner up for cyber success as they move into the next stage of the Partner Program

Positions ConnectWise in the leadership seat with our partners as they Protect Their House

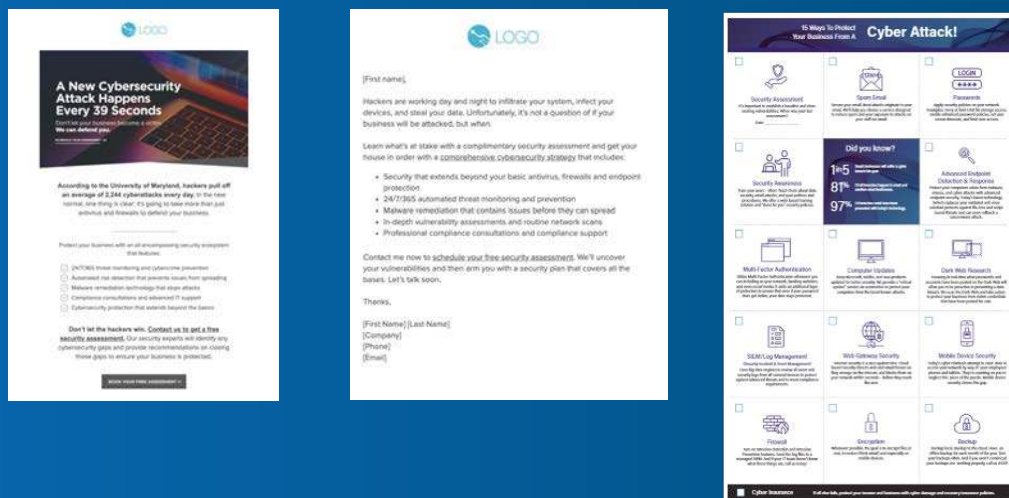Process runs in sequence with Fortify Onboarding Process

ConnectWise

22

Playbooks in Partner Portal Guide Growth

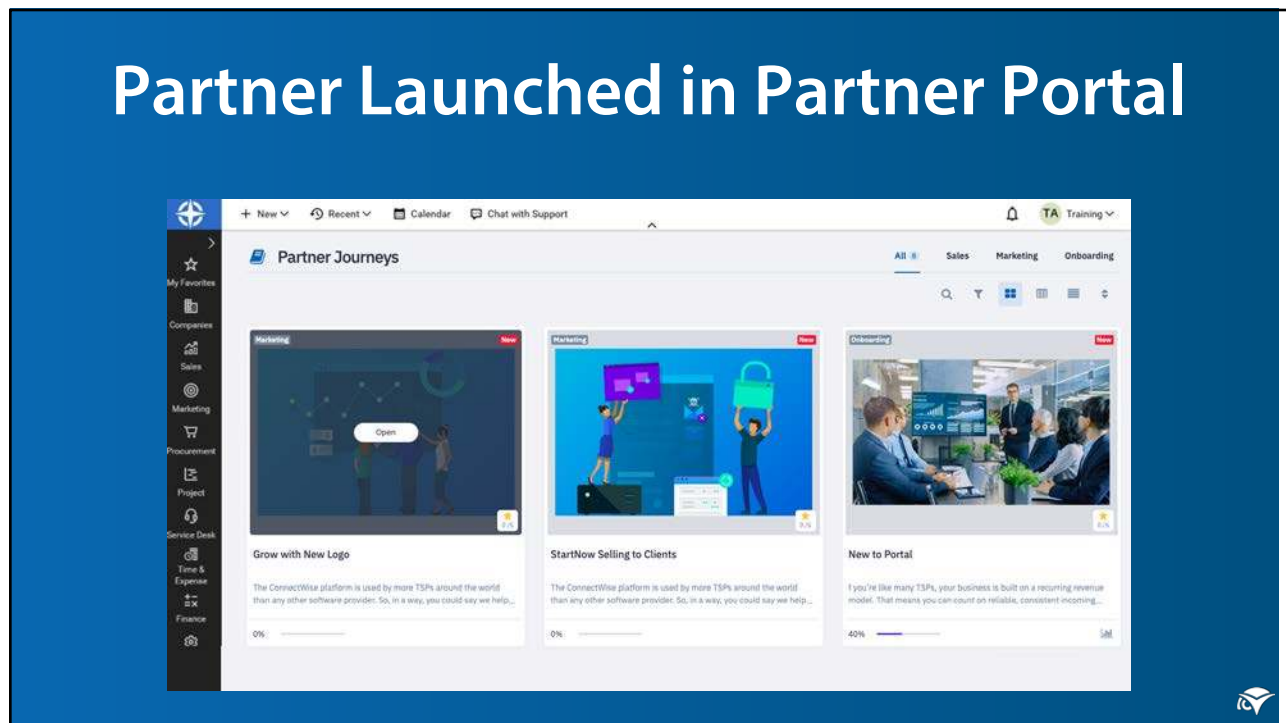*Partner Toolkit Includes Sales, Marketing, Service Delivery Assets*

23

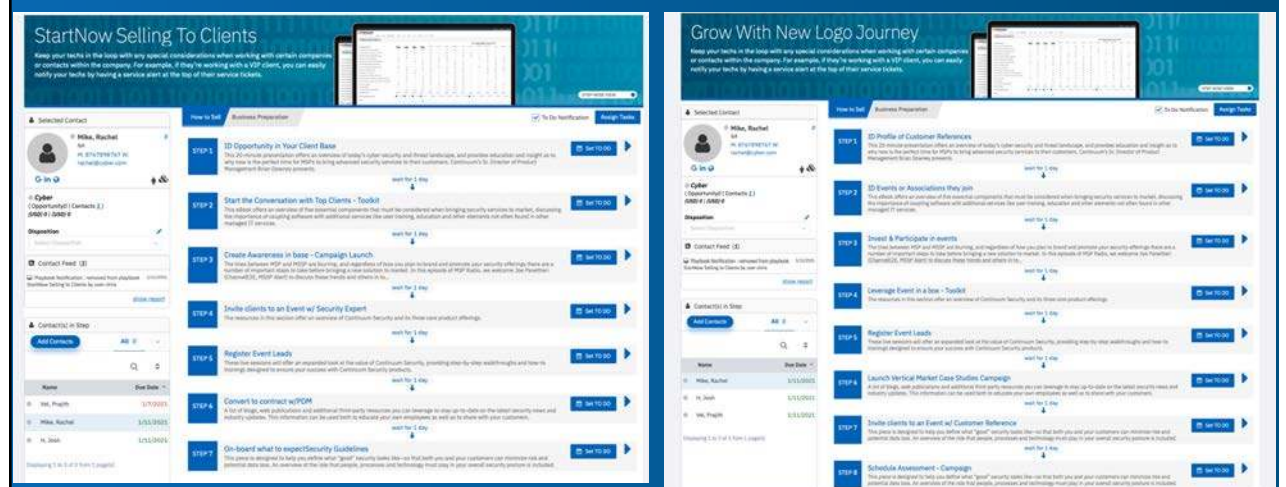# Partner Toolkit Assets Help Drive Awareness

24

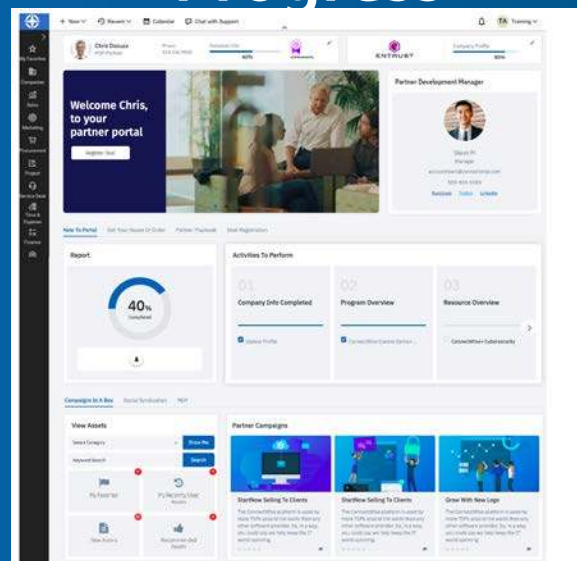# Partner Launched in Partner Portal

25

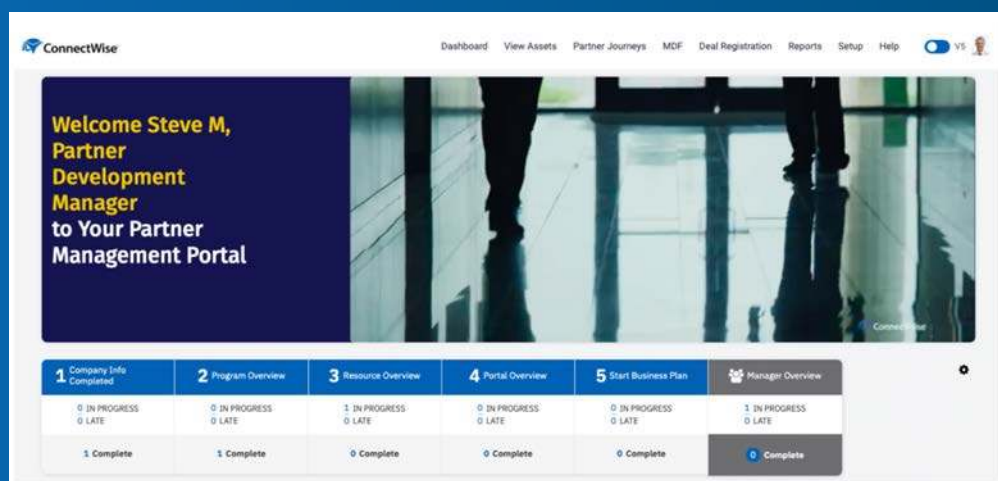# Partner Playbooks Guide Repeatable Sales Enablement Journeys

26

Partner Dashboard Shows Progress

27

PDM Can Shadow Partner Progress

28

Minimum Profile for Early Adopters

✓ Executive buy in, sign Partner Development Agreement (PDA)

✓ Have 500+ endpoints / users under management

✓ Can dedicate and certify a sales & engineering resource(s)

✓ Willing and able to execute marketing activities inside portal

✓ Has a PSA or ticketing system

✓ New cybersecurity partners commit to minimum Fortify spend

✓ Existing cybersecurity partners may meet minimum spend

29

The Partner Development Agreement (PDA) for Cybersecurity

Engages Partner with a PDM to Accelerate Growth of Cybersecurity Business

• Partners sign a PDA to join the program

• PDA Outlines how partner and ConnectWise work together

• Set growth goals and we work together to meet and exceed

• Partners gain access to FREE ConnectWise pre-sales resources

30

Next Steps

1 Let us know you are interested in early adopter status

2 We will contact you to confirm interest, understand your goals & share more details on the program

3 Demo and trial our solutions

4 You decide to join the Partner Program by signing PDA & purchasing minimum spend products

5 Launch your Cybersecurity Journeys and Get Your House in Order!

31

ConnectWise
partner program

Interested in early access?

**Email: John.Schweizer@ConnectWise.com
Subject: CPP
Body: Best contact info**

ConnectWise

32

Thank You

Jay Ryerse, CISSP
VP, Cybersecurity Initiatives
Jay.Ryerse@ConnectWise.com

ConnectWise

33