

Secure More Business: Build A Winning Portfolio

WHITEPAPER



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Follow These Seven Steps To Grow Your Security Services Practice

Businesses of all sizes are reaping the rewards of digital transformation — creating memorable customer experiences, empowering employees to be productive anywhere and driving operational efficiencies.

The rewards of digital transformation aren't limited to the largest businesses. Seventy-one percent of mid-sized companies had an increase in revenues from digital initiatives in the last 12 months, according to a 2019 survey of 300 C-level executives at midmarket firms conducted by accounting firm **BDO**.

The Rise Of Hybrid Solution Providers

The hybrid solution provider has emerged to meet the growing need for trusted technology advisory, deployment and operations. These hybrid solution providers deliver both integrated services and managed services to their customers.

Exclusive Networks, a specialized distribution partner, provides the personalized attention, security solutions, and engineering, marketing and training support you need to succeed as a solution provider today.

Each hybrid solution provider is unique, with different people, practices and business models. They may specialize in multiple competencies, such as cloud, infrastructure, security or industrial systems, or communication services, and partner with other providers to fill in the gaps.

The services opportunity is well-recognized. Sixty-one percent of the channel identified as a hybrid solution provider, according to 2018 research from The Channel Company.

One area where small and mid-sized businesses urgently need assistance is cybersecurity. Small and mid-sized businesses lack the cybersecurity skills and resources of their larger enterprise counterparts. Criminals know that, so these smaller-sized businesses are under siege. Ransomware, phishing and other attacks can lead to data theft, fraud, operational disruption or other lasting damage. Businesses look to trusted providers to protect themselves.



Proven Steps To Grow Your Security Services Practice

As technology weaves itself into every part of business, the value a solution provider delivers is less about the specifics of the technology and more about business outcomes. Here are seven steps to build or expand your security services practice.

- 1. Establish client trust.** As a managed security services provider, you are deeply integrated into your customers' businesses. A foundation of trust is necessary for you to assume responsibility for your customers' security infrastructure, while proactively offering new capabilities that evolve their security posture, taking their business to higher levels of technology, performance and security. Trust is critical and represents the concept of adding value at its highest level.

A managed security services provider must maintain a constant vigil to protect today's businesses. Ultimately, this trusted relationship enables customers to reduce their everyday security workload and focus on other critical projects.

- 2. Create your security portfolio.** Customers want broad assistance with security, including:
 - **Strategic security services:** Assess security risks and threats, develop a security strategy and act as a virtual CISO.
 - **Integration services:** Architect, design and deploy user and IoT device security, secure network access, network security and application security.
 - **Managed security services:** Ongoing monitoring of security events affecting networks, applications, endpoints and cloud services. There's an emerging opportunity for managed detection and response.
 - **Training:** Security awareness and training.
 - **Compliance:** Preparing for internal and compliance audits.

Consider how you will bundle and deliver services. Will you adapt your services to the individual needs of customers? Will you use customers' existing technology or will you deploy a new solution? Will you support a hybrid security infrastructure? How long will it take to onboard customers?

- 3. Establish your service levels.** Most managed security service providers offer always-on, 24x7x365 monitoring. How will you detect attacks? How will you triage, investigate and report incidents? How will you work with a customer during an incident? What's your shared responsibility and liability for threat detection and response? Business guarantees must be clear to the customer, including service level agreements. What happens if a breach occurs under your watch?

4. Develop an ecosystem of partners. As your business evolves, so do your relationships with vendors and distributors. Your business partners must understand the evolution of the channel and help you create more value for your customers. Does your distributor offer security hardware as a subscription? Does the distributor offer cyberthreat assessment and other services that you can offer to clients? Can it extend your reach to fill in gaps in your organization's collective skillset or geographic reach?

Partner with a security vendor that understands not only the challenges of a managed security service provider, but also those of small and mid-sized businesses. Choose products that will deliver best-in-class security and function as an integrated solution to protect your customers against sophisticated attackers. Affordable, easy-to-deploy products with business-class capabilities are critical.

5. Hire and train staff. You may have a deep bench of engineering skills suited to your integration service offering, but security services change the game. The security operations center is the frontline of your operations. Security analysts and engineers work directly with your customers as they monitor their infrastructure and vet potential threats. Security skills are in short supply everywhere, so you need a plan to hire, train and retrain security staff. Will your staff need security certifications such as CISSP? Will your vendor partners help you train your staff? Is your staff ready to interact directly with customers?

6. Build your brand. When you sell advisory and managed services, you are selling your expertise to the market. That means it's time to step up your marketing. Your marketing team may be accustomed to selling the value of your technology partners and your integration services, but you must clearly establish your business value to your customers. Revisit your brand and define your key values. Create marketing materials to make potential buyers aware of your services. Ramp up lead generation programs. Have customer references and testimonials at the ready as you engage with prospective buyers.

7. Engage strategically with customers. It's not just a technology sale anymore. As a trusted advisor, you need to establish your value to business executives and IT managers as your prospective and current customers. You need to establish deeper relationships that will carry your business past a single transaction. Your salespeople must become versed in solution selling, with an understanding of your customers' business challenges, as well as broader vertical industry challenges.

7 Steps To Grow Security Revenues



Establish client trust.



Create your security portfolio.



Establish your service levels.



Develop a partner ecosystem.



Hire and train staff.



Build your brand.



Engage strategically with customers.

Fuel Your Services Portfolio With Exclusive Networks

Headquartered in Paris, France, Exclusive Networks is a progressive value-added distributor. With 195 locations around the world, we know and understand what the channel needs. Our recent expansion into the U.S. means we are truly able to support your business, wherever you are.

We work with Fortinet, the leader in security for SMBs, to offer expert guidance and industry-leading products to fuel your security practice or MSSP business. The Fortinet Security Fabric, paired with MSSP training and support, offers a dynamic combination that drives SMB confidence, competence and sales. With MSP-friendly management features, tailored tools and training, and flexible business models, you can turn on more billable features with devices designed for high performance security — and recognize higher margins and quicker ROI for the Opex services that are increasingly in demand from SMB customers.

Our services include:

- **Hardware-as-a-service:** HWaaS is a subscription-based hardware platform created by Exclusive Networks and Fortinet. With HWaaS, partners can choose the right-sized security solution for your clients, with scalability and security. Partners subscribe to a monthly recurring business service, eliminating the burden of Capex while gaining Opex efficiencies.
- **Cyber threat assessment program:** Quickly assess your customers' security posture. Install a free FortiGate next-generation firewall, running in listen-only mode, on your customers' network. Data is collected and analyzed to detect risks in the infrastructure, and then followed up with a prepared stability review report.
- **Professional services:** Choose from different professional service offerings, including stocking, logistics and configuration. We also provide on-site services, Tier-1 and Tier-2 engineering services and monitoring.
- **Training:** We bring hands-on Fortinet training to help you ramp up your new hires, refresh your experienced staff and keep everyone up-to-date with the latest in security technology. We provide group training for your sales and engineering teams to get them up to speed on everything Fortinet.

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

Secure More Business with Exclusive Networks

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