How To Secure More Business With Security Services And Why Having The Right Distributor Partner Matters

Four steps to extend your reach with small and midsize business customers.
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Security Risks Are Rising For Small And Midsize Businesses
No business is too big—or too small—to avoid cyberattacks. A business can be compromised in minutes. Maybe an employee clicked on an email that unleashed ransomware. Maybe they were tricked into transferring funds to a fraudulent supplier. Perhaps a criminal is scouting the network for sensitive customer information. It’s even possible that the building security cameras were hacked, making them active participants in a denial-of-service (DDOS) attack.

When a multinational enterprise is attacked, the costs of mopping up a data breach are high. Businesses risk fines, financial penalties and customer mistrust. When a small or midsize business (SMB) is attacked, the damage is more severe.

In fact, 17 percent of midsize companies experienced a cyberattack in 2017, according to the National Center for the Middle Market. An incredible 40 percent of those midsize businesses recovered only partially or failed to recover at all.

All businesses, regardless of their size, must protect their critical data and business operations, but SMBs lack the budget, resources and security knowledge of larger enterprises. They need expert guidance and ongoing assistance to protect their businesses.

This e-book explores the unprecedented opportunity—and outlines four essential steps—for solution providers and managed security service providers (MSSPs) to create long-lasting, strategic value with security services—and drive profitable growth.

Exclusive Networks can help you accelerate your security portfolio growth. We’re a different kind of value-added distributor, one that believes in creating value with our solution partners. We deliver a premium client experience while giving you the power and reach of a global distributor.

40% of midsize businesses that experienced cyberattacks recovered only partially or not at all.
—National Center for the Middle Market

The managed security services market will exceed $58 billion by 2029.
—MarketWatch
Step 1. Design Your Security Portfolio

SMBs want trusted advisors who can help them navigate the complex and ever-evolving challenges of securing their businesses. They look to you as an IT consultant and security service provider for expert guidance and assistance.

The first step to expanding your security portfolio is to size up the opportunity. What are your customers’ biggest pain points regarding growth and competitiveness? Are they embracing more cloud applications? What kind of sensitive data and financial transactions need to be protected? Did they recently experience a data breach? Are they facing an audit or compliance deadline? Most importantly, how are they safeguarding their business against a cyberattack?

Become Your Customers’ Trusted Security Partner

As you expand your security portfolio, determine what kinds of products and services to deliver, and how scale your offerings to meet demand. You may focus security services on short-term projects or ongoing engagements.

Determine how you can help your customers:

- **Safeguard sensitive data.** Help your customers protect sensitive data, whether stored in the cloud, on-premises or on devices. Deliver comprehensive protection for content and customer data, email and applications.

- **Secure user and IoT devices.** Mobile is the new normal, and the number of Internet-of-Things (IoT) devices, such as cameras, thermostats and lighting, is increasing rapidly. A growing number and variety of devices means more ways businesses can be attacked. Provide authentication and remote access, endpoint and IoT security, ongoing monitoring and patching.

- **Secure the network.** Firewalls are the foundation of network security. Simplify security with unified threat management solutions that consolidate firewall, intrusion detection/prevention and networking functions. Your customers must be protected against network threats.

- **Protect people.** Human error inevitably figures into a security breach, whether an employee clicked on a compromised email or an IT administrator misconfigured a device or missed a patch. In today’s hostile world, businesses of all sizes must create a culture of cybersecurity. Offer comprehensive security awareness training and education to your customers.

What’s in Your Security Portfolio?

**Strategy:** Security assessments, virtual CISO, architecture and design, implementation

**Managed Security Services:** Operate and monitor firewalls, email and application security, endpoint and IoT security and patch management

**Security Operations:** Be the first line of defense for your customers

**Training:** End-user cybersecurity awareness programs

**Compliance:** Audits, Payment Card Industry and other regulatory compliance
Step 2. Get Your Business Ready

It takes a different mindset to shift from a technology reseller to a strategic services provider. That means rethinking your go-to-market strategy and how you partner with vendors.

At Exclusive Networks, we’re ready to help you create more strategic value for your customers. We are a progressive, value-added distributor, providing you with global reach and personalized attention.

Are Your Managed Security Services Ready?

As a managed security services provider, you’re deeply integrated into your customers’ businesses. Maintain a long, steady vigil to protect your customers. A foundation of trust is necessary for you to assume responsibility for your customers’ security infrastructure. Determine your security portfolio, service level guarantees and model for shared responsibility and liability.

Exclusive Networks and Fortinet have partnered to create a subscription-based platform to jumpstart your managed security services business. With Hardware-as-a-Service (HWaaS), your customer gets rightsized security, while simplifying your challenges of building and managing a robust managed security services platform. With HWaaS, you subscribe to a monthly recurring business service, unburdening your customers from Capex and providing you with Opex.

Is Your Sales Team Ready?

The customer conversation shifts, and your sales team needs to be ready to have strategic business discussions with customer executives and business owners.

Work with Exclusive Networks to streamline your sales cycle as you identify new market opportunities, acquire new customers, nurture those strategic relationships and drive greater account penetration. Demonstrate immediate value to your prospective customers with the Cyber Threat Assessment Program (CTAP) from Exclusive Networks and Fortinet. Through CTAP and its resulting review with the customer, service providers realize an 85 percent close rate, on average.

Is Your Marketing Team Ready?

When you sell advisory and managed services, you’re selling your expertise to the market, and that means it’s time to build the value of your brand. Develop a marketing plan that clearly articulates your differentiators and strategic value to customers. Analyze your customer base and create marketing messages that resonate with business and technical buyers. Consider how your outbound marketing, including events and demand-generation programs, needs to evolve as you sell more services.

Tap into Exclusive Networks for marketing expertise. We provide marketing services, lead generation and other go-to-market support you need to drive your business forward.

Are Your Engineering And Operations Teams Ready?

Security operations are the heart of your services business—from the Tier-1 staff who work directly with customers, to the Tier-2 and Tier-3 experts who work behind the scenes to remediate attacks and conduct forensics. Ensure that they are trained and have a career path for growth. Teach them to recognize customer pain points as they work directly with customers so they can identify opportunities to sell follow-on projects and services. Provide the necessary training and the appropriate certifications as threats change.

Take advantage of Exclusive Networks’ technical enablement resources, including group training sessions to get your engineering and operations team up to speed on everything Fortinet. Exclusive Networks can help you extend your reach into new competency areas or geographic locations with white-label professional services, on-site services, Tier-1 and Tier-2 engineering services and monitoring.
PARTNERSHIPS

Step 3. Choose Your Strategic Technology Partners

Effective security comes down to partnerships, not only between you and your customers, but also you and your technology partners. That’s why we work with Fortinet, a proven leader in SMB security.

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 increasingly in-demand Opex services for SMB customers.

User And IoT Device Security
Fortinet FortiClient proactively defends endpoints and IoT devices against advanced attacks. Integration with Fortinet Security Fabric enables policy-based automation to contain threats and control outbreaks. It provides broad visibility into user and IoT device visibility, vulnerability management, proactive defense and threat containment.

Secure Wireless And Wired Access
Choose from on-premise and cloud-based secure wireless solutions. A cloud-managed Wi-Fi solution, FortiAP allows you to manage wireless access points at customer sites from anywhere. Everything your operations team needs to deploy, monitor, troubleshoot and optimize customers’ wireless networks is available from an intuitive cloud interface. Or choose FortiGate for integrated wireless and wired switching.

Network Security
Fortinet’s UTM solution provides top-rated protection with simplified cloud-based management. FortiGate UTM is a compact, cost-effective firewall appliance designed for small business. It delivers next-generation firewall, web and email filtering, and data-loss prevention in a single console. It also offers wireless and wired LAN and WAN capabilities and is SD-WAN-ready right out of the box with no additional licensing needed.

Application Security
Stop advanced email threats and data loss with FortiMail Secure Email Gateway. Shield customers from spam, phishing, business email compromise, ransomware, malware and other targeted attacks. FortiMail also can protect sensitive data of all types, reducing the risk of data loss or noncompliance with HIPAA, Payment Card Industry, GDRP or more.

Cloud Security
Many businesses want to complement the security features from their public cloud providers. Fortinet makes it easy to provide strong protection for your customers’ data and applications in the cloud. Help your customers protect data privacy and meet compliance requirements with strong protection across both on-premises and public cloud.
Your business will thrive with a focus on creating more value for your customers. As your business evolves, you need more from your distribution partners—well beyond a transactional relationship.

Exclusive Networks empowers you with best-in-class security products and services for the SMB market, and we back it up with skilled engineers to help you design, implement and manage customer deployments. Our market enablement programs help acquire new customers, nurture strategic customer relationships and deliver high levels of satisfaction. Our technical and professional services extend your competencies and your geographical reach.

Exclusive Networks’ value-added services include:

1. Marketing Support
   Work with Exclusive Networks to streamline your sales cycle as you identify new market opportunities, acquire new customers, nurture those strategic relationships and drive greater account penetration. Exclusive Networks provides the go-to-market expertise, marketing services, campaigns, lead generation and marketing programs you need to drive business forward.

2. Technical And Professional Services
   Exclusive Networks has sales engineers on staff who are available to help partners scope opportunities and provide sales enablement. We offer a variety of technical content free of charge so your team is fully skilled and confident to converse with their customers.

   We provide stocking, logistics and configuration. We also provide on-site services, Tier-1 and Tier-2 engineering services, and monitoring. Our goal is to make sure you can a keep customers’ best interests covered.

3. Training
   Exclusive Networks brings hands-on Fortinet training to you. Ramp up new hires, refresh experienced staff and keep everyone on top of the latest in security technology and everything Fortinet.

4. Global Support Services
   A well-established global leader, Exclusive Networks brings a comprehensive offering to the North American market. With more than 195 global points of presence, we support your business, wherever you are.

5. Security Hardware-As-A-Service
   HWaaS is a monthly fee-based hardware program created by Exclusive Networks and Fortinet. With HWaaS, partners have the right-size security to fit your customers’ needs, easy scalability and a simple way for you to build and manage robust offerings for your customers. Subscribe to a monthly business service and take the Capex burden off your customers and add recurring revenue to your bottom line.

6. Cyber Threat Assessment Program
   The Cyber Threat Assessment Program (CTAP) from Exclusive Networks and Fortinet keeps you and your success in the forefront. Install a free FortiGate NGFW, running in “listen-only” mode, on your customers’ network. Data is collected and analyzed, helping detect existing risks within the infrastructure. After a 7- to 10-day process, Fortinet compiles a stability review report. Through CTAP and its resulting review, Exclusive Networks commonly sees an 85 percent close rate.
Reach out to your account manager at Exclusive Networks to find out more.

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