IT NATION™ SECURE

hosted by CONNECTWISE

Enhancing your Cybersecurity-Compliance-as-a-Service Business Strategy

Presented by ScalePad

IT NATION SECURE

ScalePad

Enhancing your Cybersecurity-Compliance-as-a-Service Business Strategy

Dan Fox

VP, Strategic Partnerships

Ray Mann

Channel Development Manager

ScalePad

Roadblocks to Revenue

How to Remove ~~Four~~ SIX Roadblocks to Unlock Revenue

Eric Torres

Vice President, Channel

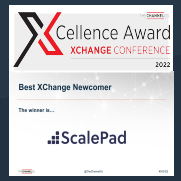
BEST
REVENUE
OPPORTUNITY:
SCALEPAD
datto
CON22
Washington, D.C.

ScalePad in 60 Seconds

- 2016 Launched as Warranty Master
- 2020 Rebranded to ScalePad
- 2021 Acquired Backup Radar
- 170+ employees today
- **11,000+** Partners
- **80+** Countries
- **900** New Partners in 2022
- Acquired 3 companies in 2023

MSP 501
Channel Futures

Over 60% of the MSP 501 use ScalePad



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April was a big month for us...

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Acquired

Lifecycle Insights

Together, creating an exceptional experience for your clients

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What is driving MSP ***Growth*** & ***Client Experience?***

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ScalePad's MSP Business Growth Report

Link to Growth Report

MSP Growth Report

Managed Service Providers are adapting to automation

31%

of MSPs are hindered by **MANUAL PROCESSES**

51%

of MSPs report growth from **TASK AUTOMATION**

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Proven Tactics of *Successful MSPs*

Automate

Standardize

Strengthen

Increase

How ScalePad Helps Your MSP Grow

Automate

Manual tasks, data collection, monitoring, business intelligence, and insights.

Standardize

Client & asset management, service delivery processes, risk mitigation, visibility, and reporting.

Increase

Efficiency, operational maturity, business continuity, service performance, sales, revenue, and profitability

Strengthen

Client communications & relationships, team collaboration, knowledge, and service consistency

ScalePad’s products are designed to address some of the challenges MSPs face

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Product & Market Category Strategy

MSP & Client Success

- Asset Lifecycle Management
- Warranties, Workstation Assurance, IT Asset Disposal
- Backup Monitoring & Disaster Recovery
- Business Intelligence
- Security & Compliance

The primary challenges being faced by MSPs are how to effectively manage:

1. Clients' infrastructure lifecycle
2. Standardizing a vCIO process & strategy
3. Long-term partnerships with clients
4. Data protection & reporting
5. Business intelligence & analytics
6. Security posture for both you and your clients

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Challenge #1

Managing & Servicing your client's infrastructure lifecycle

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Product & Market Category Strategy

MSP & Client Success

Asset Lifecycle Management

Warranties, Workstation Assurance, IT Asset Disposal

Backup Monitoring & Disaster Recovery

Business Intelligence

Security & Compliance

Lifecycle Manager

A Lifecycle Manager Partner

Has on average

~54
SMB customers

~1,400
Hardware Assets

15,000
Software Assets

$2.6M
HW Asset Value

>1,200
Workstations

>70
Servers

>50
Network Devices

>17
Imaging, Mobile, IOT

64%
Critical infrastructure is at risk

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The ScalePad Way

#findabetterway

Old world:
ANALYSIS PARALYSIS

- Manual data collection & correlation
- Tedious manual analysis
- Complicated, tough to understand proposals for clients

Confused clients

New world:
ACTION-ORIENTED

- Gather & correlate data from everywhere, automatically
- Instant insights, benchmarks & trends
- Bite-sized initiatives, proposals, & plans for clients

Decisive clients

ScalePad
Lifecycle Manager

Automate

Data Collection & Analysis

- Integrations
- Clean Data
- Insights

Standardize

Asset Lifecycle Management

- DMI
- Initiatives

Strengthen

Client Connections

- Scorecards
- Roadmaps

Increase

Profitable New Revenue Streams

- Lifecycle Reports

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Challenge #2

Standardizing a vCIO process & strategy

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Product & Market Category Strategy

MSP & Client Success

Asset Lifecycle Management, vCIO & Client Success

Warranties, Workstation Assurance, IT Asset Disposal

Backup Monitoring & Disaster Recovery

Business Intelligence

Security & Compliance

Lifecycle Manager

Lifecycle Insights

Together, delivering a better client experience

ScalePad Lifecycle Manager

Asset Lifecycle Management & Services

Deliver a great IT experience, starting with the **assets** that clients use everyday and services to support them

Lifecycle Insights

vCIO/QBR Platform

Deliver a great IT experience, starting with better **client** engagement

The best of both worlds

ScalePad Lifecycle Manager

1. **Automated asset lifecycle management**
   a. De-duped, clean data (DMI & Insights)
2. **Simple, automated, client-friendly collateral (ALM focussed)**
   a. HW reports
   b. Scorecards & Roadmaps
3. **Revenue-generating value-add services**
   a. Warranty Services
   b. Workstation Assurance
   c. IT Asset Disposal

Lifecycle Insights

1. **Client-friendly vCIO / QBR Templates**
   a. Comprehensive details
   b. Ready out of box
2. **Total Cost of Ownership Budgeting**
   a. Not only ALM, but for all IT
3. **Customer Success Module**
   a. Customer segmentation
   b. Client adoption of stack
   c. Stack opportunity

Together, delivering a better client experience

ScalePad Lifecycle Manager

Lifecycle Insights

Deliver the QBRs clients deserve!!

ScalePad Lifecycle Manager

Lifecycle Insights

Automate	Standardize	Strengthen	Increase
Data Collection & Analysis	ALM & Assessments	Client Connections & QBRs	vCIO Engagement & Profitable New Revenue Streams

ScalePad Lifecycle Manager

Asset Lifecycle Management
Automation
Integrations (more depth & breadth)
Clean asset data (data engine)
Strategy: DMI, Insights, Initiatives
Services

Lifecycle Insights

vCIO toolset
- QBRs
- Risk assessments
- Budgets

Customer Success
CSAT integration

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Challenge #3

Developing a long-term strategy with your clients

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Product & Market Category Strategy

MSP & Client Success

Asset Lifecycle Management

Warranties, Workstation Assurance, IT Asset Disposal

Backup Monitoring & Disaster Recovery

Business Intelligence

Security & Compliance

Lifecycle Manager

Lifecycle Insights

Services Marketplace

The Problem

64%

Critical infrastructure at risk

Can’t get the data manually - takes too long

Don’t have an effective process to address risk & get client approval

Too painful to extend warranties & refresh of assets

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Manage Client Hardware Risk

The Opportunity: Average Revenue Opportunity Per Partner

$821,238
Revenue Opportunity

$643,778
Hardware Refresh

$177,500
Extended Services

$10,212,939

Total Partner Warranty Services Sales (average 63% markup)

A Lifecycle Manager Partner

Has on average

~54
SMB customers

~1,400
Hardware Assets

15,000
Software Assets

$2.6M
HW Asset Value

>1,200
Workstations

>70
Servers

>50
Network Devices

>17
Imaging, Mobile, IOT

>750
>4 years old (63%)

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How do you **capitalize** on this opportunity?

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The next evolution of warranty services...

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The next evolution of warranty services…
Workstation Assurance

ScalePad's Workstation Assurance

Workstation hardware replacement

On failed hardware

Or accidental damage

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Our Partners are replacing
~125,000 workstations
every single month

What are the challenges with asset disposal?

Lack of Automated & Standardized process

Security vulnerabilities

Environmental impact

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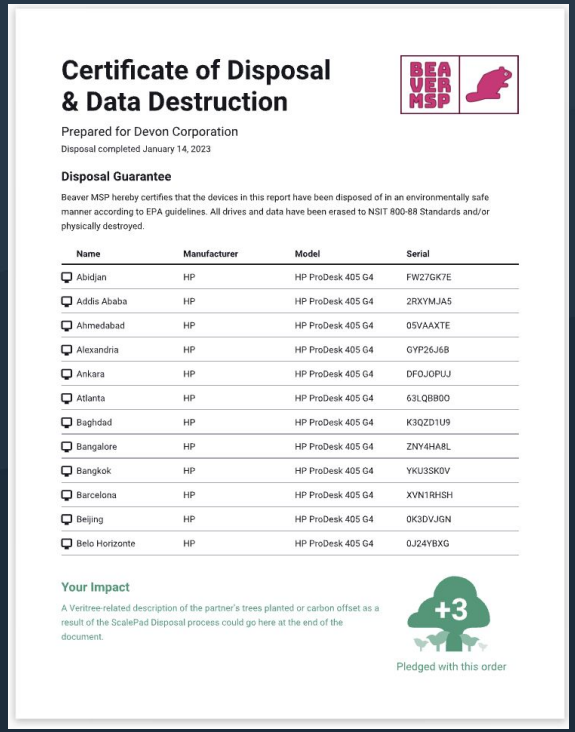
2% of all items going into landfills is
IT equipment waste

ScalePad

2% of all items going into landfills is
IT equipment waste
Representing **⅔ of all toxic waste**

Services Marketplace - IT Asset Disposal

- Gives you a **simple, standardized disposal process**, for one device or hundreds
- **Protects your clients (and your MSP)** with certified data destruction
- **Provides an environmentally responsible** method of disposal



Certificate of Disposal & Data Destruction

BEAVER MSP

Prepared for Devon Corporation

Disposal completed January 14, 2023

Disposal Guarantee

Beaver MSP hereby certifies that the devices in this report have been disposed of in an environmentally safe manner according to EPA guidelines. All drives and data have been erased to NSIT 800-88 Standards and/or physically destroyed.

Name	Manufacturer	Model	Serial
Abidjan	HP	HP ProDesk 405 G4	FW27GK7E
Addis Ababa	HP	HP ProDesk 405 G4	2RXYMJA5
Ahmedabad	HP	HP ProDesk 405 G4	05VAAXTE
Alexandria	HP	HP ProDesk 405 G4	GYP26J6B
Ankara	HP	HP ProDesk 405 G4	DFOJOPUJ
Atlanta	HP	HP ProDesk 405 G4	63LQB8OO
Baghdad	HP	HP ProDesk 405 G4	K3QZD1U9
Bangalore	HP	HP ProDesk 405 G4	ZNY4HA8L
Bangkok	HP	HP ProDesk 405 G4	YKU3SK0V
Barcelona	HP	HP ProDesk 405 G4	XVN1RHSH
Beijing	HP	HP ProDesk 405 G4	0K3DVJGN
Belo Horizonte	HP	HP ProDesk 405 G4	0J24YBXG

Your Impact

A Veritree-related description of the partner's trees planted or carbon offset as a result of the ScalePad Disposal process could go here at the end of the document.

+3

Pledged with this order

ScalePad Lifecycle Manager

Lifecycle Insights

Automate

Standardize

Strengthen

Increase

Data Collection & Analysis	ALM & Assessments	Client Connections & QBRs	vCIO Engagement & Profitable New Revenue Streams
Integrations	DMI	Scorecards	
	Initiatives, Projects, Roadmaps, & Budgets		
Clean Data	Lifecycle Reports & QBR Reporting		
Insights, Asset Insights & Risk Assessment			
Cross-client Analytics		Customer Success	
Warranty Services			
Workstation Assurance			
IT Asset Disposal			

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Challenge #4

Managing and protecting your clients' number one resource, their data

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Product & Market Category Strategy

MSP & Client Success

Asset Lifecycle Management

Warranties, Workstation Assurance, IT Asset Disposal

Backup Monitoring & Disaster Recovery

Business Intelligence

Security & Compliance

Lifecycle Manager

Lifecycle Insights

Services Marketplace

Backup Radar

ScalePad's Backup Radar Partners in Aggregate

>11,000 Partners WITH **>500K** SMB customers MONITORING **>941K** Backups jobs daily USING **>120** Backups systems

12%

Backups fail daily

109,272

Backups jobs fail daily

A Backup Radar Partner has on average…

~800
Backup jobs / day

3-5+
Backup systems

>90
Backup failures / day

- Can't do this well manually
- Vendor fatigue
- Human error

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Backup Radar

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Challenge #5

Having the necessary business analytics to drive operational maturity

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Product & Market Category Strategy

MSP & Client Success

Asset Lifecycle Management	Warranties, Workstation Assurance, IT Asset Disposal	Backup Monitoring & Disaster Recovery	Business Intelligence	Security & Compliance
Lifecycle Manager	Services Marketplace	Backup Radar	COGNITION 360	
Lifecycle Insights				

Challenging business growth questions

How profitable is my customer?

Is my Tech utilization accurate?

Are my rates optimal?

When should I make my next hire?

Are our customers happy with the service they’re getting?

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ConnectWise PSA

- Business Intelligence
- Predictive Analytics

Integrate

Automated Data Collection & Analysis

COGNITION 360
a ScalePad company

Actionable Insights & Impact

Increase your profitability by at least 10-15%

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Challenge #6

The increased pressure on improving the security posture for both you and your clients

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Product & Market Category Strategy

MSP & Client Success

Asset Lifecycle Management	Warranties, Workstation Assurance, IT Asset Disposal	Backup Monitoring & Disaster Recovery	Business Intelligence	Security & Compliance
Lifecycle Manager	Services Marketplace	Backup Radar	COGNITION 360	controlmap
Lifecycle Insights				

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Cybersecurity Landscape

Data breaches up 68% YoY across industries, including regulated industries that MSPs serve, such as healthcare, finance, government and more

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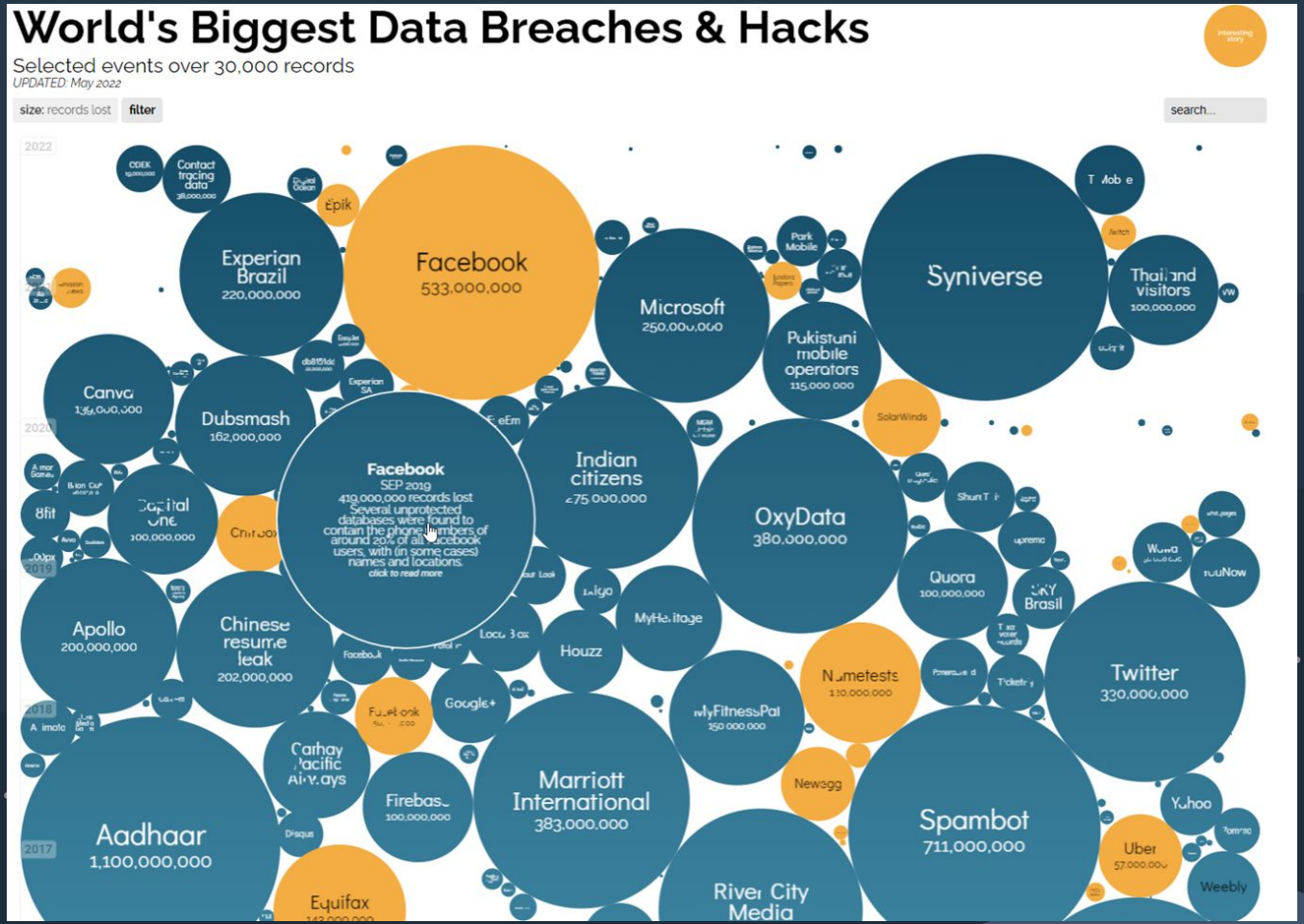
World's Biggest Data Breaches & Hacks
Selected events over 30,000 records
UPDATED: May 2022
size: records lost
filter
search...
Facebook
533,000,000
Experian Brazil
220,000,000
Microsoft
250,000,000
Syniverse
Thailand visitors
100,000,000
Pakistani mobile operators
115,000,000
Canva
Dubsmash
162,000,000
Facebook
SEP 2019
419,000,000 records lost
Several unprotected databases were found to contain the phone numbers of around 20% of all Facebook users, with (in some cases) names and locations.
click to read more
Indian citizens
OxyData
380,000,000
Capital One
100,000,000
Apollo
200,000,000
Chinese resume leak
202,000,000
Quora
100,000,000
Twitter
330,000,000
Numetests
MyFitnessPal
150,000,000
Marriott International
383,000,000
Firebase
100,000,000
Aadhaar
1,100,000,000
Spambot
711,000,000
Uber
Yahoo
Weebly
Equifax
River City Media
Contact tracing data
Epik
Park Mobile
SolarWinds
Houzz
Google+
Newegg
Disqus
2022
2020
2019
2018
2017

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Compliance Landscape

- Financial services
- Health care (HIPAA)
- Retail (PCI)
- Tech + Energy + Utility
- Manufacturing + Auto
- Government Cyber - Privacy (State / Fed / EU / Australia / Canada and more)

The Business Opportunity

Regulation + Requirements = Business Opportunity
All are increasing upwards

Vendor Due Diligence

Vendor due diligence is a huge driver for cybersecurity compliance including:
SOC 2 / ISO 27001 / CMMC / UK Cyber Essentials and many more...

Business / Cyber Insurance:

- **Insurance premiums are up**
  - Discounts up to 30% to 40% off premiums for MSPs who can demonstrate their security posture
- **Qualifications are more stringent**

Cyber / E&O Insurance: Security Controls

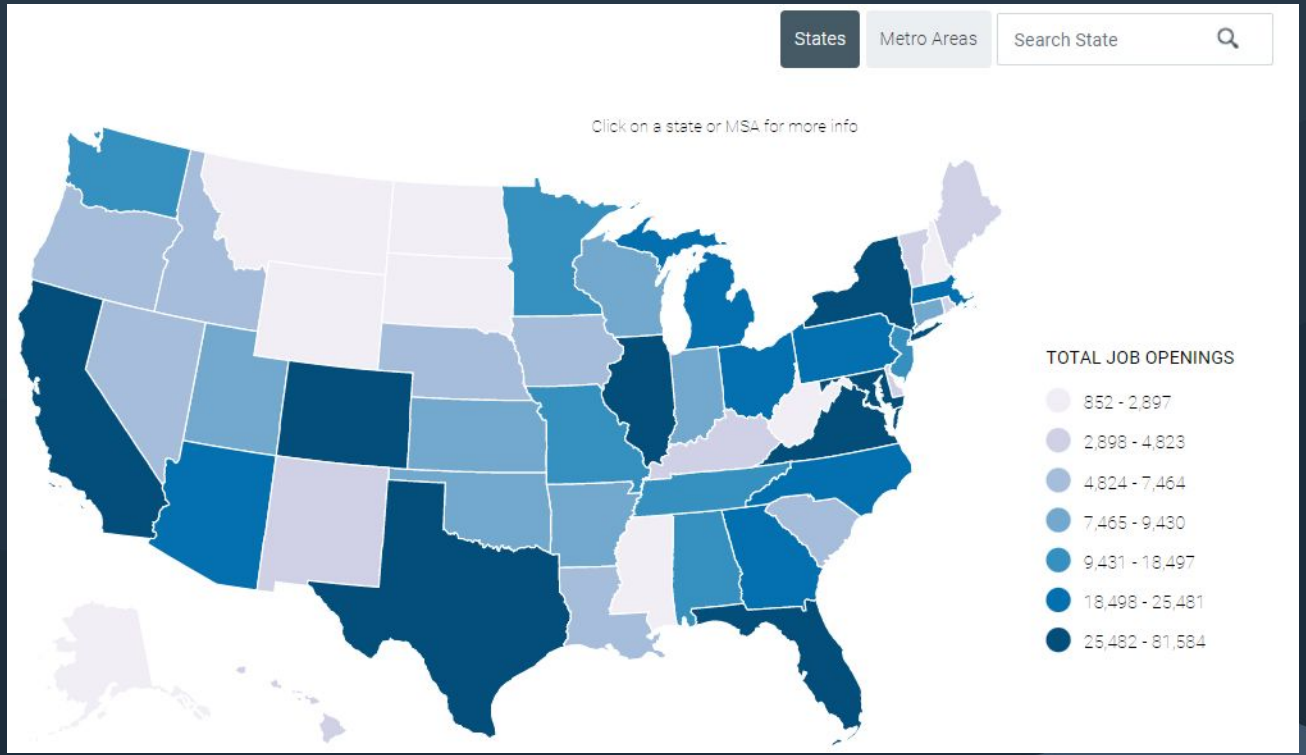
- MFA – Multi-Factor Auth
- Security Patching + Email / DNS Filtering
- Next Gen AV + EDR
- Backup off site + data recovery testing
- Encryption enabled
- Security Awareness Training

MSP Security Services vs Framework Controls

750,000+

open security jobs according to **cyberseek.org**

MSPs can fill this gap as MSSPs



National level

TOTAL CYBERSECURITY JOB OPENINGS

755,743

TOTAL EMPLOYED CYBERSECURITY WORKFORCE

1,112,410

SUPPLY/DEMAND RATIO

High Supply

Low Supply

◀68% National average

GEOGRAPHIC CONCENTRATION

Average

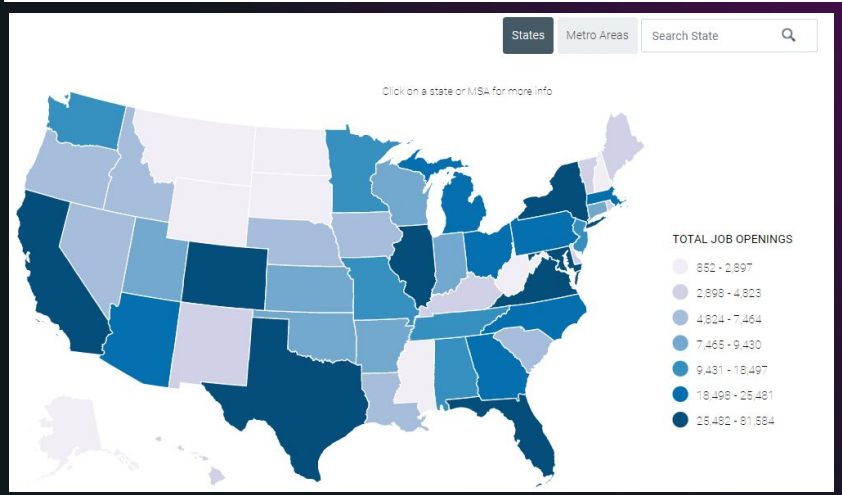
LOCATION QUOTIENT

National average

1.0

TOP CYBERSECURITY JOB TITLES

- Cybersecurity Analyst
- Software Developer
- Penetration & Vulnerability Tester
- Cybersecurity Consultant
- Network Engineer
- Cybersecurity Manager
- Systems Engineer
- Senior Software Developer
- Systems Administrator



Cybersecurity Professionals: YOU are in HIGH demand!

Source: cyberseek.org

CyberSeek

controlmap

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90%+ of MSPs are not compliant

What does it mean to you as an MS(S)P

So, what is ControlMap?

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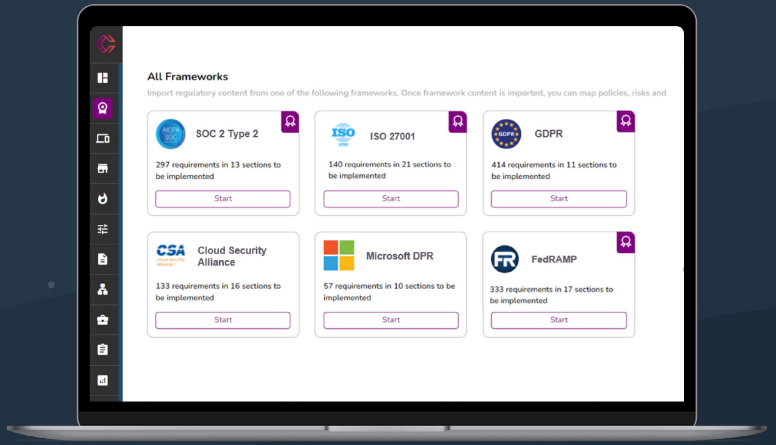
Q: What is ControlMap?

A: ControlMap is an automated **control center** to run end-to-end **cybersecurity compliance operations**.



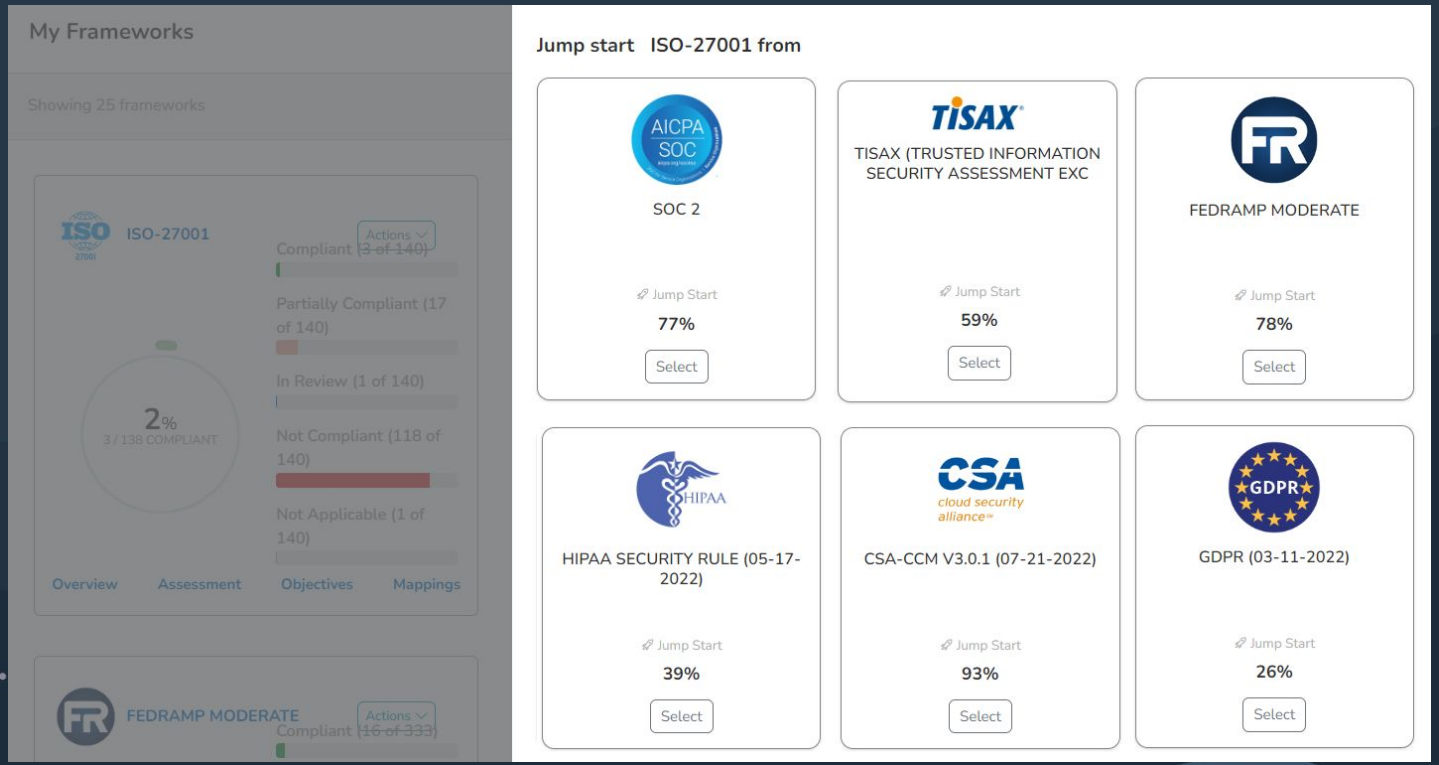
Automation first

Multi-client

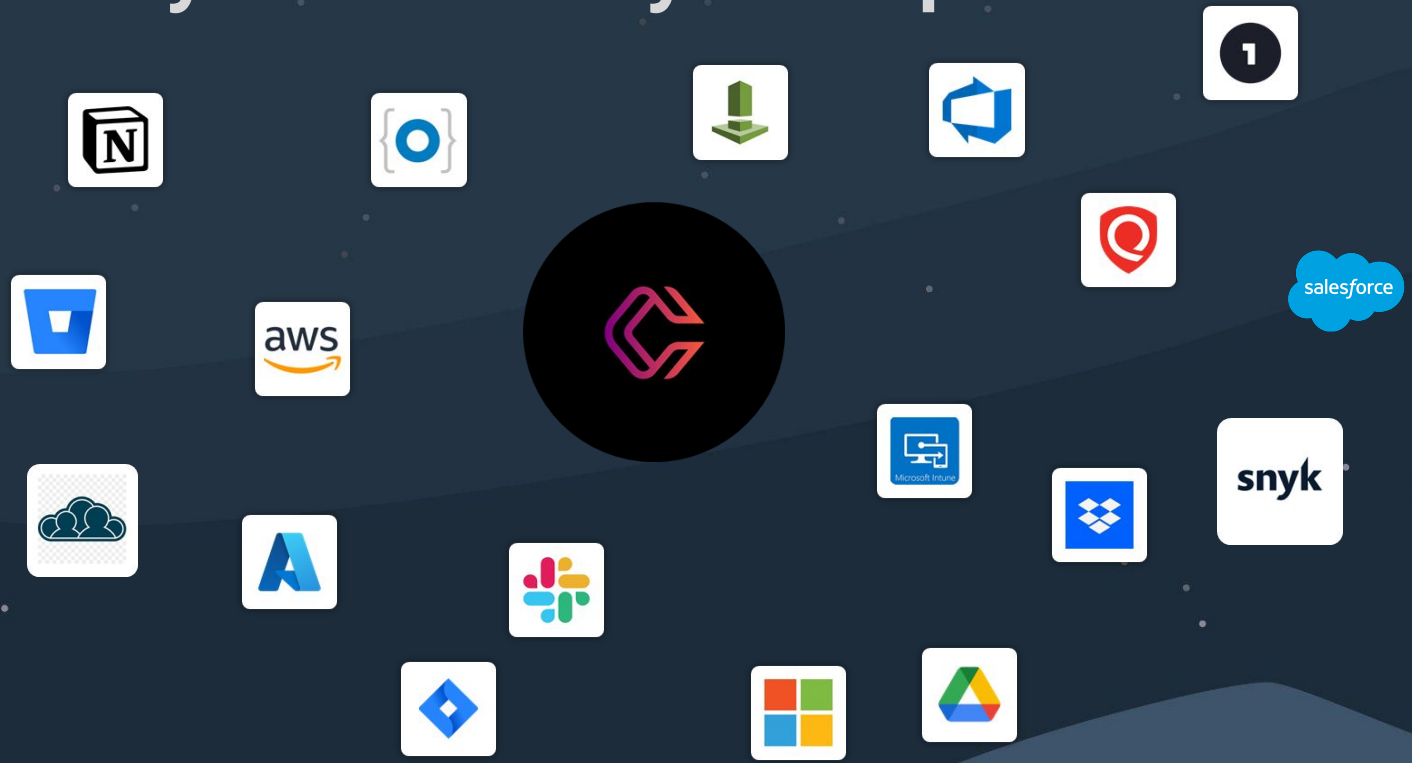
Multi-framework

35+ frameworks
across industries
and countries

Jumpstart Frameworks



Automation & Integration Approach for Cybersecurity Compliance



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30+ Integrated systems

35+ Compliance frameworks

50+ Pre-built templates and documents

100+ Pre-built compliance checks

10,000+ Projected MSP clients

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Controls & Evidence

Risk Management

Policies & Procedures

Vendors

Compliance Portal & Assets

Built for MSPS

Opportunity for MSPs / MSSPs / vCISO / Security Consultants

01 Offer a compliance as a service solution offering

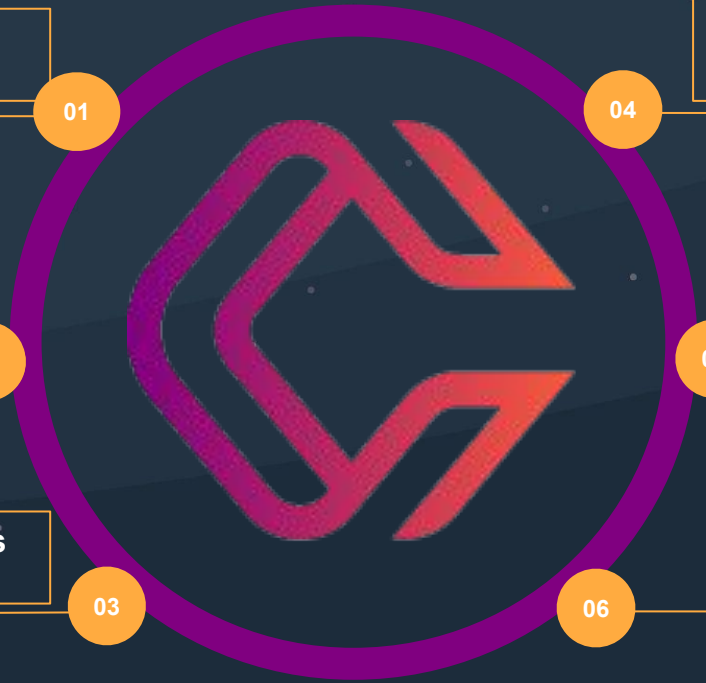
02 Install necessary cybersecurity solutions

03 Conduct risk assessments and penetration tests

04 Develop incident response, breach remediation, communication plans

04 Review third party vendor risk, data stored and security controls

06 Security Awareness: train employees on cybersecurity best practices



controlmap

Become your client's vCISO

Sticky, **recurring** revenue streams + Improved Cybersecurity Posture

Provide a structured, systemized and repeatable approach to Cybersecurity within a Platform Offering

Convert one-time cybersecurity conversations into a continuous MRR service

New recurring revenue:
$3-5k/mo on avg
$10k/mo and higher depending

NIST & Government Cloud

NIST CSF Framework is voluntary guidance, based on existing standards, guidelines, and practices for organizations to better manage and reduce cybersecurity risk.

OSCAL: Open Security Controls Assessment Language

CMMC **(NIST 800-171.R2)**
FedRAMP **(NIST 800-53.R4)**
Privacy + Risk Sets

What our customers say...

It's simple, turnkey nature combined with powerful pre-loaded content packs quickest wins and the best jumpstart."

"Competitors aren't providing risk management-based controls or full-scale policy management like ControlMap."

"Their control mappings, hands down, make ControlMap the best platform for addressing more than one framework."

"Extremely helpful in finding auditors that know their software and cost us less money overall."

Customer Case Study

"We sold **way more** compliance as a service than we expected."

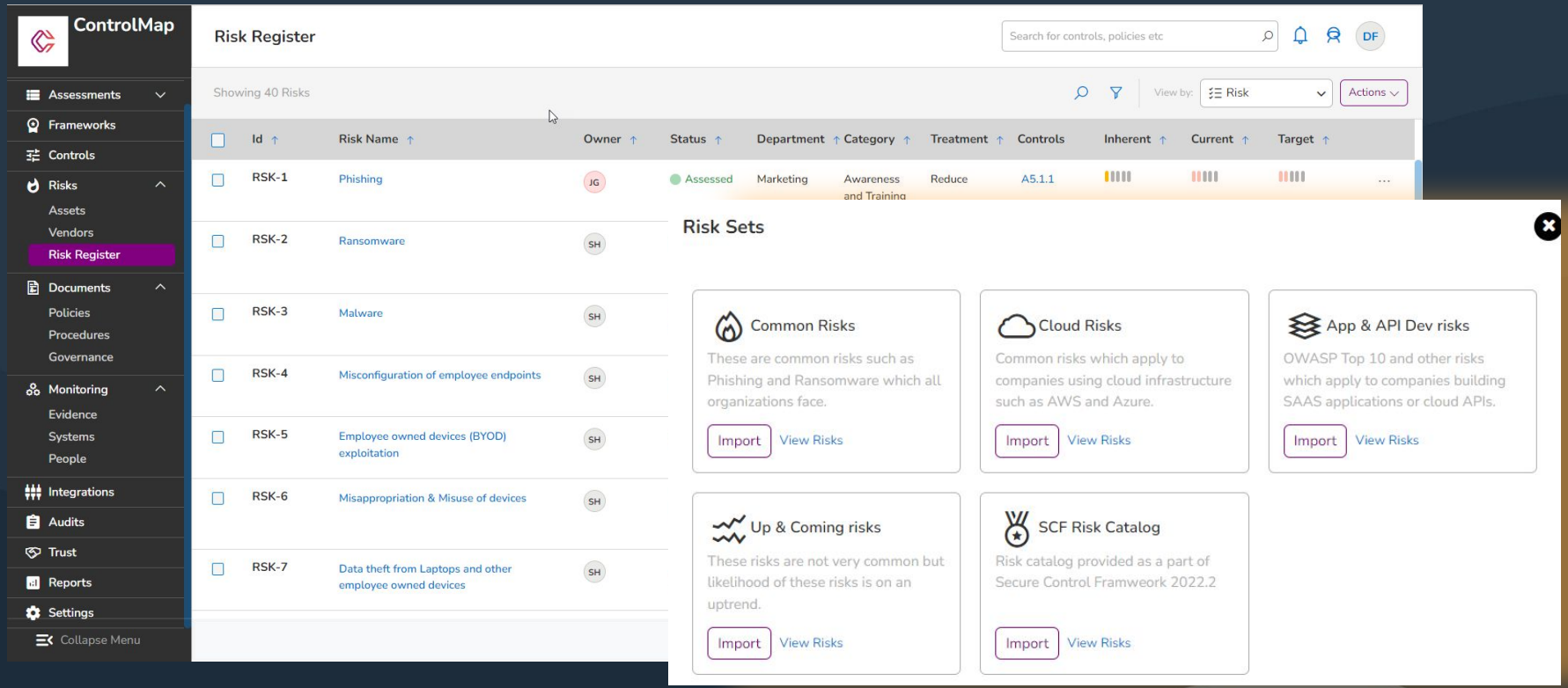
PLUS ONE TECHNOLOGY

How?

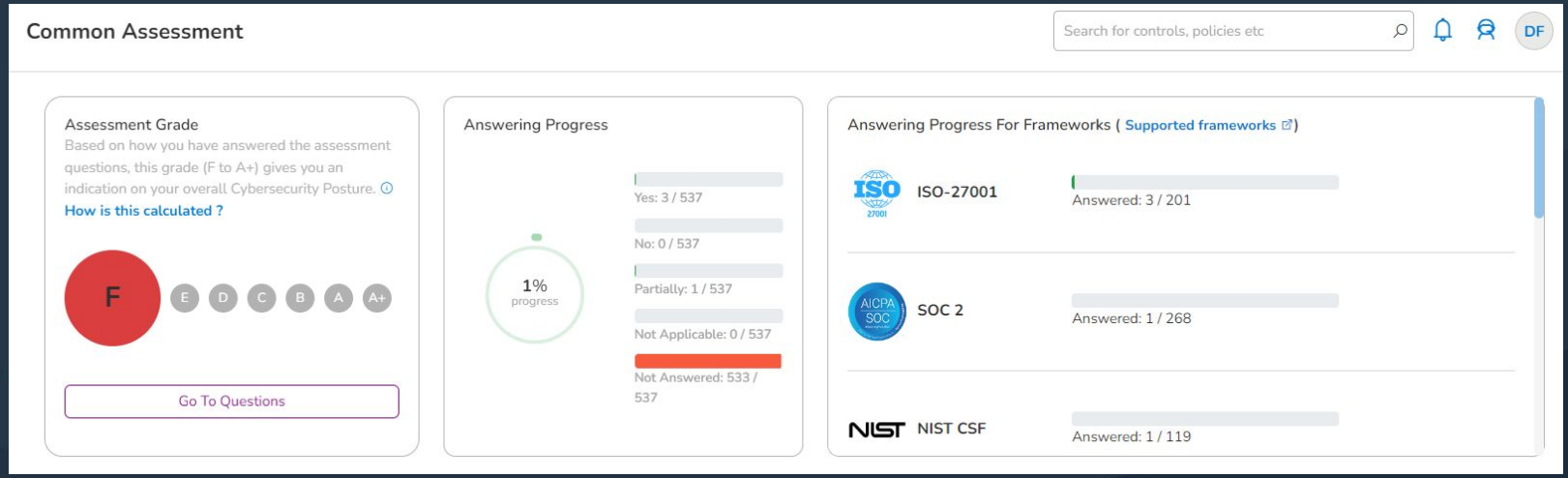
- Created a short video explaining the FTC safeguards deadline and how to become compliant
- Created a security badge that links back to the ControlMap trust portal to display compliance

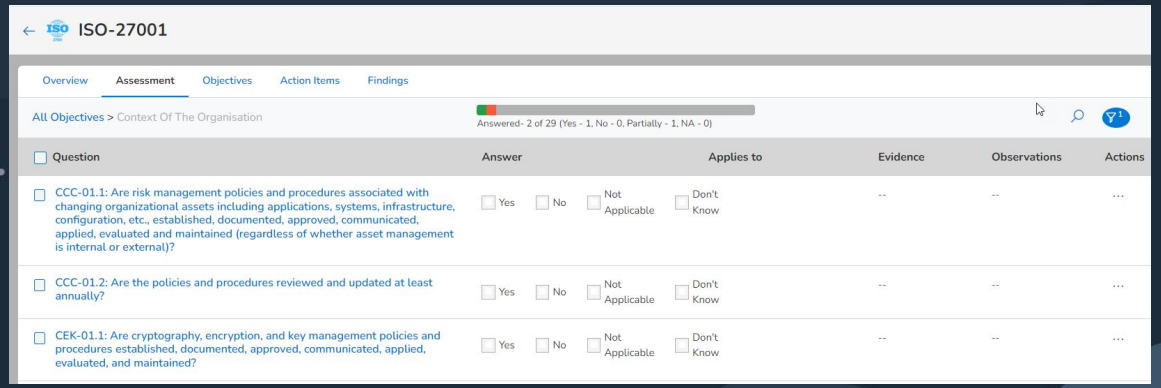
The Platform

Risk Management

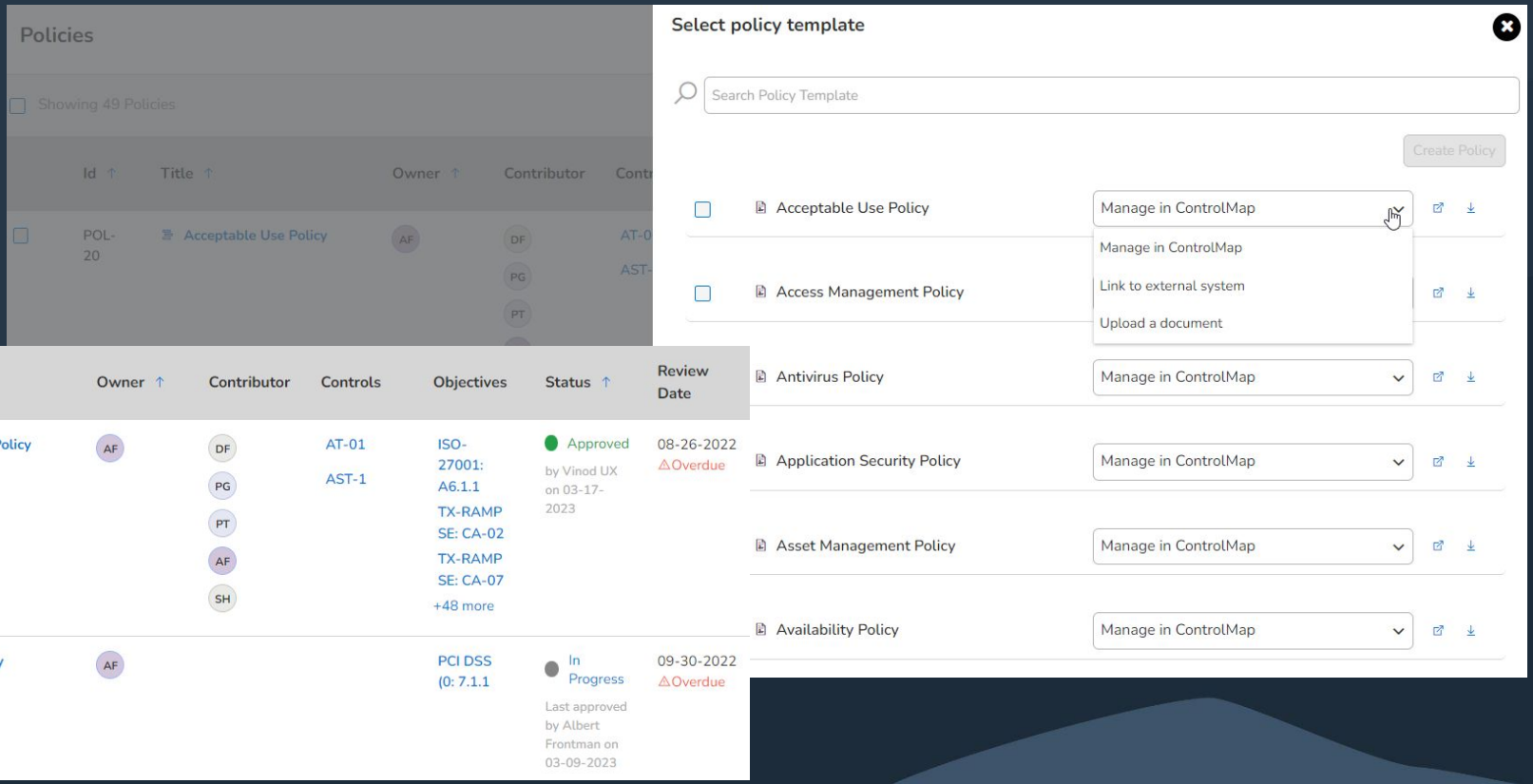


Assessments

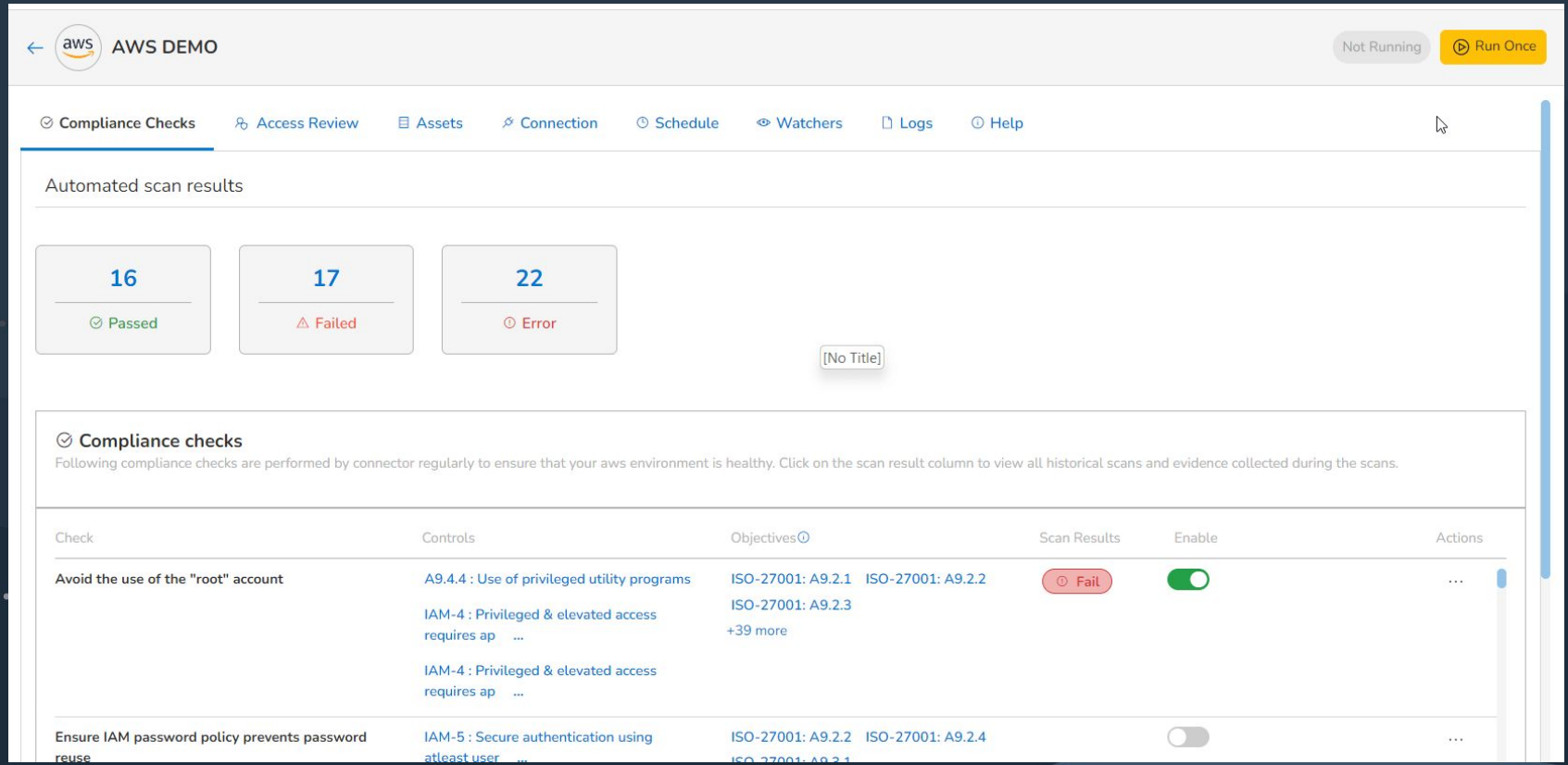




Policy Library & Management



Cloud Security & Compliance



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Product & Market Category Strategy

MSP & Client Success

Asset Lifecycle Management	Warranties, Workstation Assurance, IT Asset Disposal	Backup Monitoring & Disaster Recovery	Business Intelligence	Security & Compliance
Lifecycle Manager	Services Marketplace	Backup Radar	COGNITION 360	controlmap
Lifecycle Insights				

ScalePad

Together, creating an exceptional experience for your clients

ScalePad

Mid-Year Ignition MSP Event

June 15th
3 Live Sessions

- 10am EST - 7am PDT
- 1pm EST - 10am PDT
- 8pm EST - 5pm PDT

For Registration & Information

ScalePad

Your ScalePad Team Is Here!

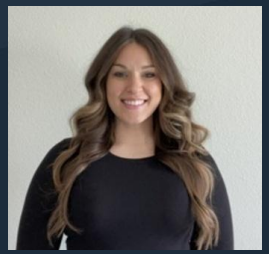
Dan Fox
VP, Strategic Partnerships

Ray Mann
Channel Development Manager

Jeff Dryall
Solutions Engineering Manager

Christy Perez
Partner Success Manager

Jeremy Whitmire
Account Executive



Kaitlin Johnson
Onboarding Specialist

ScalePad

Thank You!

For Additional
ScalePad Product
Information or Demo

Ray@ScalePad.com

Don't forget to fill out your

SESSION SURVEY