IT NATION™

SECURE

hosted by ⌒ CONNECTWISE

Agenda

**Transparency
in Security**

**Transparent Security
Practices**

**Transparent Security
Communications**

**Real World
Examples**

**Transparent Security
Strategies**

**Elemental
Best Practices**

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Transparency in Security

What defines transparency? Why is it important for MSPs?

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Transparency in Security for MSPs

- Transparency is the act of being open and honest with others and providing them with clear and accurate information.

In the context of security, transparency means being open and honest with customers about the security measures that are in place to protect their data and systems

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Why is it important to be transparent?

- **Builds Trust:** Demonstrates a commitment to security and creating a sense of transparency and openness

- **Improves Credibility:** Helps discerning customers who demand greater accountability from partners

- **Enhances Reputation:** Mitigates the damage to its reputation by demonstrating it has measures in place

- **Fosters Collaboration:** Enhances the ability to partner when security is taken seriously

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Impact to Customer

- **Increased Confidence:** More likely to engage with an organization that is transparent about security practices

- **Improved Loyalty:** Customers are more likely to remain with a company they trust.

- **Competitive Differentiation:** Gain a competitive edge over competition and stand out in a crowded market

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Transparent Security Practices

What are transparent security practices?

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Transparent Security Practices

**Regular
Security Audits**

**Strong Access
Controls**

**Constant System
Monitoring**

By highlighting their commitment to transparent security practices, MSPs can differentiate themselves from competitors and position themselves as trusted and reliable service providers. This can help to attract new customers, build brand awareness, and ultimately drive business growth.

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Transparent Security Communications

Effective and transparent communication of security practices is essential for MSPs to build trust and loyalty

Regular Security Reports

Security-Focused Webinars

Trainings and Enablement

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Regular Security Reports

- Threat Landscape and Trends

- Incident Summary

- Security Metrics

- Project Updates

- Recommendations

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Security Focused Webinars

- Importance of Security in Business

- Best Security Practices for Your Business

- Deep Dives
    - Data Protection/Encryption
    - Incident Response
    - Cloud Security

- Real-World Examples
    - Successful security vs. Unsuccessful security

- Live Q&A

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Trainings & Enablement

- Concepts and terminology
- Behavioral
  - Password Management
  - Device Security
  - Phishing Prevention
- Role-specific
  - Developers
  - Executive
- Semi-Annual/ Annual / New-Hire
- Mock scenarios

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Real-World Examples

Companies that have leveraged transparent security

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- Provide a detailed security whitepaper
- Communicate data protection measures
- Security is a cultural priority

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- Provide regular security reports

- Employ a multi-layered approach to security

- Offers security focused webinars

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- Detailed reports to MSP partners on security posture

- Maintains a public security incident response plan that outlines steps

- Regular training and educational resources to partners

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Transparent Security Strategies

How can you strategically communicate the work and value you bring?

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MSP X – Simple, yet impactful

Work Performed:

- Conduct security audit

- Implement access controls

- Monitor systems

Communication Method:

- Security reports

- Employee training sessions

- Security-focused webinars

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MSP Y – Incident Response Plan

Work Performed:

- Develop Incident Response Plan

- Train and enable

- Test, monitor, record and improve

Communication Method:

- Incident Response Plan

- War Room Exercise

- White paper

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MSP Z – MFA and Encryption

Work Performed:

- Conduct Assessments

- Enable MFA and encrypt customer data

- Education and enablement

Communication Method:

- Security Assessments

- Security Newsletter

- Customer Case Study

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Elemental Best Practices

Culture, Process, Communication

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Establish a Culture of Transparency

There must be a foundation established in order to allow transparency to flourish in any organization.

Ensure

Ensure that employees understand the importance of transparency in security.

2

Encourage

Encourage a culture of transparency and openness within the organization.

1

3

Provide

Provide regular security training and awareness programs for employees

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Effective Communication

Communicate **Clearly**

Clearly communicate security measures, data protection policies, and compliance certifications.

Create **Channels**

Establish communication channels for security policies and practices.

Start with Email ▶

Update **Regularly**

Provide customers with regular security updates and alerts.

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Repeatable, Scalable and Teachable Processes

An effective transparent communication of security practices is essential for MSPs to build trust and loyalty

Conduct Regular Training and Awareness Programs

Establish Standard Operating Procedures (SOPs)

Implement automation and scaling

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Let's Put The Right Elements Together

How can all of this help your MSP?

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Buyer Journey
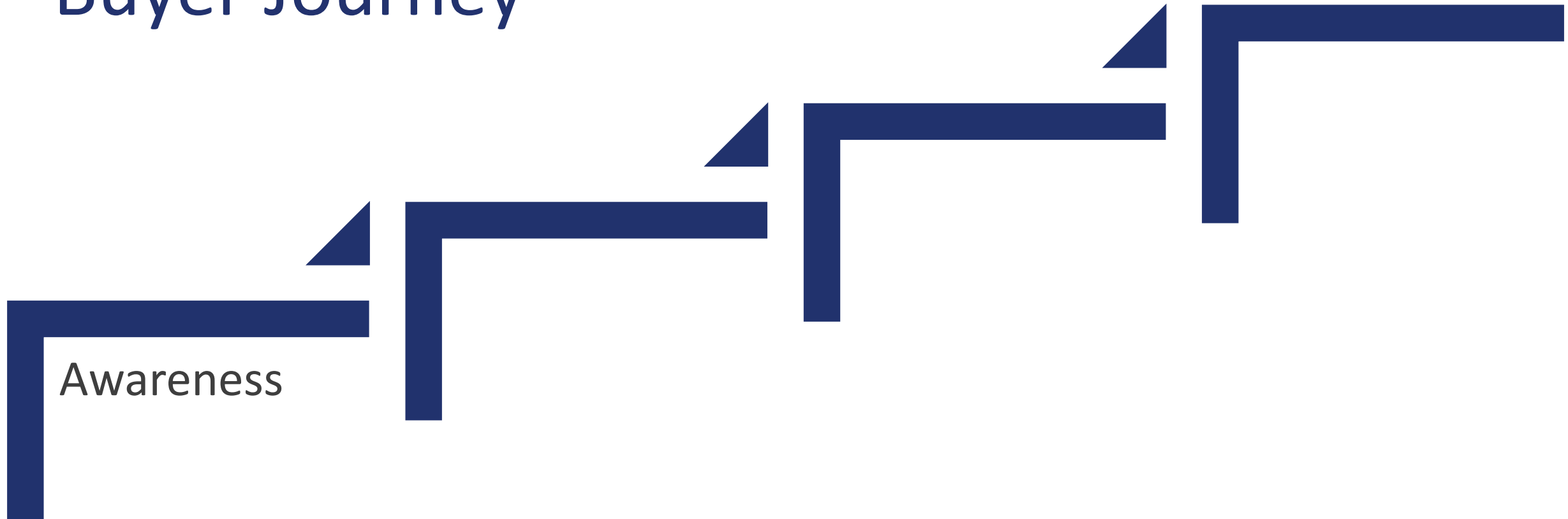
Awareness

Awareness: Making prospects aware of your MSP's security offering(s). You can achieve this via social media, target advertising or content marketing.

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Buyer Journey

Awareness

Consideration

Consideration: Provide informative content that demonstrates expertise in security and highlights benefits of service(s).
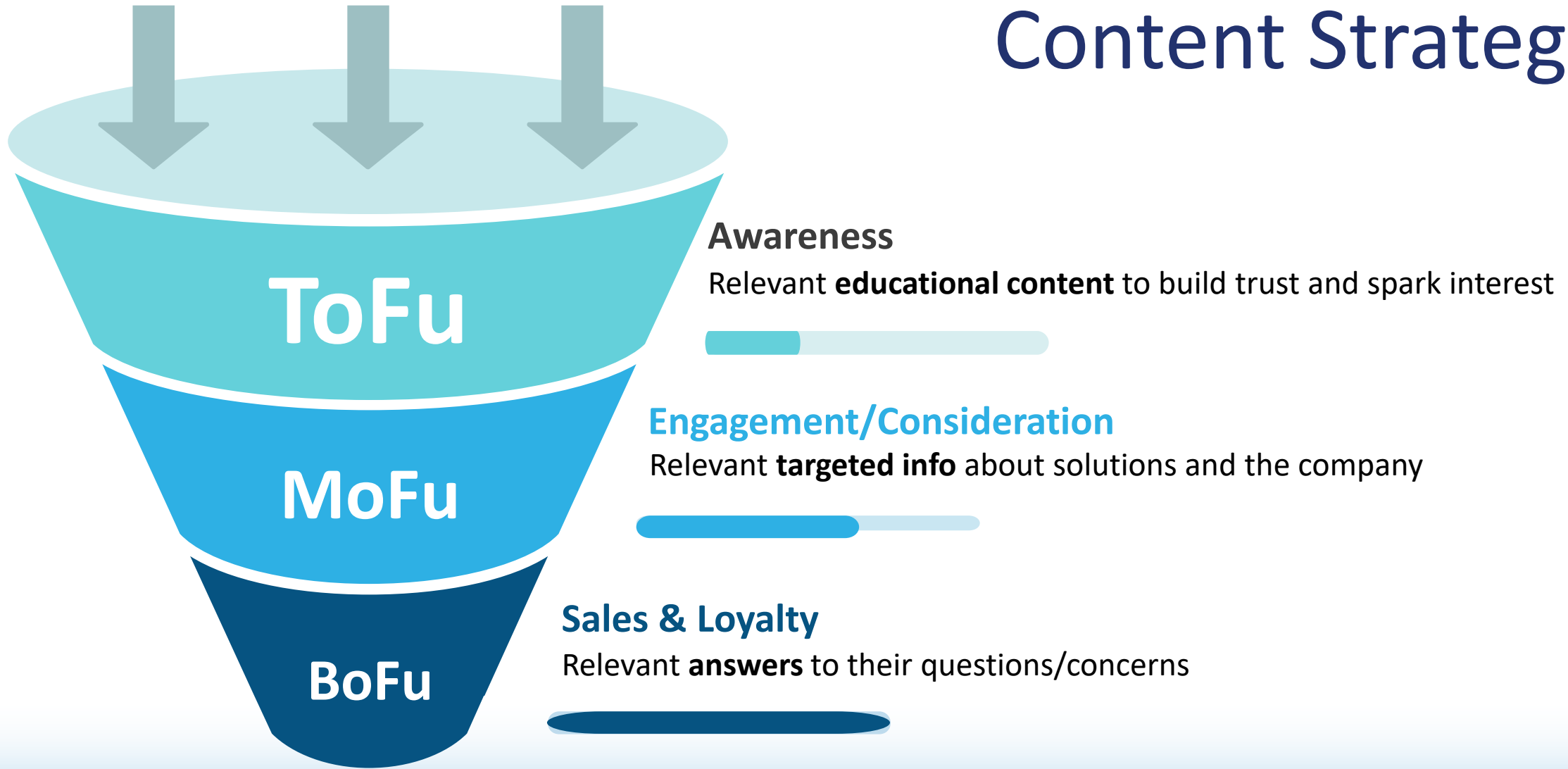
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Buyer Journey

Awareness

Consideration
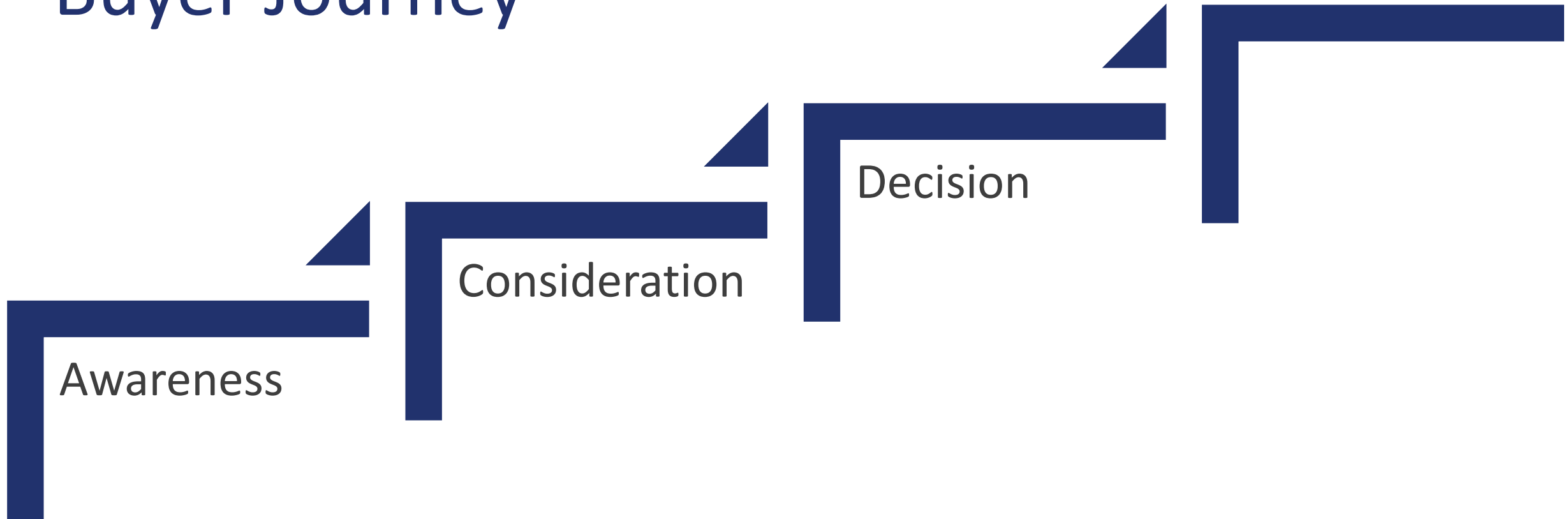
Decision

Decision: Provide transparent information about security practices, offer security assessments or audits and providing customer testimonials or case studies that showcase your success in securing others.
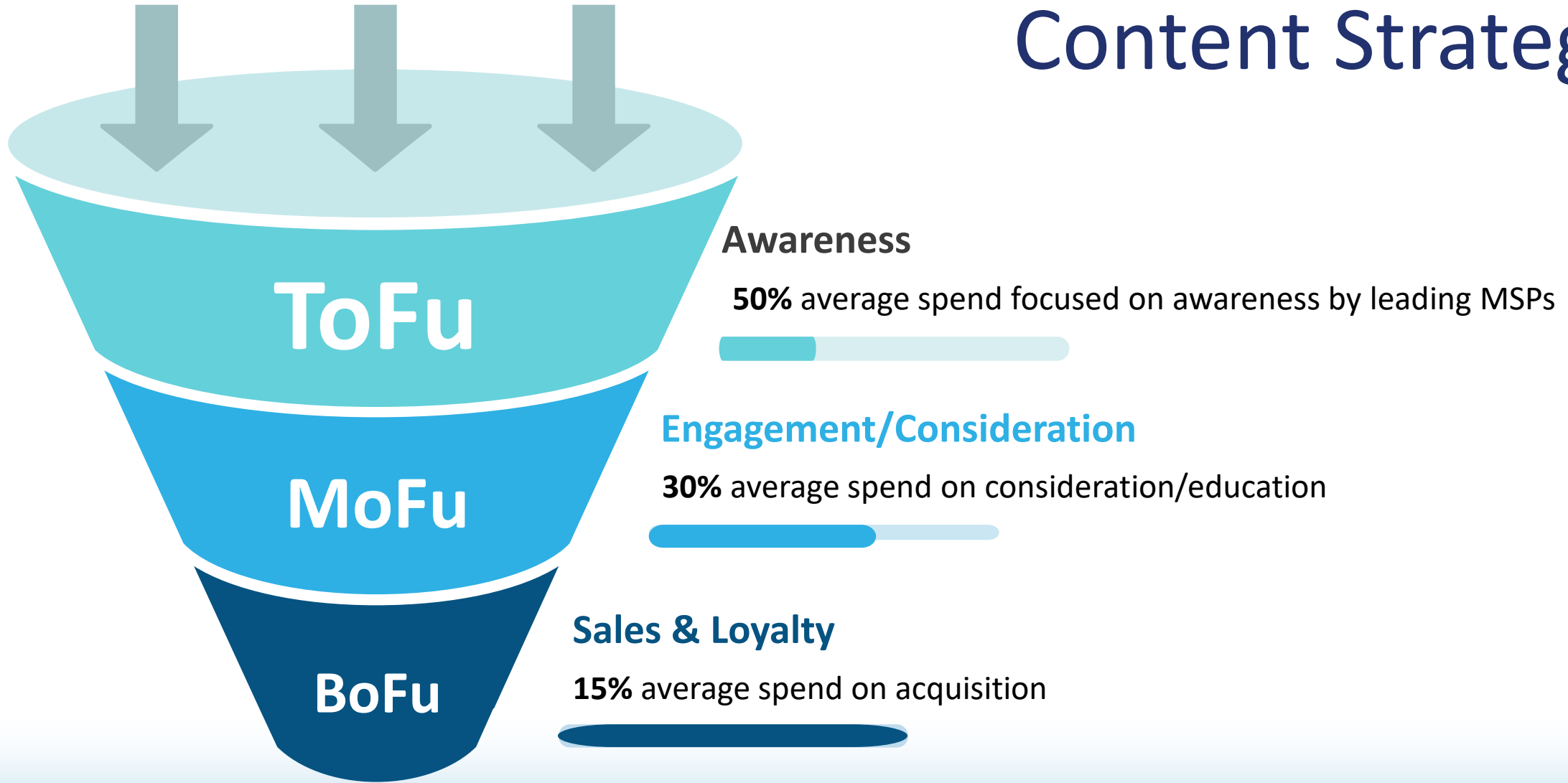
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Buyer Journey

Post-Purchase

Decision

Consideration

Awareness
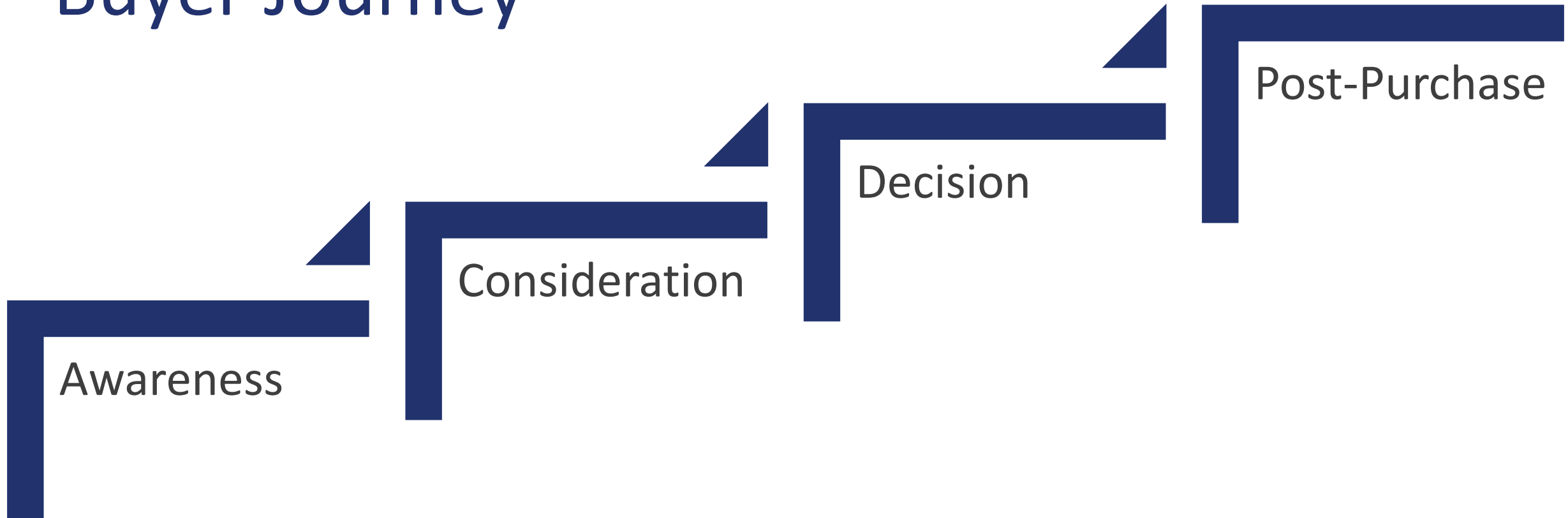
Post-Purchase: Continue building trust and loyalty. Provide regular security reports, host webinars or events focused on security best practices and be responsive and proactive in addressing security issues that arise.
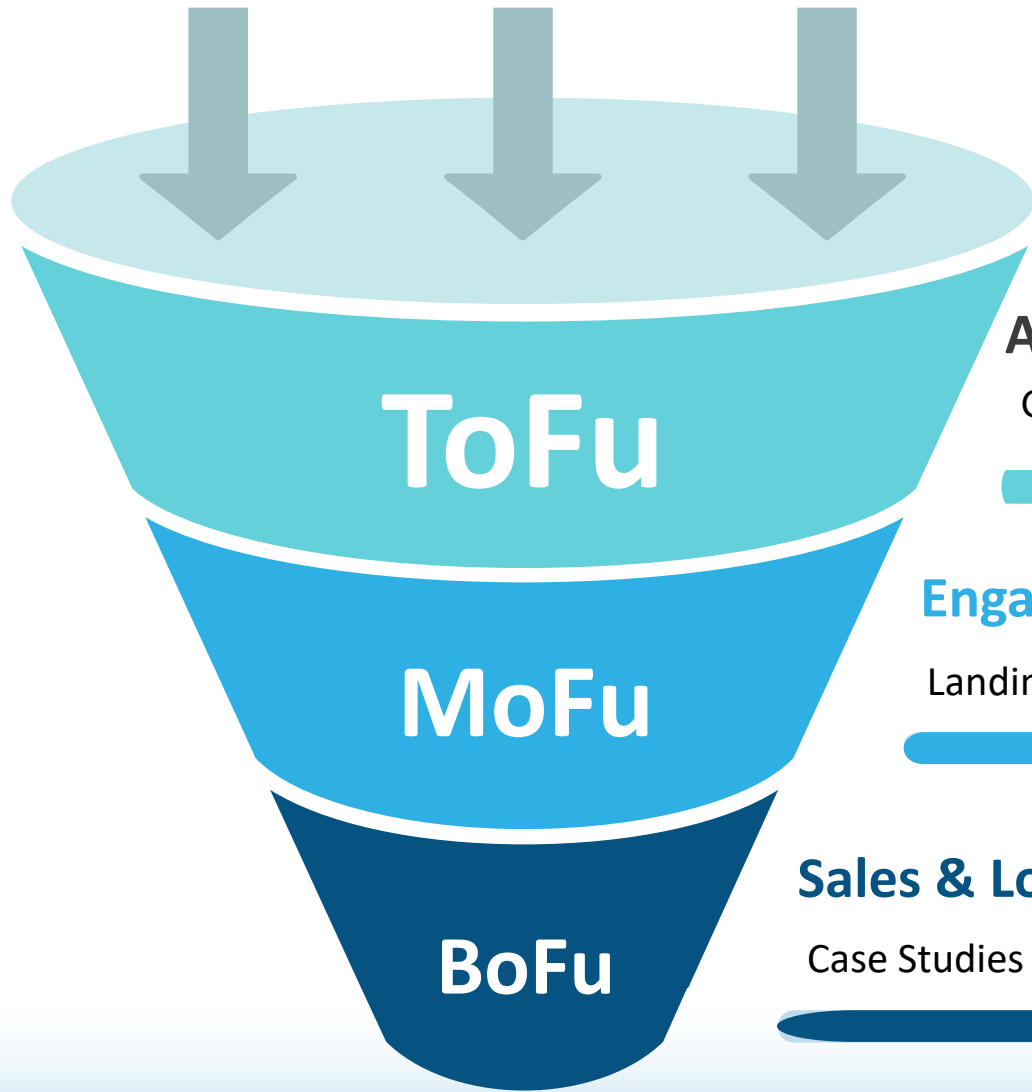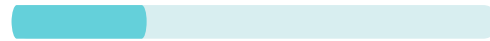
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Content Strategy

ToFu

Awareness
Relevant **educational content** to build trust and spark interest

MoFu

Engagement/Consideration
Relevant **targeted info** about solutions and the company

BoFu

Sales & Loyalty
Relevant **answers** to their questions/concerns

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Content Strategy

Awareness

50% average spend focused on awareness by leading MSPs

Engagement/Consideration

30% average spend on consideration/education

Sales & Loyalty

15% average spend on acquisition

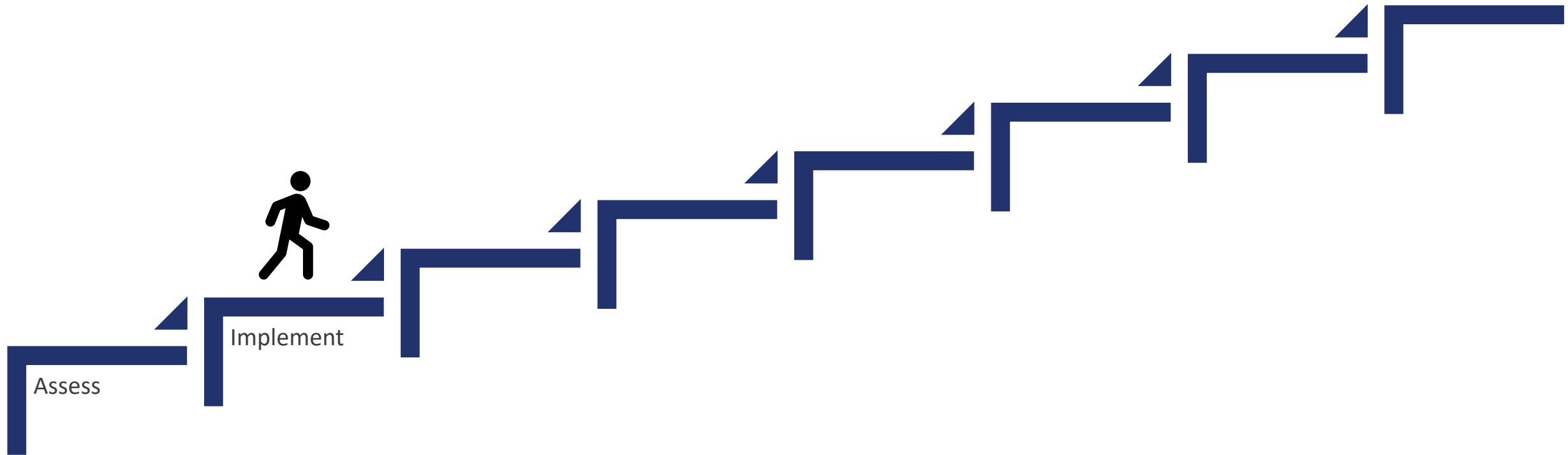ToFu
MoFu
BoFu

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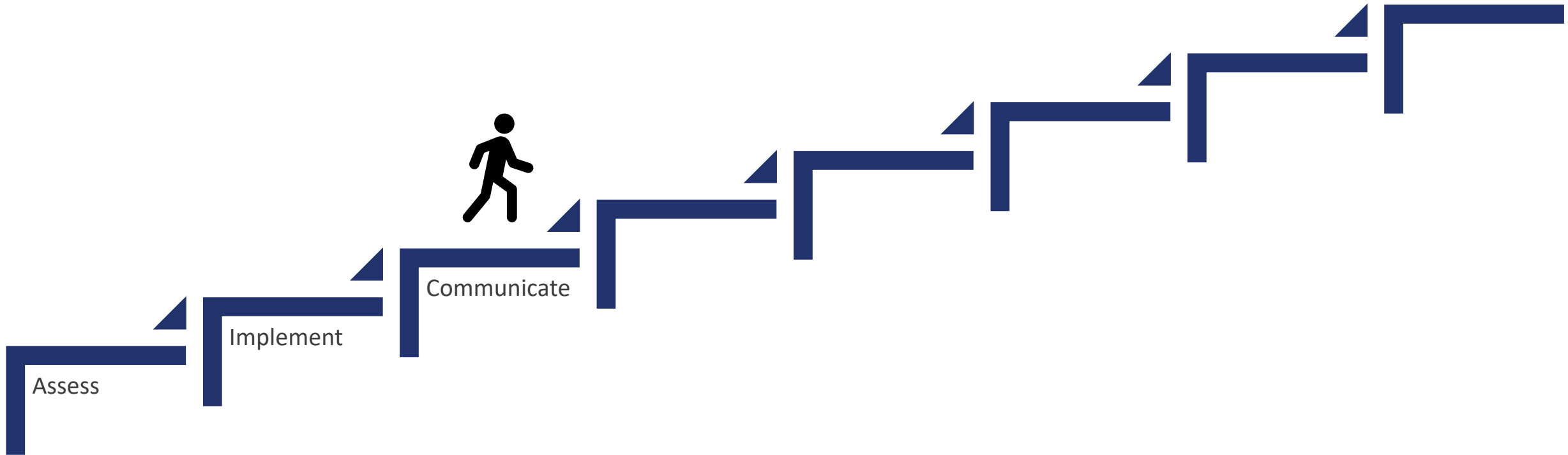# Simple Customer Journey
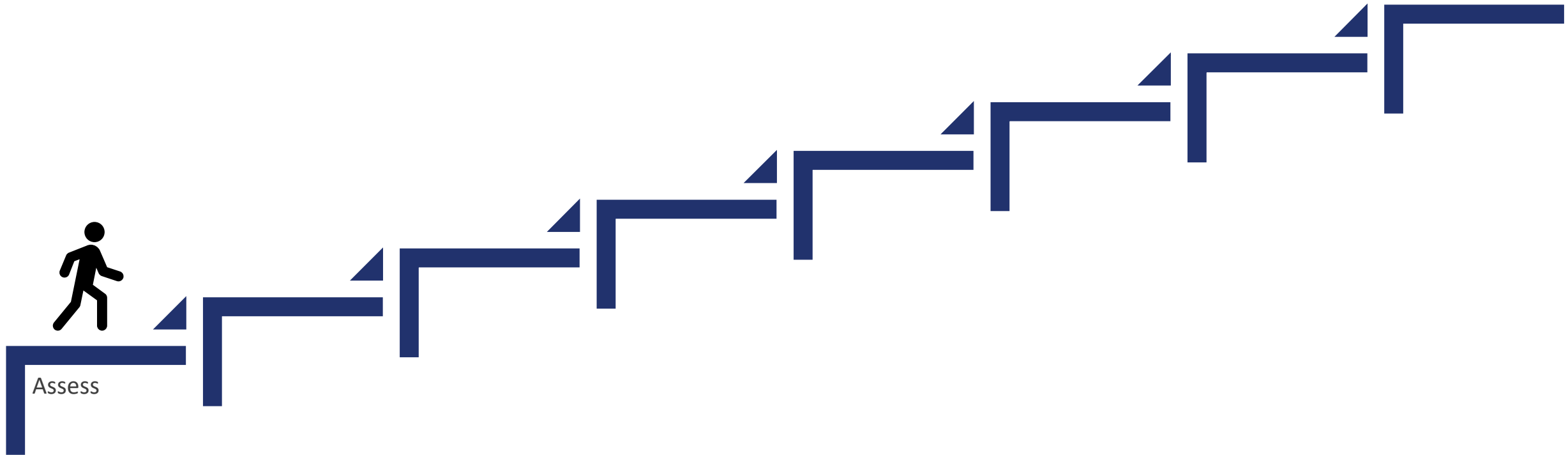
Assess

Assess: Conduct a through security assessment of the customer's network and identify any potential vulnerabilities or risks

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Simple Customer Journey

Implement

Assess

**Implement:** Implement security measures to address any identified risks or vulnerabilities and strengthen the customer's security posture

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Simple Customer Journey

Communicate: Regularly communicate with the customer about the security measures being implemented and provide updates on the status of their security posture

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Simple Customer Journey


Assess

Implement

Communicate
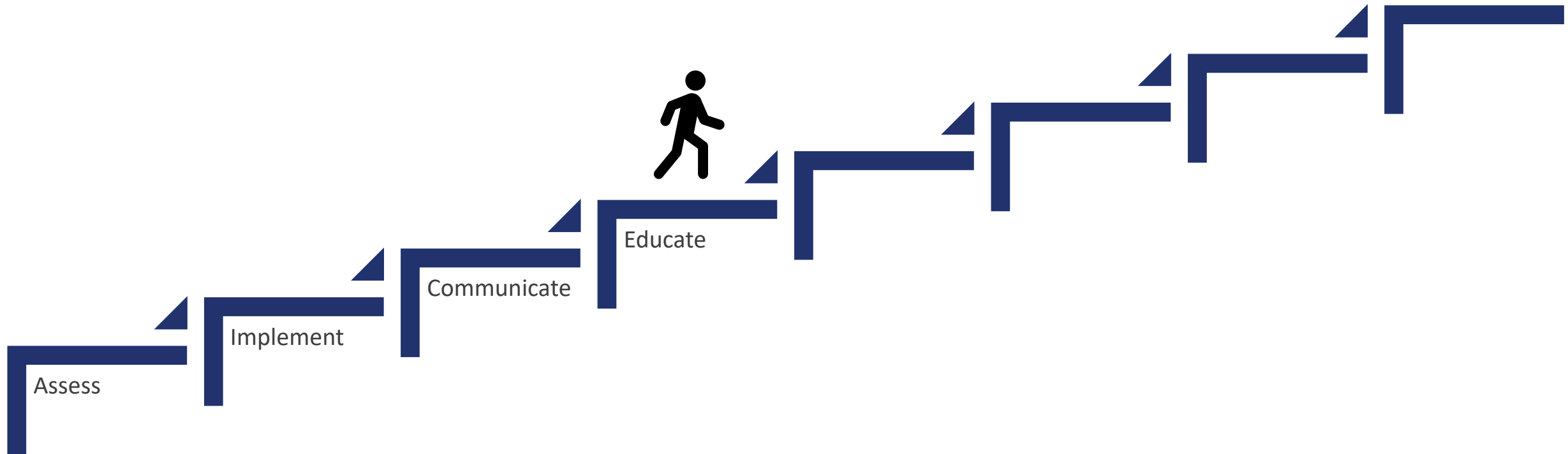
Educate

Educate: Provide the customer with educational resources and training to help them stay informed about the latest security threats and best practices

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Simple Customer Journey
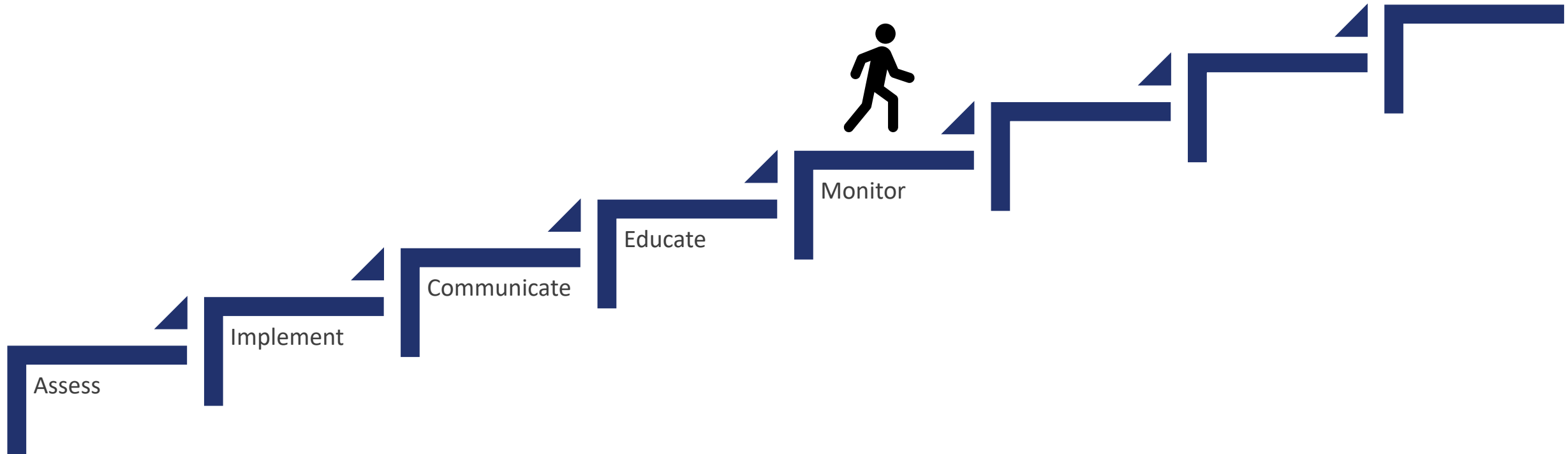
Monitor: Continuously monitor the customer's network for any suspicious activity or security breaches and take immediate action to address any issues that arise

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Simple Customer Journey
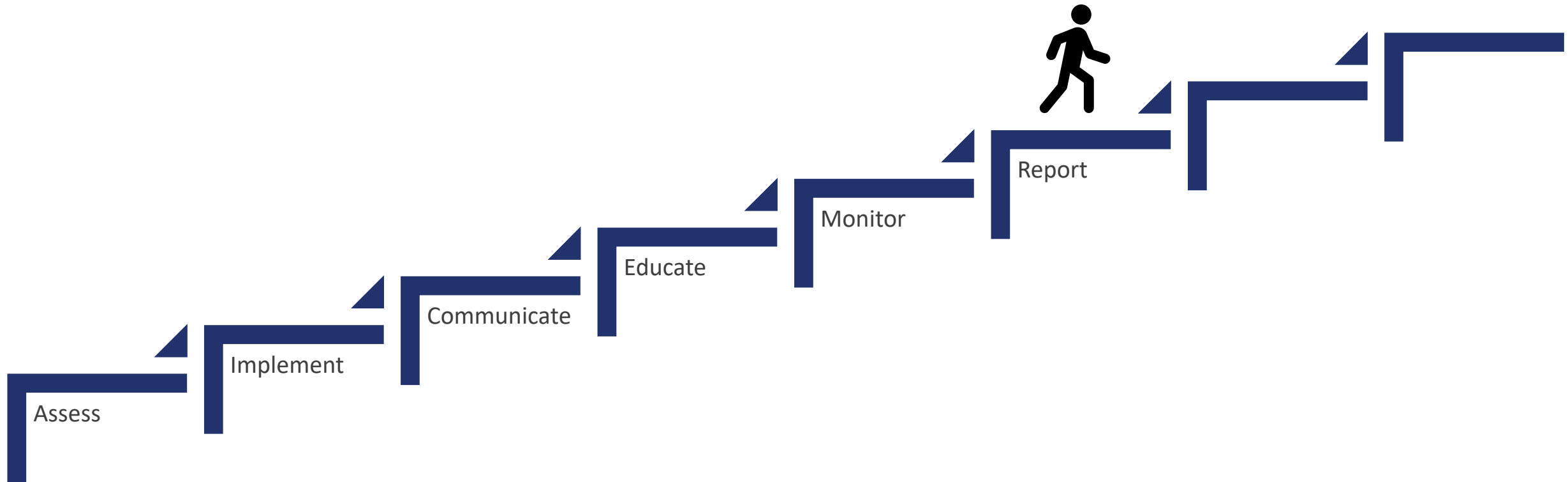
Report: Provide the customer with regular security reports that detail the state of their network security, including any vulnerabilities that have been identified and remediated

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Simple Customer Journey
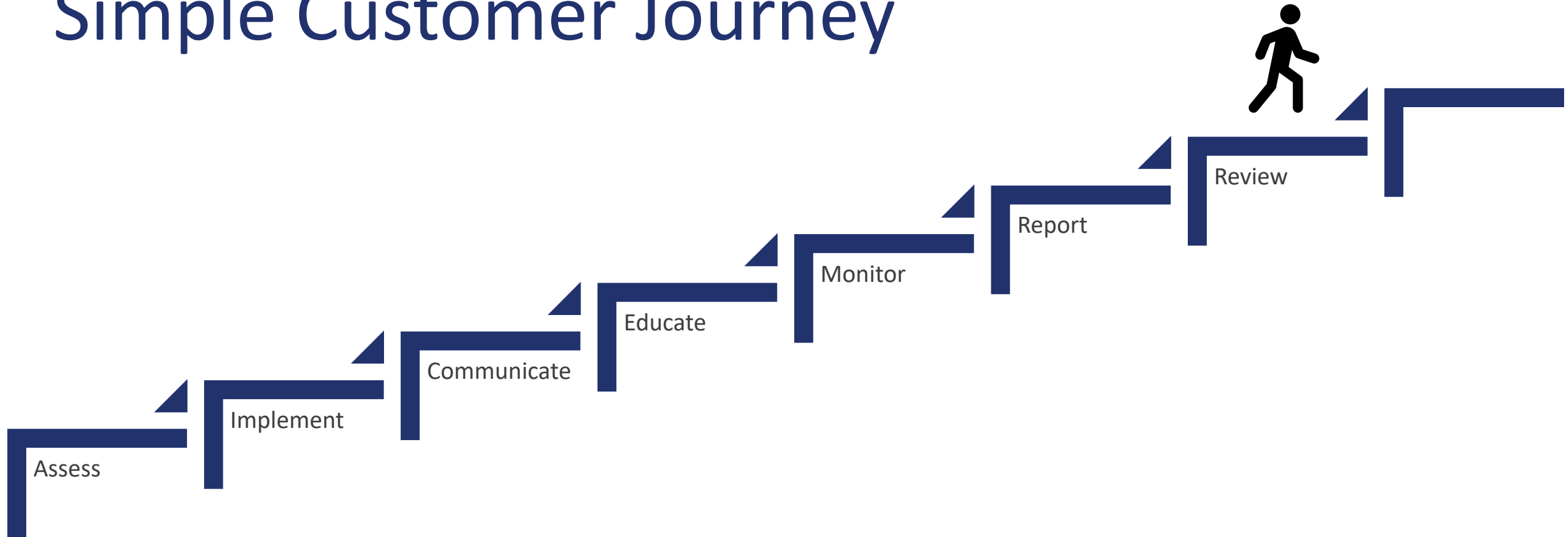
Review: Conduct periodic reviews of the customer's security posture to ensure that they are up to date and effective

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Simple Customer Journey
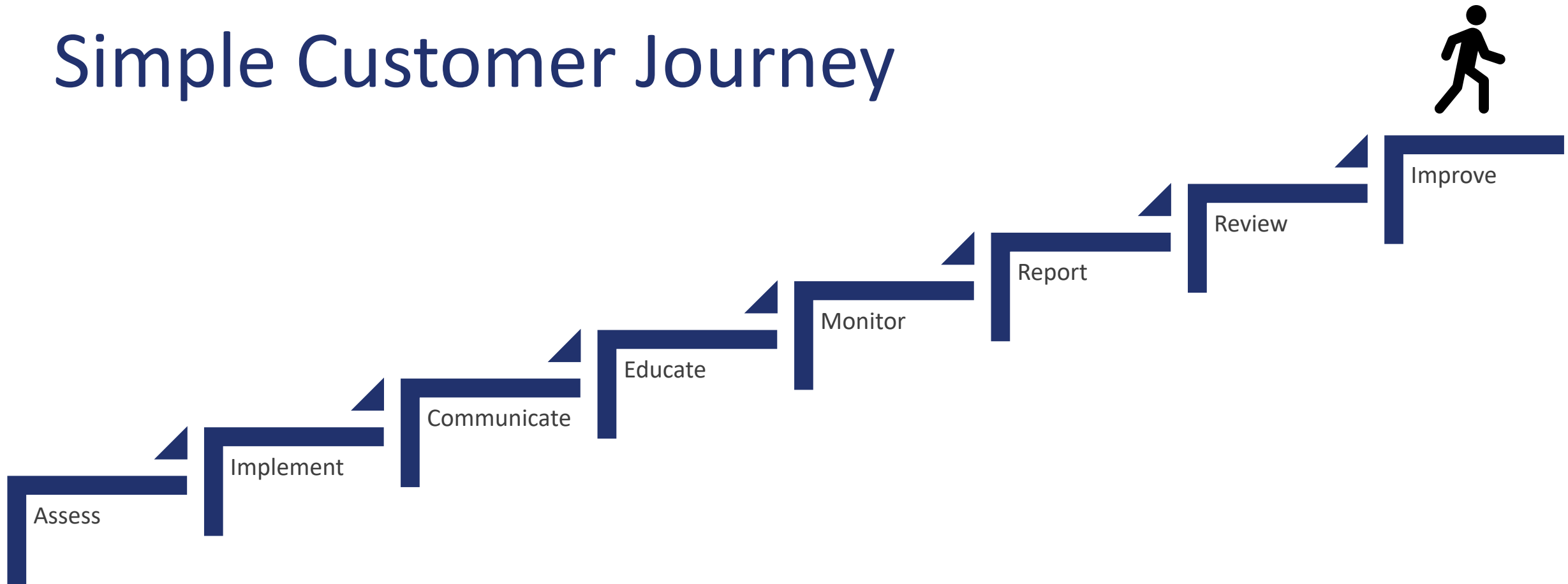
Improve: Continuously improve the customer's security posture by implementing new security measures and staying informed about latest threats and best practices.

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5 Things You Can Do - Now

① **Evaluate Current
Security Practices**

② **Implement
Best Practices**

③ **Communicate To
Customers**

④ **Build
RST Processes**

⑤ **Get Updated on the
Latest Security Trends**

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MSPs who prioritize transparency win BIG

- Enhance their revenue streams while building customer trust and credibility.

- Differentiate their MSP from competitors

- Minimize customer churn with transparency and effective communication

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Thank You!

- Free Transparent Security Resources
  - Training and Enablement Content
  - Security Report Email Example
  - Security Webinar Example
  - Webinar Guide

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Don't forget to fill out your

SESSION SURVEY

Appendix

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20+ Years

Marketing and Technology Experience
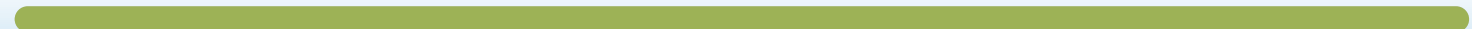
~10 Years

MSP Industry Experience

Travis Stokes is an audacious and visionary Product Marketing Ronin with a wealth of experience in the Managed Service Provider (MSP) field. Having worked with major industry players like ConnectWise and N-able, Travis brings deep insights and expertise in helping MSPs navigate the complex landscape of sales, marketing and product.

With a bold and unorthodox approach, Travis has successfully guided organizations in establishing practices that enhance their GTM strategies and Product Marketing efforts. His experience in the MSP industry has equipped him with a comprehensive understanding of the unique challenges faced by service providers and the importance of building trust and credibility with clients.

Guerilla-Style   100%

Prospect to Evangelist Focused   100%

2018

Founded

60+

Completed Engagements

Neon Blue stands as the trusted ally for MSPs seeking effective Go-To-Market (GTM) Strategies and Product Marketing Solutions. With a team of experienced experts, we are dedicated to delivering tailored strategies that drive growth and maximize profitability for MSPs.

We embrace a set of core values that from the foundation of our work: accountability, honesty, integrity and loyalty. We firmly believe that trust is the key to building lasting success. Our unwavering commitment to providing Elemental Strategies and Product Marketing Solutions ensures that each partner receives the dedicated support and impact they deserve

Remote   100%

Bull-$#!T Free   100%

Neon Blue
20.18

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