



IT NATION™

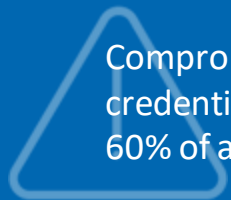
SECURE

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ConnectWise Access Management

TSPs securing their business face more challenges than ever



Compromised privilege access credentials responsible for over 60% of attacks



Audit ability to manage user access and ensure compliance



Managing zero trust deployment in 24/7 world



Monetizing the end user experience to increase revenue

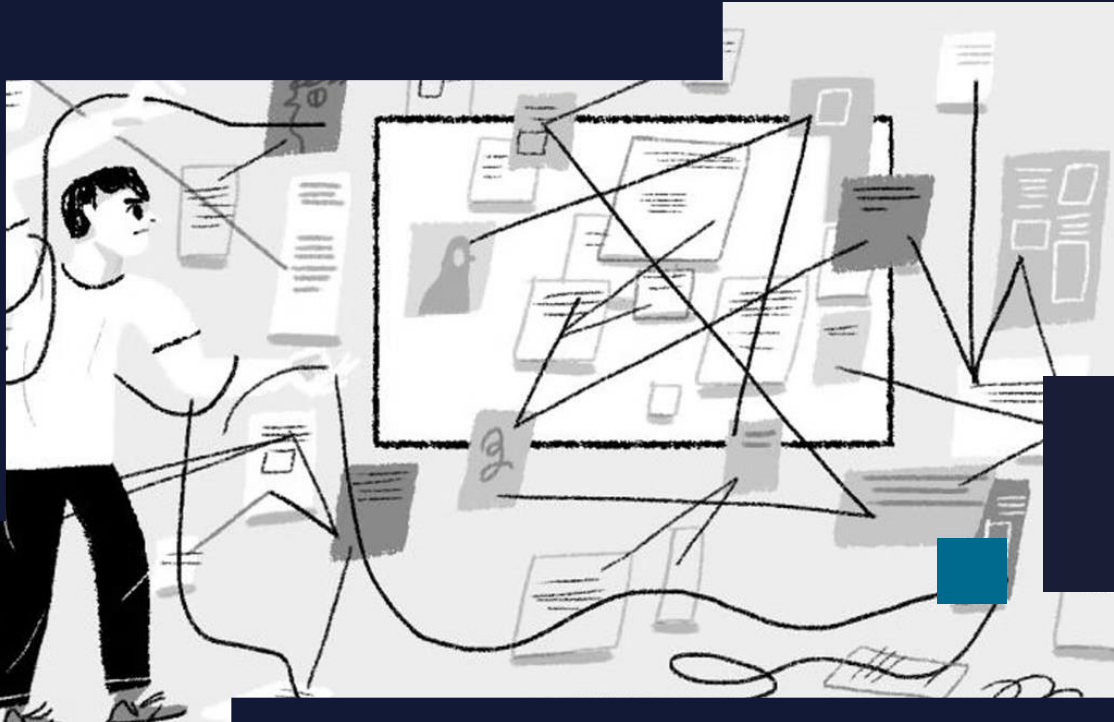
The challenge in balancing security with customer experience



- **76% of SMBs will experience a cyberattack** and **over 60%** of these attacks stem from compromised privileged access credentials
- Today many TSPs and IT service desks are using policy controls to secure devices and mitigate this risk and protect against **rising cyber insurance costs which rose 70% in 2022**
- These added steps **cause work stoppages for both TSP technicians and end users** who could both be adding more value and not dealing with tickets
- By 2030 the World Economic Forum predicts a shortfall in **85 million technical resources which will lose \$8.5 trillion in economic output**
- There is a **need for automation to drive security, scalability and faster service delivery to free up resources** to focus on value creation

“I choose a lazy person to do a hard job. Because a lazy person will find an easy way to do it.”

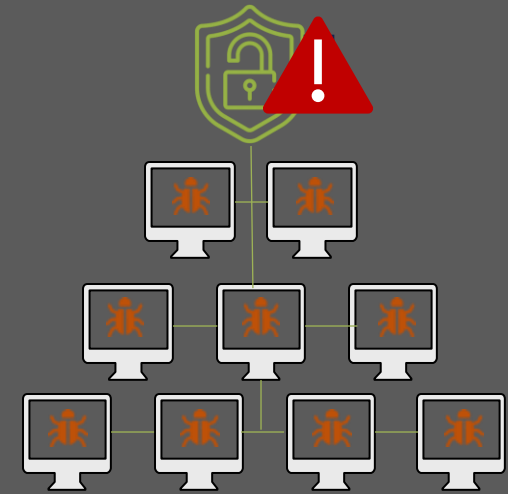
— Bill Gates



On average, partners make **76 session connections** in ConnectWise ScreenConnect™ every day.

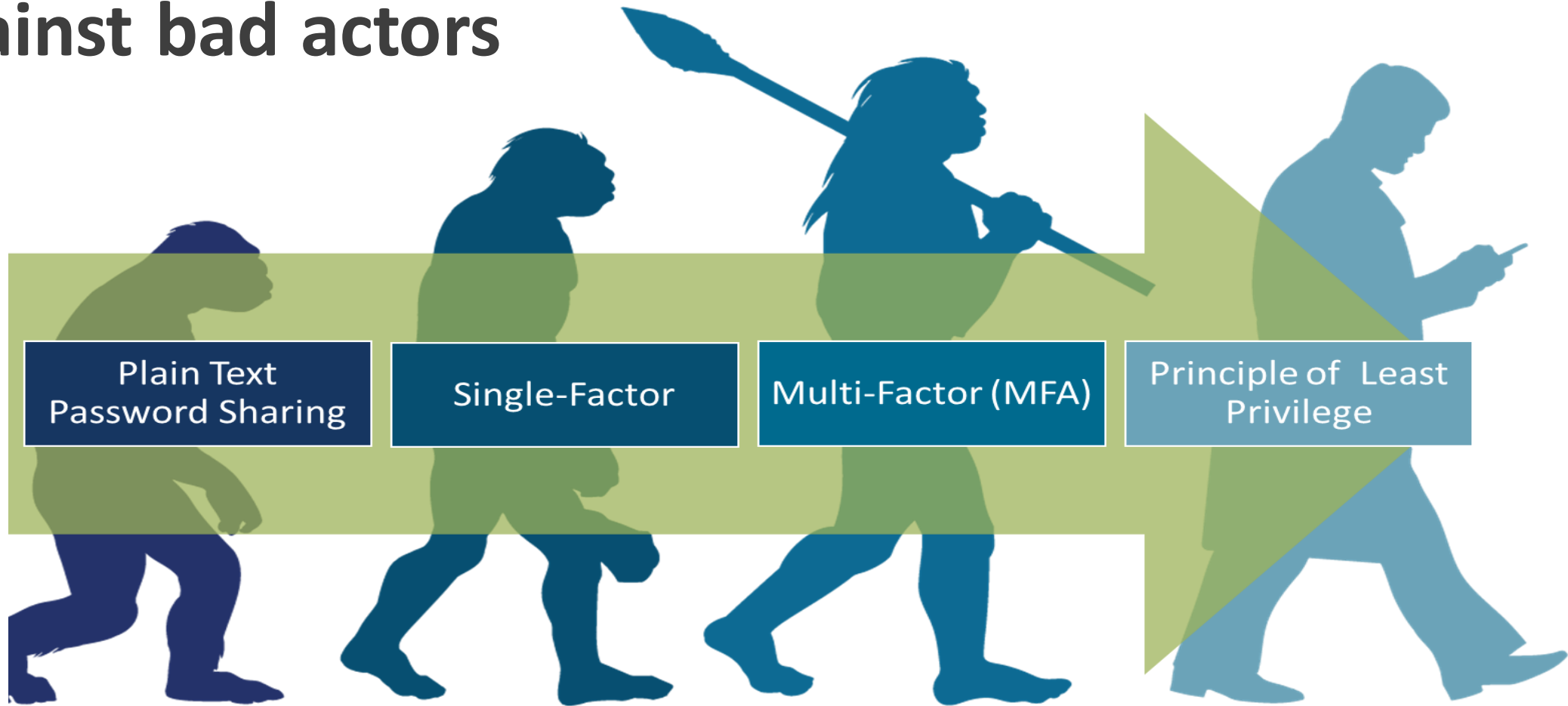
The easiest way to manage all those connections is to over provision accounts and share one password

Shared credentials =
\$\$ for bad actors



Which is why bad actors target TSPs

Evolution of protection against bad actors



Explaining the principle of least privilege:

“The **principle of least privilege** refers to an information security concept in which a user is given the minimum levels of access – or permissions – needed to perform his/her job function.”

Why is the principle of least privilege important?

- It reduces the cyberattack surface
- It stops the spread of malware
- It improves end-user productivity
- It helps streamline compliance and audits

ConnectWise Access Management™ (CAM)

Protect your endpoints by enforcing least privilege access controls



Technician Admin Logon (TSPs)

- Temporary, one-time use admin logon to eliminate shared account passwords
- Temporary admin user disabled at logout and deleted after 30 days (configurable)
- Credentials are hidden, never shared, and cannot be used more than once
- Track admin login requests—easily review time-stamped requests and responses in the audit log
- Approve temporary access for 3rd party contractors and vendors
- Uses existing ScreenConnect agent without deploying anything new to endpoints



Access & Elevation (End Users)

- Remove local admin permissions without stopping user productivity
- Manually approve or deny user elevation requests in real-time
- Create automated rules to approve trusted, common requests to save valuable time
- Review product reputations with VirusTotal to analyze end user requests
- Reduce risk from bad actors gaining system access
- Reduce ticket volume and work stoppages
- Pre-requisite for cyber insurance

What are the benefits of using ConnectWise Access Management?



Technician Admin Logon (TSPs)

- Removes need to share admin passwords
- Admin credential deleted from device every time
- Understand technician access across organization & customers
- Simplifies training of new techs—makes for a smoother process
- Reduce overhead when technician leaves
- Reduce risk from 3rd party access



Access & Elevation (End Users)

- Reduce risk from bad actors gaining system access
- Automates user elevation access
- Reduce ticket volume and work stoppages
- Increases control—you can manage as much or as little as you want
- Pre-requisite for cyber insurance

ConnectWise Access Management TSP Benefits

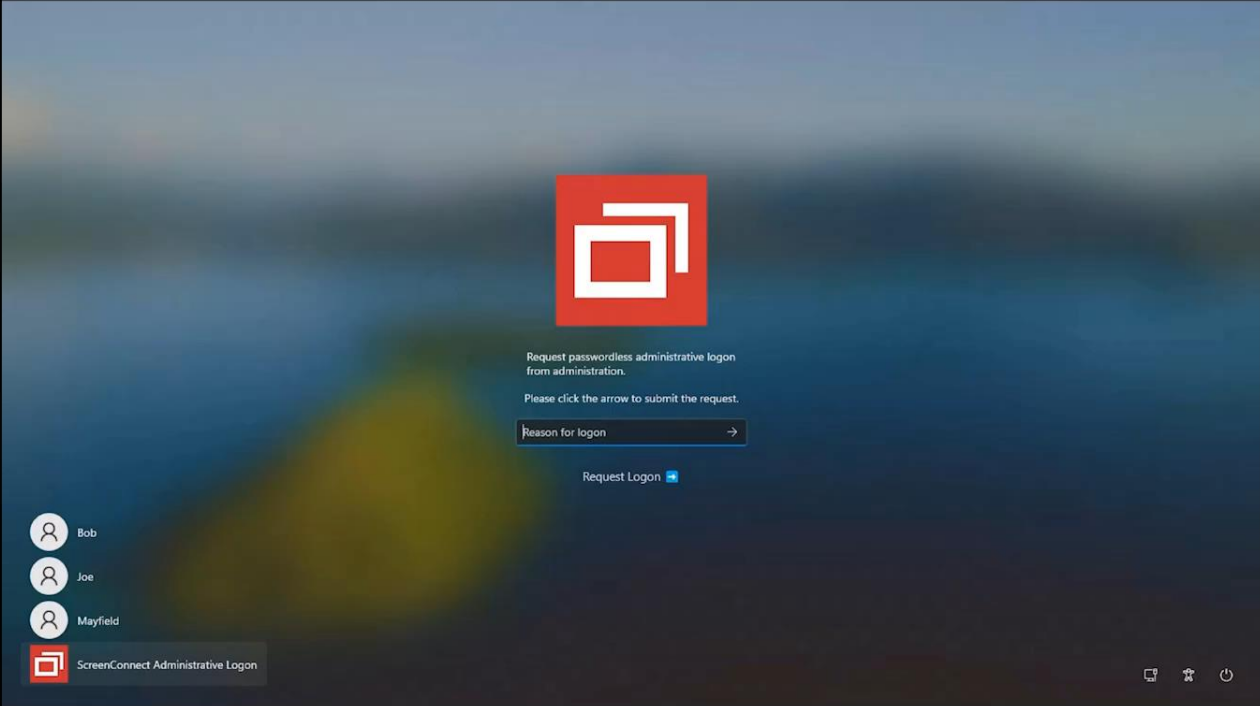
ConnectWise ScreenConnect integration means you only deploy one agent

Credential-less log on, no need for password sharing

Audit & manage user access

Redeploy resources to more strategic elevation requests

Improved end user experience & monetization opportunity



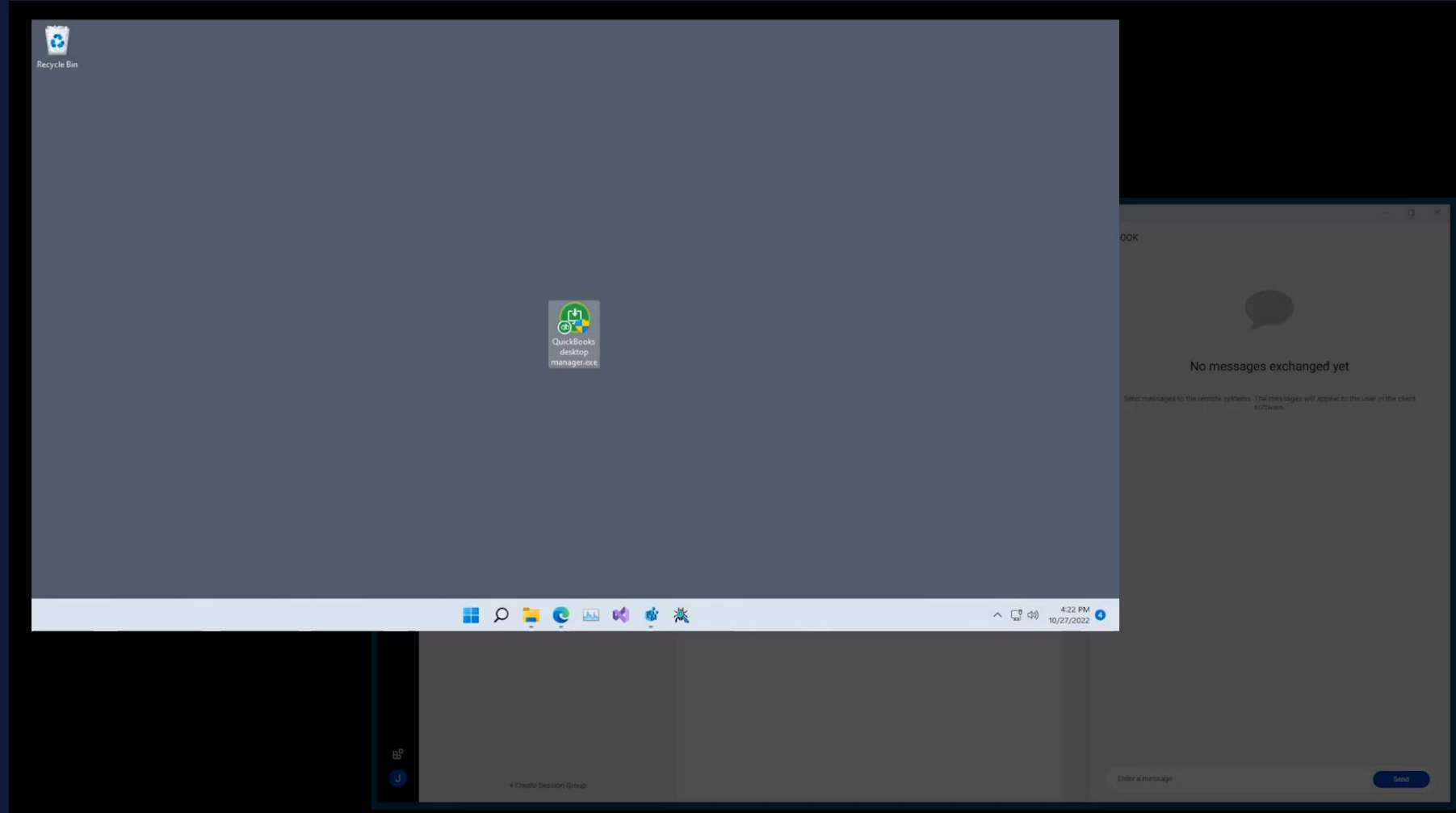
ConnectWise Access Management End User Benefits

No need to create a ticket to request elevation or install a printer

No need to wait for a technician to remote in to elevate

Technicians receive requests in real-time and act in real-time

Improved security posture for the organization



ROI calculation—double click on table to open and enter values per requirements

Questions	Values
What number of tickets do you serve per month that require admin access?	100
What is the average time required to serve a admin-access required ticket?	25
What is your average cost of engineering time per minute? (Avg Hourly Rate)	\$ 80.00
Reduces Number of Tickets, hence saving time and human resources (Ask Partner to Quantify)	\$ -
Increases Technician Efficiency with Virus Total Integration that allows you to set auto approve rule once it assesses how safe a software is. (Ask Partner to Quantify)	\$ -
Reduces Rework by allowing you to Remove End User Admin Access and Limits Access from Low-Skill Technicians who may be prone to errors. (Ask Partner to Quantify)	\$ -
Reduces Time Spent Changing Passwords if Admins Leave Business. (Ask Partner to Quantify)	\$ -
No of Endpoints Served	2000
You can charge an extra fee for CAM as it removes stoppages in work, resource allocation and number of ticket raised. CAM also helps increase security for end users, the prices of which rose 70% in 2022, and hence justifies MSPs/TSPs to execute price increases on end users. What do you think you can charge per end point to your clients for having CAM enabled? (Zen charged \$4 per end point to 20% of their total endpoints)	\$ 4.00
What percentage of your total endpoints do you think you can charge extra for CAM?	20%
If Partners are Offering Co-Managed Services Where the End-Users do some work and the MSP do some work, they can charge a partial service through CAM (E.g. full ticket is \$1 whereas something users can do is only \$0.50). How many partial service tickets do you expect?	100
How much do full tickets cost you to address on average? (Tickets Served Per Month/Total Costs)	\$ 20.00
CAM & Control Offer Customizable UI, Allowing Partners to Brand – Acting as a Marketing Tool for End Users to Buy More Services OR Buy the MSP Again if they Move Elsewhere, Improving Customer Retention. (What is your average marketing spend per month or allocated marketing spend per month?)	\$ 2,000.00
Cannot Put a Price on this, but Cyber Insurance now REQUIRES you to Name the Solution You Use for Access Management. (Ask Partner to Quantify)	\$ -
Reputational Protection on Reducing Impact to both TSPs End Users IN CASE Something Goes Wrong. (Ask Partner to Quantify)	\$ -
Enable Transformation by Aligning with ISO 27001 Accreditation Standards. (Ask Partner to Quantify)	\$ -
Enable Transformation by Increasing Technician Retention as you free them up from the Monotonous Aspects of their job and Allow them to Spend More Time on Value Creating Aspects of their job - which not only helps the company, but also individual careers. (Ask Partner to Quantify)	\$ -
RESOURCE SAVING DRIVERS TOTAL VALUE	\$ 3,333.33
REVENUE GENERATING DRIVERS TOTAL VALUE	\$ 4,480.00
COMPLIANCE DRIVERS TOTAL VALUE	\$ -
ENTER Cost of CAM per month Based on No of Endpoints	\$ 2,450.00
ROI	319%

Resource Saving Drivers				
Revenue Generating Drivers				
Compliance Drivers				

***ConnectWise
Access Management
helps you achieve NIST
compliance***

NORTH AMERICA



Remote access is managed including permissions, incorporating principle of least privilege



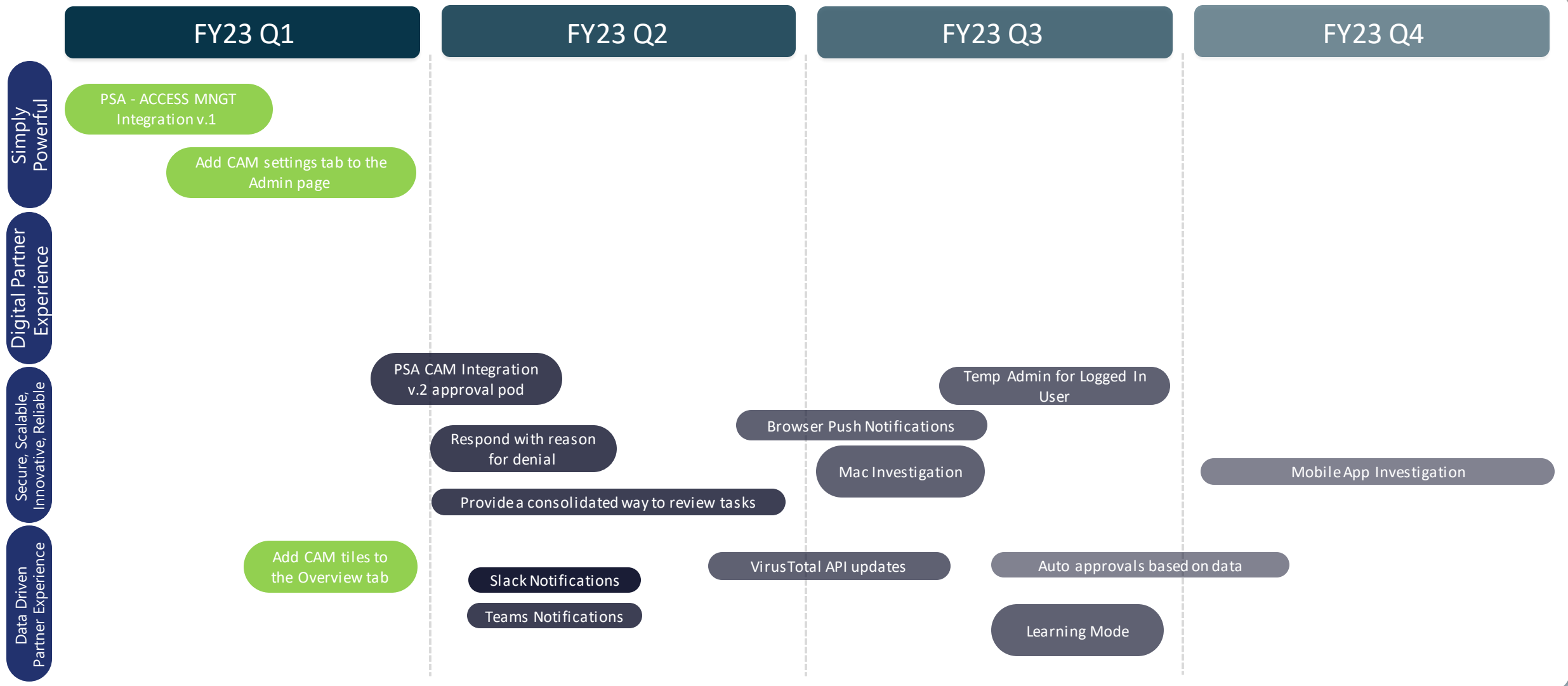
Approvals are managed by verified and authorized account holders from within Access Management



Standard user systems do not have to have local Admin rights. Use Access Management to request privilege only where required

Access Management Roadmap

(Mar '23)



CONNECTWISE

Access Management



Currently available from as
little as \$0.35 per endpoint

for any Control + (Automate, Command, and RMM) partners on 12-month term

connectwise.com/access-management

Q & A



IT NATION™ **SECURE**

NEXT STEPS



IT NATION™ **SECURE**

Don't forget to fill out your

SESSION SURVEY