

# Secure More Business: Create Your Value

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WHITEPAPER



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Small and midsize businesses are under attack. Businesses of all shapes and sizes—local retail chains, boutique hotels, physicians’ offices, small-scale manufacturers and others—depend on technology. Customers expect a flawless, personalized experience every time. Employees need anywhere, anytime access to their applications and services. Key productivity tools, like Microsoft Office 365, Salesforce and Slack, are accessed from the cloud. From payment systems and running payroll, to phone calls and collaboration sessions, secure and reliable connectivity is key.

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## SMB Cybersecurity Risks Are Growing

But as SMBs increasingly rely on technology for everyday employee and customer interactions, they’re at greater risk.

Ransomware horror stories are regularly covered in the news, but malware is not the only cyber threat. It only takes a moment of inattention for an employee to accidentally click on a compromised link or fall for a well-crafted spearphishing email. Web-based attacks and denial-of-service attacks occur regularly. Criminals steal account credentials to gain unauthorized access to business applications and steal sensitive data to sell or for corporate espionage. Criminals target SMBs as the weak link in the supply chain to compromise larger enterprises. Neglected IoT devices, like surveillance cameras and environmental sensors, introduce a new threat.

Cybercrime is hugely profitable—and undercounted. Even large enterprises—despite their deep investments in security staff, processes, and technology—are struggling to protect themselves against cybercrime. It typically takes months for businesses to realize that an attacker is present in their networks.

Small and midsize businesses don’t have the luxury of enterprise-size IT budgets to defend themselves against successful cyberattacks. But they know they’re at risk: More than half of midsize companies believe that unauthorized users will attempt to access their data or systems, according to the [US Chamber of Commerce](#).

For many businesses, that fear materializes. Over the last two years, 17 percent of midsize companies experienced digital disruption, according to the [National Center for the Middle Market](#). The impact of digital disruption can be far more severe, too. Of the midsize businesses compromised, an incredible 40 percent of midsize recovered only partially—or did not recover at all.

That’s actually a big improvement. Just a few years ago, 60 percent of all small businesses folded within six months of a cyberattack, according to [the U.S. Securities and Exchange Commission](#).

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## Security Expertise Demands are Rising

Small and midsize businesses need to safeguard their critical data and IT systems, and they need help doing it. That creates an opportunity for solution providers to expand their security portfolios.

SMB IT teams are often generalists who handle multiple functions. Security responsibilities are shared with other functions, usually networking. They lack the deep security expertise and monitoring that's increasingly necessary for businesses of all sizes.

To make matters worse, cybersecurity skills are in high demand. Cybersecurity salaries easily reach into the five figures, and competition for talent is fierce. According to the IT security professional association, [ISACA](#), 58 percent of businesses have unfilled cybersecurity positions, and nearly one-third report that positions remain unfilled for six months. There simply isn't enough cybersecurity talent.

Growing cyber risk is driving SMBs to look for expert assistance to protect their businesses. And that's driving massive growth for managed security services. In the US alone, the managed security market is projected to grow at a compound annual growth rate of 14.5 percent from 2019 to 2024 and surpass \$58 billion, according to [MarketWatch](#).

Solution providers and managed services providers have an unprecedented opportunity to deliver strategic value to customers while developing profitable recurring revenue. And leading with value differentiates you from transaction-oriented resellers and e-commerce sites.



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## Building Your Security Practice

As a solution provider, you know that expanding your security practice is more than selling products. Many solution providers operate with a hybrid model, offering solutions, integration services and managed security.

The security opportunity is multifaceted, with opportunities to provide everything from a virtual CISO for security leadership to a security operations center to handle the day-to-day work of security monitoring. Solution providers can offer risk assessments, security architecture and design services, and end user awareness training. With cyberattacks always changing, service opportunities continue to emerge, such as network detection and response services.

As you shift your business to a recurring revenue model built on services, your sales and engineering teams need to change with the business. They must focus on how your firm can help customers protect their businesses, rather than technical speeds and feeds. Your engineers need to be aware of cross-sell and up-sell opportunities as they work closely with customers.

Businesses need a unified approach that protects their entire network against sophisticated threats—from mobile and IoT devices to on-premise and cloud applications and services. Leveraging a unified approach—a security fabric, if you will—provides broad, integrated and automated protection for your customers. It can reduce the attack surface through visibility, stop advanced attacks through intelligent breach prevention, and reduce complexity through automated operations and orchestration. With a unified approach, you can better protect customers from attacks.

Automated operations are critical to scaling your security services to meet the demand. The industry-wide cybersecurity talent shortage affects your ability to hire and retain staff, as well. With automation, threats can be detected and stopped faster, while repetitive tasks can be performed consistently and without effort, lifting the burden of manual security work, and enabling your security operations team to effectively service more customers.

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## Managed Security Service Providers Deliver Trust and Value

A new model for delivering high-value service to businesses of all sizes, particularly significant for SMBs, is the managed security services provider (MSSP).

Built on the traditional strengths of solution providers and managed service providers, an MSSP takes on all the necessary cybersecurity-related tasks to keep a business safe. Many VARs and solution providers have upped their game to become MSSPs, not only to provide better services, but also to simply meet their customers' requirements.

One might compare a MSSP to a night watchman—we trust our security guards with the “keys to everything.” Companies are handing the keys to their kingdoms to the MSSPs, so trust is critical. To establish that trust, the business-related guarantees must be clear to the customer, including SLAs and what happens if a breach occurs under the MSSP's watch.

This trust between firms enables a skilled partner to assume responsibility for the customer's security infrastructure, while proactively offering new implementations that evolve the infrastructure, and eventually taking the customer to a higher level of technology, performance and security.

An MSSP is deeply integrated into its customers' business, strengthening this relationship and representing the concept of value-add in its highest form. Steve Jobs captures this idea in his phrase, “It doesn't make sense to hire smart people and tell them what to do. We hire smart people so they can tell us what to do.”

The MSSP must not only be there when needed, but also it must maintain the long, steady vigil required to protect today's businesses. Ultimately, customers can offload the required work to secure their infrastructure to their trusted partners, allowing them to reallocate headcount and focus on other critical projects and tasks.

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## Value-Added Distributor: A Modern Partnership

The value-added distributor (VAD) is another new service model available to solution providers that are expanding their security service portfolios or embracing the MSSP opportunity.

The VAD was born out of necessity, in that there are so many ways to help solution providers, MSPs and MSSPs—and, ultimately, their customers—across the cybersecurity supply chain. The drop-ship distributor of yesteryear needed to re-tool and scale to deliver cybersecurity products and services. Merely delivering products is no longer a compelling or competitive service, but adding key services such as custom-configuring equipment, operations and implementation services creates value across the ecosystem.

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## Create More Value with Exclusive Networks and Fortinet

Choosing the right partners as you expand your security practice or grow into the MSSP realm is critical for success.

Headquartered in Paris, France, Exclusive Networks is a leader in this new model of progressive VAD. Exclusive Networks, which specializes in cybersecurity and cloud, delivers products and services around the world. We've expanded our presence in the US and are ready to help you fuel for more growth.

Exclusive Networks, working together with Fortinet, the proven leader in security for SMBs, offers expert guidance and industry-leading products to advance your security practice or MSSP business.

Exclusive offers critical services that complement your portfolio and augment your offerings, enabling you to tackle bigger jobs and do more for your customers. Your trained staff may perform many of these services, or Exclusive can strengthen your offering with specific skills or teams to help you service customers in different locations. Partnering with Exclusive Networks can ease scaling issues, enabling you to assume a bigger and better business posture.



*Jumpstart your security services portfolio with:*

**Unparalleled security expertise.** Exclusive empowers solution partners to provide customers with best-in-class security products and services designed for the SMB market. Fortinet Security Fabric solutions for small business are based on the industry's best firewall and unified threat management solution. All Fortinet solutions are designed to work together as a single, integrated Security Fabric that's easy to deploy and manage.

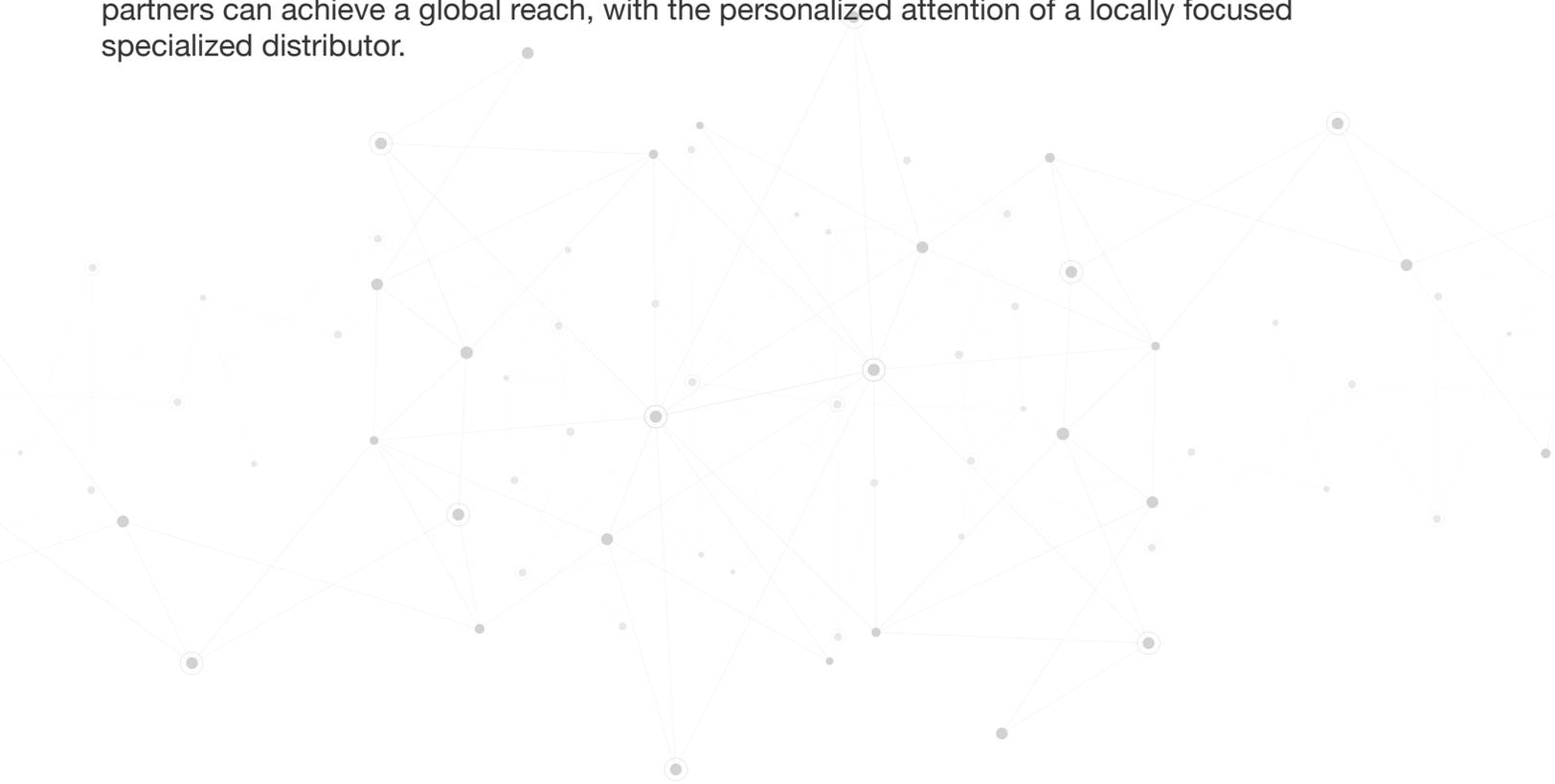
Fortinet solutions are tightly integrated with other core infrastructure and security components, helping you protect customers from advanced threats. Fortinet's solutions for endpoint and device security, secure wireless access, network security and application security create a robust security fabric to protect your customers.

**Deep engineering skills support.** The Exclusive team provides deep engineering expertise. Our focus on cybersecurity is reflected in our sector-leading teams of engineers, matched with extensive marketing resources and support.

**Rich marketing support.** Exclusive provides go-to-market expertise, marketing services, lead generation, and other demand generation support to help solution providers drive their business forward.

**Single-touch client service with global reach.** Exclusive's capabilities are backed by best-of-breed vendor portfolios, unparalleled skills and a host of compelling services, from pre- and post-sales technical support to leasing, training, professional services and global project management.

With offices across five continents and presence in more than 100 countries, Exclusive stands apart by delivering value both within local markets and on a global scale. With Exclusive, partners can achieve a global reach, with the personalized attention of a locally focused specialized distributor.



# Secure More Business with Exclusive Networks

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