



IT NATION™

SECURE

hosted by  CONNECTWISE®



Is the Price Right?

Pricing & Packaging Cybersecurity

Presented by Jay Ryerse



IT NATION™ **SECURE**

Relentless Focus on Cybersecurity

No other company invests more to help **secure your business, secure your customers, and grow your cybersecurity practice.**

ADVANCE

- Cybersecurity Management Software Solutions
- 24/7, Global SOC Services
- Cybersecurity Partner Program
- Incident Response Service

10x

2020

3x

2022

Cybersecurity Investments

Threat Reports

Cyber Research Unit

Cybersecurity Conference

Security Certifications

Security Training

PROTECT

- Comprehensive, Compliant Strategy
- Partner Trust Center
- Third-Party Threat Hunting
- 24/7 Critical Monitoring
- 24/7 Emergency Hotline
- Incident Response Service



Top Challenges MSPs Face



Accelerating Recurring Revenue

How quickly can you go to market with a new managed service?



Scaling Staff Productivity

Use of multiple individual tools negatively impacts productivity and gets worse with portfolio expansion.



Sales Growth + Go-to-Market

Lack of visibility into SMB trends and pain points makes it challenging to target the most preferred customer segments.



Conveying Business Value

More providers are transforming into MSPs, so conveying business value and service differentiation is getting harder.



Attracting + Retaining Talent

Increasingly, MSPs are competing against global technology firms to hire and keep talent.



Increased Risk + Liability

MSPs are now actively targeted by threat actors, and customers tend to blame MSPs for breaches.



The MSP Cybersecurity Opportunity

SMBs *want* MSPs to manage cybersecurity but will switch providers if services don't meet their specific needs.

89%

of SMBs are already using an MSP

YET

42%

plan to change to a different MSP in the near future

94%

would consider using or moving to a new MSP if they offered the "right" cybersecurity solution

SMBs are willing to pay

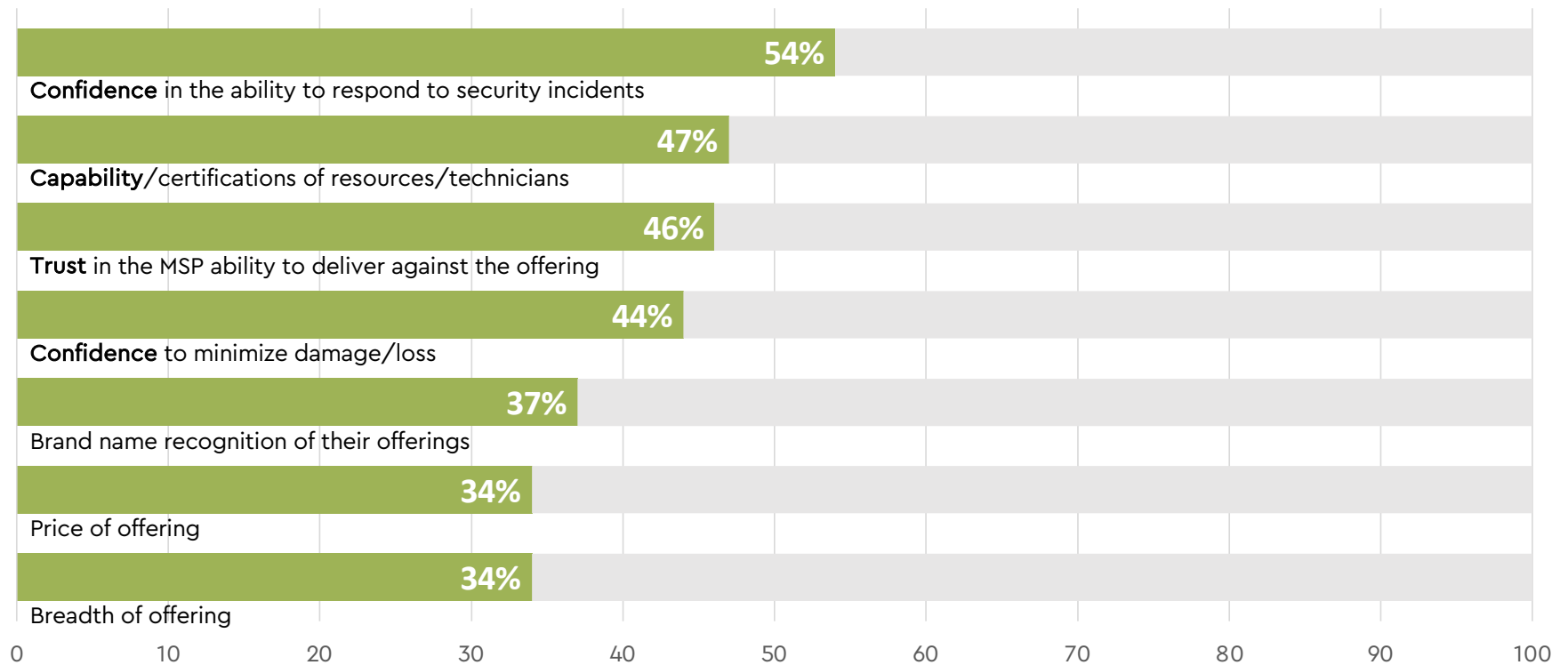
39%

More per year for the "right" cybersecurity solution

*Data from Vanson Bourne survey and report: "The State of SMB Cybersecurity in 2022"



What SMBs Look for in Cybersecurity Services



*Data from Vanson Bourne survey and report: "The State of SMB Cybersecurity in 2022"



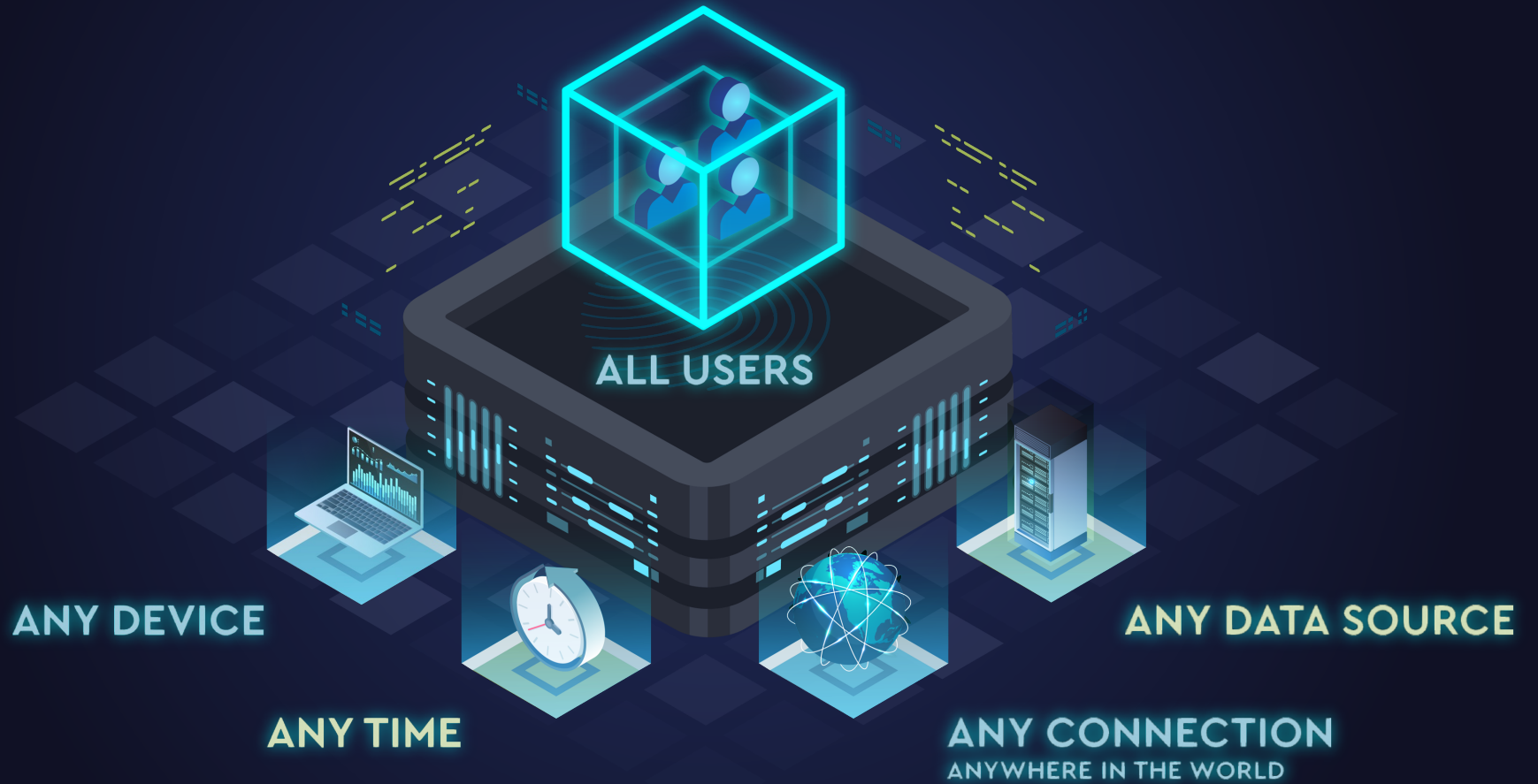
Building Your Cybersecurity Stack

Identify the Business Problem You Are Trying to Solve?

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EXPECTATIONS



Security Journey

	Phase 1	Phase 2	Phase 3	Phase 4
Attributes	New to Cybersecurity	Starting to Understand	Investing Time, Talent, & Treasure	Unmovable, Security-First
Security Posture	Desire but no know how	Aware of need for time/talent/treasure investment <input checked="" type="checkbox"/>	Plan and Roadmap for every situation	Realize security is a community battle so engage with others on the journey
Risk Assessment	Not done <input checked="" type="checkbox"/>	Adopt framework concept; may assess and discover vulnerabilities but don't remediate beyond budget	Done for every client with remediation plan and timeline	Continually assessed, remediated and tested
Approach	Point Products/break-fix security	Basic security table stakes <input checked="" type="checkbox"/>	Manage their security	End to end strategic platform
Driver	Customer demand/expectation	Customer willingness to spend <input checked="" type="checkbox"/>	Security focus on protecting data	Strategic and broad focused security
Monetization	Unable to monetize <input checked="" type="checkbox"/>	Able to monetize some (but may not)	Compensated for portion of risk owned	Can charge significantly because of delivery and execution
Client expectation	TSP owns security risk and is responsible <input checked="" type="checkbox"/>	Discussion about risk and ownership <input checked="" type="checkbox"/>	Shared risk and ownership	Joint security risk management with clear communication and boundaries
Response Plan	Backups and insurance <input checked="" type="checkbox"/>	Suggest incident response, DR and BC plans	Defined incident response plan	Tested and communicated Incident Response Plan
Staffing	No security expertise	Begin training expertise/shared resource	In house security expertise <input checked="" type="checkbox"/>	Significant security resources
Client Conversations	Discuss as client brings it up	Begin to initiate security conversations <input checked="" type="checkbox"/>	Regularly scheduled security conversations	Required security conversations
Security Standards	None	Recommended <input checked="" type="checkbox"/>	Expected - or may walk	Required - will always walk if not met

What Should Be In My Security Stack?

An understanding of ***what good looks like*** in security goes beyond technology.

Administrative, technical, and physical controls are all part of a fundamental security program.

Cybersecurity Technology Stack experience

Entering the Business

- Choose **progress** over perfection
- Start with a Foundational pack
- Plan for strategic growth and expansion
- Get serious and invest
- Align compensation, goals, and KPI's
- Setup Sales and Support Training
- Multi-faceted approach - Selling, Support, Onboarding, QBR's, Client security roadmap
- Start with the "All-in" Customers

VS.

In the Business

- Review your current stack
- What is working vs. What is not
- What area's need additional training
- What has changed – Security Landscape
- Selling Value vs. Price
- Products + Services vs. Product Only
- Get Engineers and Sales Team Certified
- Refine Training and Improve
- Refine Assessment process

Stack Building Considerations



What Technology Goes in Our Stack

- Keep End in mind
- Reference Standards
- Add-ons vs Included?
- Handling one-off needs
- Margin Expectations
- Start with the 15 Ways
- Address Outliers / Gaps
- Managed Agreement
- Statement of Work
- Insurance



How Do We Implement and Support Security

- Managing to "good"
- Best Practices
- Service level attainment
- Onboarding / Offboarding
- Auditing / Reporting
- Streamline support / billing
- How will we train our team
- Compliance reporting
- Incident Response
- Scale



Who's Going to Manage Our Cyber Solutions

- Who (Report vs. Respond)
 - Increase certifications
 - 24x7 or 8x5
 - Managing to SLA
 - Multiple console mgmt.
 - Scale
- Administration
- Internal reporting / billing
 - QBR reporting
 - Tool administration

What do you really need?

- People, process, and technology
- Ability to analyze and manage alerts 24x7
- Visibility to detect an intruder
- Ability to RESPOND quickly
- Ability to remediate (when possible, without rebuild)
- Ability to survive a cyber attack
- Ability to quickly assess forensics of the event
- Ability to quickly determine root cause analysis
- Ability to recover data (3-2-1)

Pricing and Packaging

How do we price these products and services to our clients?

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Pricing and Packaging Cybersecurity

This is considered one of the most common questions from partners who have embarked on their Security Journey.

In this section, we will walk through the five most common 'go to market' methods. We'll also share some of the most common trends from the partner community around packaging, pricing, and bundling cybersecurity solutions.



72%

of MSPs struggle with
packaging and pricing
cybersecurity

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Traditional MSP Packaging

Security Plus

Advanced Security

MSP Security Essentials

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Essential Services



- Decide what **YOU** believe security should include
- Investigate solutions your competitors include (MSP and MSSP)
- **How do you upgrade current clients to Foundations?**
 - Raise current rates
 - Bake that into your “Advanced Security” layer

Foundational Elements



- ✓ Assessment tools
- ✓ Anti-spam
- ✓ GPO Management
- ✓ Anti-virus
- ✓ Patch management
- ✓ Web content filtering (firewall)
- ✓ Managed Firewall
- ✓ IDS/IPS
- ✓ Encryption
- ✓ Backups

Nearly 100% of MSPs include these security solutions as part of their foundational services

- Password Manager
- Security Awareness
- Endpoint D&R
- Multi-factor Authentication
- DNS Security

- Annual Vulnerability Scan
- Dark Web Monitoring
- SIEM w/SOC Review
- SASE

Advanced Security



- Continuous Vulnerability Scanning**
- Threat management**
- Compliance reporting**
- Application Whitelisting
- Mobile Device Security
- Identity & Access Management (Other than 2FA)
- Privileged Access Management
- Data Loss Prevention (DLP)

* Trends show these items starting as a-la-carte and then quickly becoming part of the Foundational offering

Security Plus



- Ideal for compliance-centric or security-conscious clients
- Penetration testing, security risk assessments, etc.
- Virtual CISO (vCISO) services
- Governance, Risk, and Compliance as a Service (GRCaaS);
consider vCISO as a role similar to how many partners use vCIO
- Incident Response (as a Service)

* Please put limits on how much Incident Response included in current MSP agreements

Pricing Recommendations

Security Plus

Additional Cost to MSP: Burdened labor cost x hours (plus education expense)

Suggested Client Price: 4.5-7x Cost

Advanced Security

Additional Cost to MSP: \$25-120 / Endpoint

Suggested Client Price: 3-7x Cost

~~MSP Security Essentials~~

Additional Cost to MSP: \$19-40 / Endpoint

~~Suggested Client Price:~~
Mandatory 3-5x Cost of Components

Cybersecurity Tech Stack | Industry POV Circa 2022

Standard for Most MSPs

- ✓ **Assessment tools**
- ✓ Anti-spam
- ✓ **GPO Management**
- ✓ **Anti-virus**
- ✓ **Patch management**
- ✓ **Web content filtering** (firewall)
- ✓ Managed Firewall (Hardware)
- ✓ IDS/IPS
- ✓ Encryption
- ✓ **Backups**

New Normal in 2022

- Password Manager
- Security Awareness**
- Endpoint D&R**
- Multi-factor Authentication
- DNS Security**
- Dark Web Monitoring**
- SIEM**
- Threat Intelligence / Sharing**
- Risk Reporting**

2023 and Beyond

- Threat management
- Compliance reporting
- Continuous Vulnerability Scanning
- Mobile Device Security
- Application Whitelisting
- Zero Trust / SASE
- Identity & Access Management
- Privileged Access Management
- Data Loss Prevention (DLP)

2023 & Beyond

Email Security by ConnectWise & Proofpoint

Essentials

- ✓ Assessment tools
- ✓ **EDR/MDR Anti-virus**
- ✓ Patch management
- ✓ Security Awareness
- ✓ Phishing Simulation
- ✓ Dark Web Monitoring

SASE by ConnectWise & Exium

- ✓ Web content filtering
- ✓ DNS Security
- ✓ IDS / IPS
- ✓ Cloud Access Security Broker (CASB)
- ✓ Data Loss Prevention (DLP)
- ✓ *Mobile Device Security*
- ✓ Virtual Private Network (VPN)
- ✓ Zero Trust Network Access
- ✓ Cloud Delivered Virtual Firewall

Other SASE Benefits

- ✓ MFA / SSO
- ✓ Encryption
- ✓ Identity & Access Management
- ✓ Privileged Access Management
- ✓ Compliance & Risk Reporting

ConnectWise SIEM

- SIEM
(With or Without SOC)
- Threat hunting
- Threat management
- Threat intelligence

ConnectWise Cloud and Onsite Backups

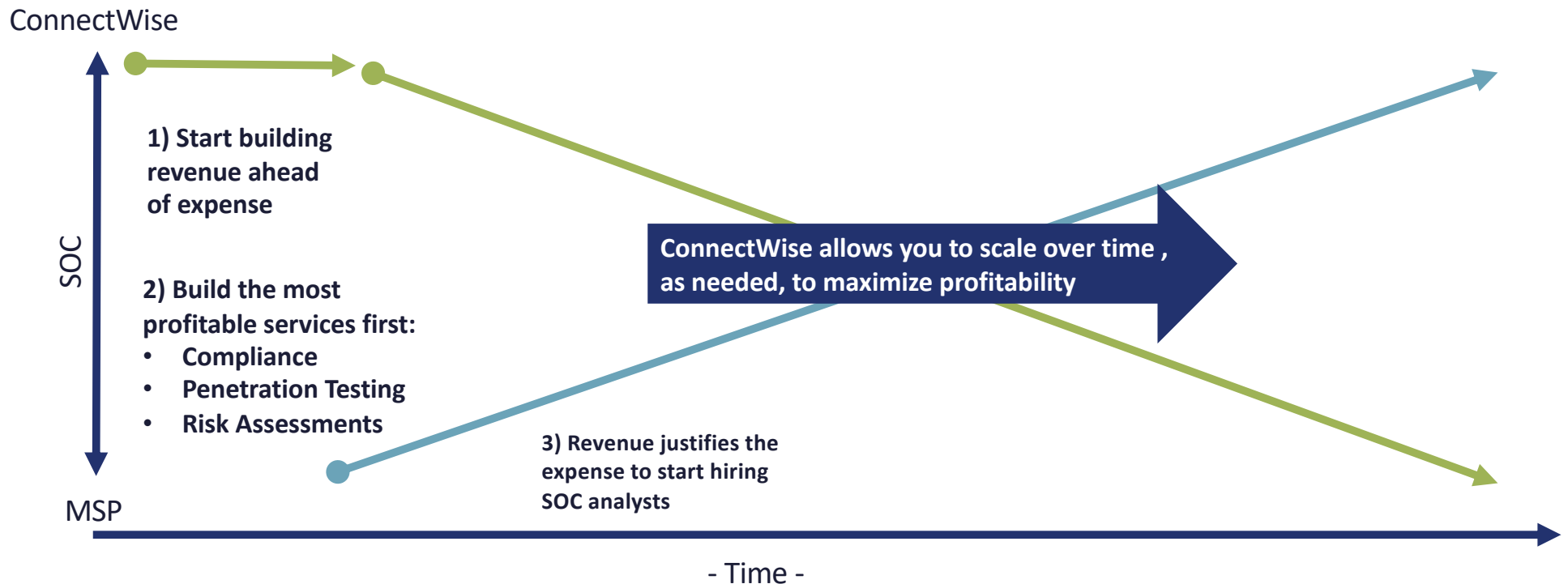


Hard Truth

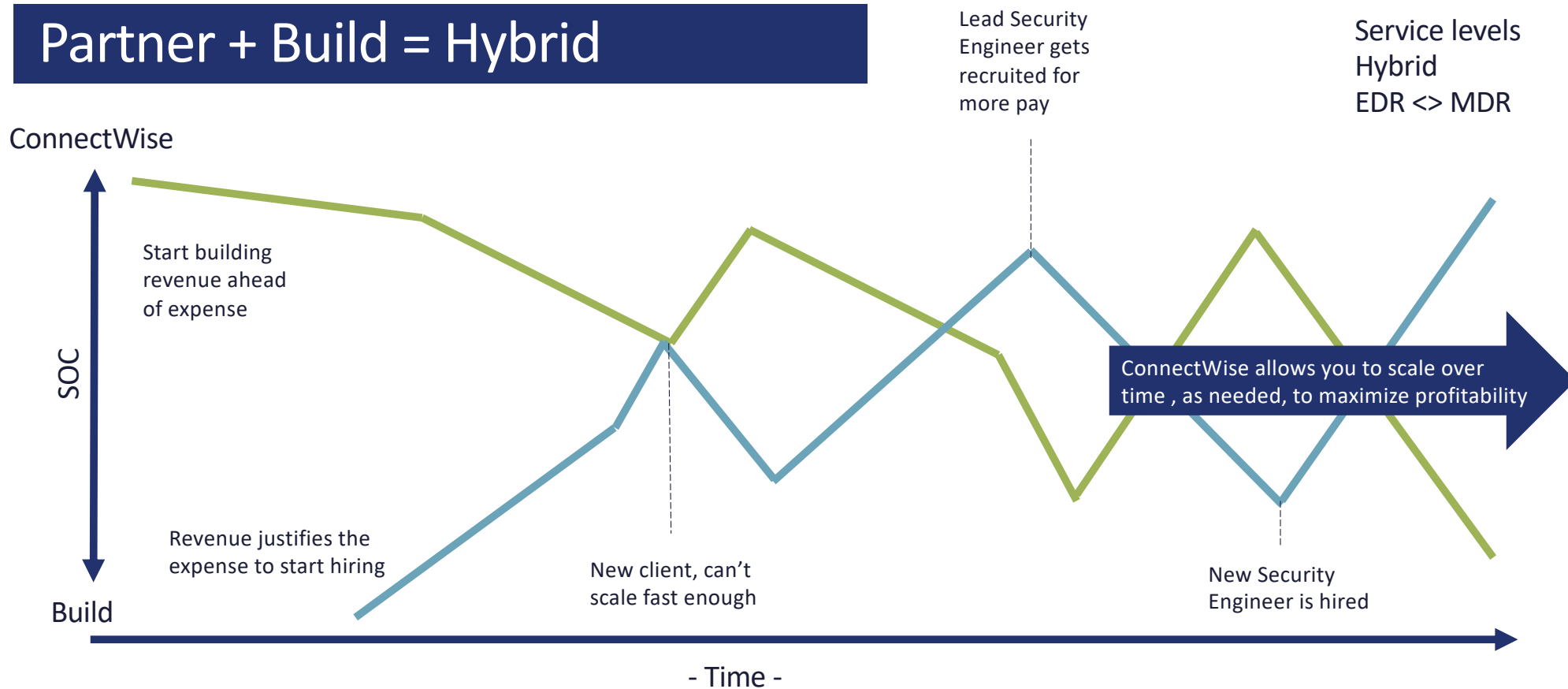
- Best in Class (BIC) is running 4.5-7x markup
- Minimum markup is likely 3x your cost of licensing
- Labor is your highest cost of goods sold (COGS)
 - Your per user or per unit pricing must account for labor as the most expensive resource you offer your clients
 - Give yourself enough room to support the shiny new tool you found at a conference
 - Lean on partners to offset or manage the true expense of service delivery
 - Simplify and consolidate your tool stack whenever possible
- Be willing to say no to business that doesn't meet your security standards
- Standardize, standardize, and document everything



Hybrid SOC Transition for Security Focused Partners



Partner + Build = Hybrid



Operational Efficiency | SASE by ConnectWise & Exium



CONSOLIDATE & SIMPLIFY

means reducing the number of tools your team manages and improves security, thus maximizing margin and reducing stress



CYBERSECURITY TALENT

is still important, but the impact of a key engineer leaving is minimized with simplified tools that are easier for all to manage



Action Items



IT NATION™ **SECURE**

IT Nation Certify | ConnectWise University

IT Nation CERTIFY provides a robust program of education that supports MSPs. It includes:

- Information sharing, engagement, and business building.

The course material is designed to improve MSPs cybersecurity posture for their SMB clients, and guide you through the Security Journey towards profitability.



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MSP Security Framework

The MSP+ Cybersecurity Framework is an industry-specific guide that defines what good cybersecurity looks like. It's supported by a maturity model focused on guiding the service provider towards cybersecurity success.

Get your free copy of the framework at:

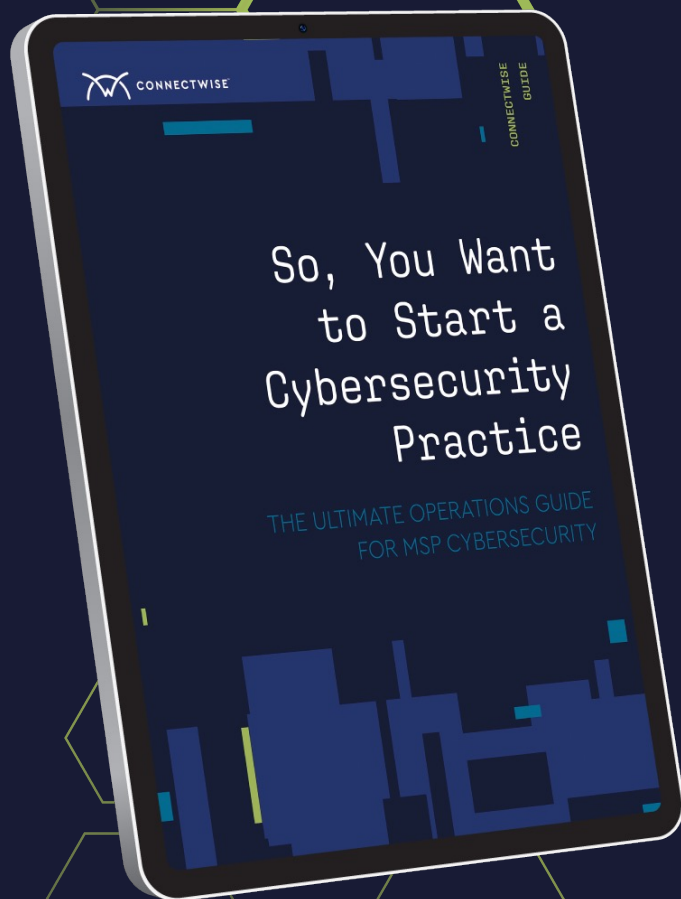
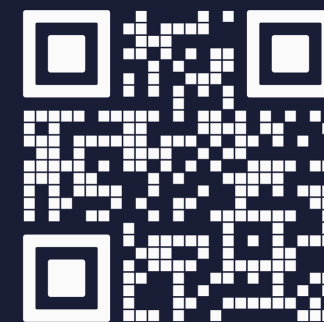
[ConnectWise.com/theitnation/secure/framework](https://connectwise.com/theitnation/secure/framework)



CONNECTWISE™

Are you looking to start or advance your cybersecurity practice?

Get the ultimate operations
guide for MSPs



2023 MSP Threat Report



The latest intelligence, insights, and predictions from the ConnectWise Cyber Research Unit (CRU)

- Major MSP-focused hacks in 2022
- Emerging and continuing cyberattack trends
- Top ransomware methods of threat actors
- Action items for MSPs in 2023

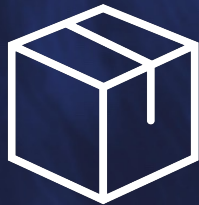


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ConnectWise Partner Program

ACCELERATE PARTNER

Grow with expert guidance



BUSINESS READINESS

- Sales, marketing, and tech readiness
- Optional internal assessment
- Implement ConnectWise cybersecurity
- Pricing and bundling tips
- Free advanced certifications



LEAD GENERATION

- Dedicated marketing concierge
- Market Development Funds
- Co-Op funds earning on growth
- Ready-to-use campaigns and assets for clients and prospects
- Access to subject matter experts for events



CLOSING DEALS

- Dedicated partner development manager
- Sales training for your team
- Sales framework coaching
- Access to pre-sales resources
- Co-sell opportunities
- Sales debrief



ConnectWise Partner Program

Partnership

We invest in our partners go to market strategy, marketing efforts, and sales initiatives to help them achieve their most ambitious vision of success.

PARTNER PAINS

1

Strategy

We'll help you create a winning go to market strategy to hit your goals.

2

Marketing

We'll help provide you with the tools and resources you need to generate new leads.

3

Sales

We are here to support your sales team from opportunity creation to close.

PROGRAM SOLUTIONS

1

Best Practices

Technical, Sales & Marketing Training

2

Funding

MDF & Co-Op Funds

3

Resources

PDM, Marketing Concierge, SMEs, Campaigns & Assets

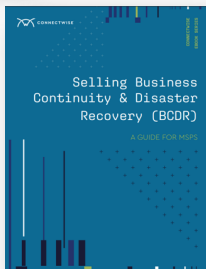
ConnectWise Partner Program Campaign Playbook

Prepare

Execute

Empower

Educational webinar



Selling guide



Selling cheat sheet



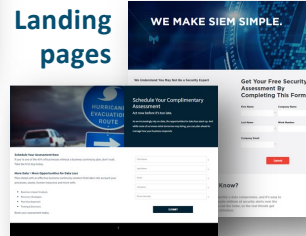
Email drip



White labeled assets

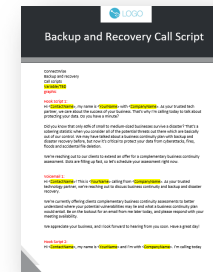


Social drip

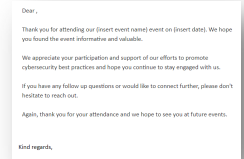


Landing pages

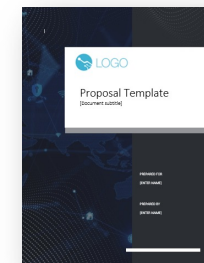
Call Script



Follow up emails



Proposal



Pitch deck



ConnectWise Partner Program Stats

4X

Faster Growth

Partners in the program are growing 4x faster than partners not in the program

\$75M

New Annualized Revenue

Partners in the program generated over \$75M in cybersecurity after joining the program in 2022

\$5M

Partner Earned MDF

Partners in the program received over \$5M in Co-Op and MDF to reinvest in their growth efforts



Join Today

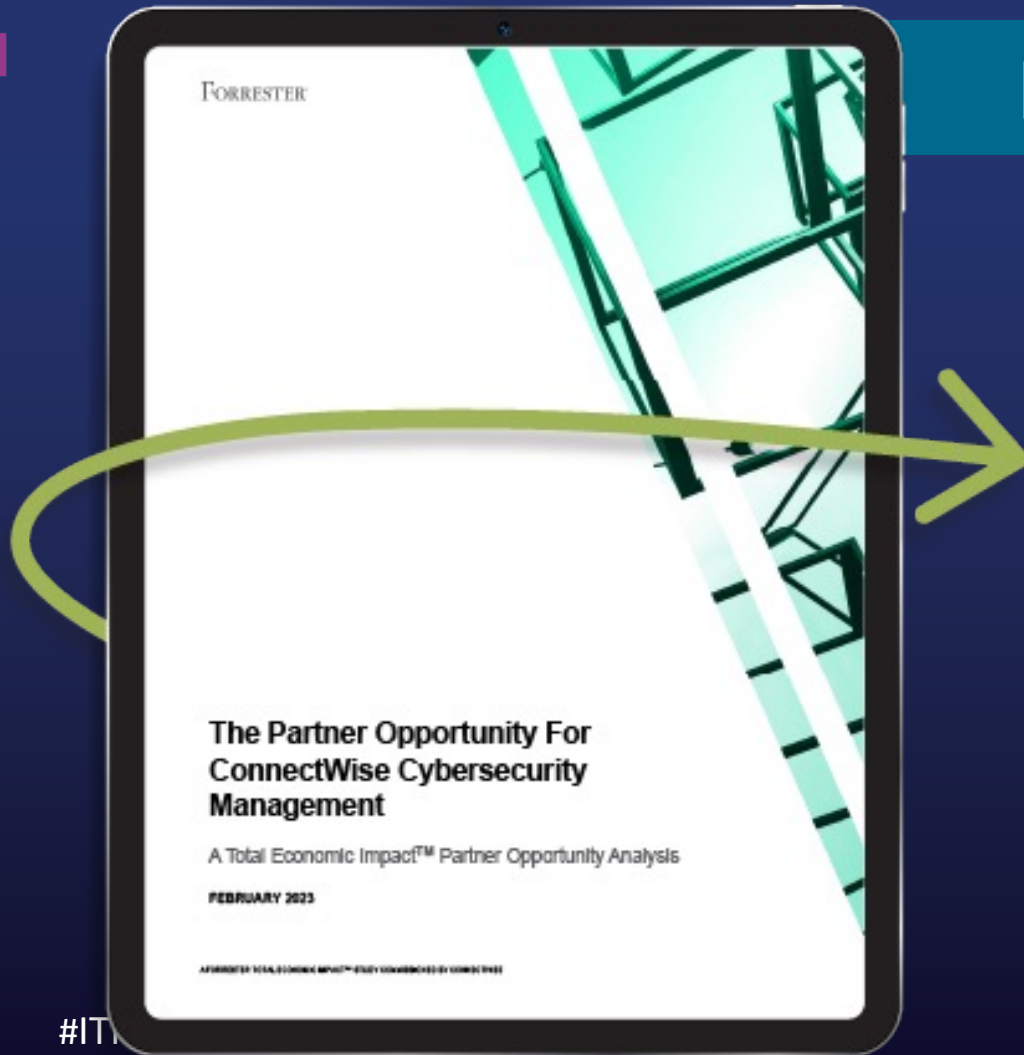
 **CONNECTWISE**[®]
Partner Program

For ConnectWise partners

Scan the QR code to access
sales and marketing tools in
the Partner Portal



Read the Full Study



#IT

Questions?

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Don't forget to fill out your

SESSION SURVEY