

CHANNEL PARTNERS' CHEATSHEET

American Rescue Plan for SLED

Elevator Pitch

The American Rescue Plan is the **largest stimulus in U.S. history** that enables government and education agencies to **upgrade connectivity and improve cybersecurity** using **free federal funding**.

Overview

- \$350B for state/local governments (spend until Dec 2024)
- \$172B for education (spend until Sep 30, 2023*)

Who is a good target?

- Personas: CIO, CTO, CISO, IT manager/leader/director
- Education, local government entities

Miami-Dade Public Schools to spend \$30M on cybersecurity, after over a dozen DDoS attacks.

In the news...

Madison County planning \$360,000+ in AV software and security service improvements like security awareness training with use of ARP.

\$15M of North Carolina funds to go to 25 rural community colleges to improve their connectivity.

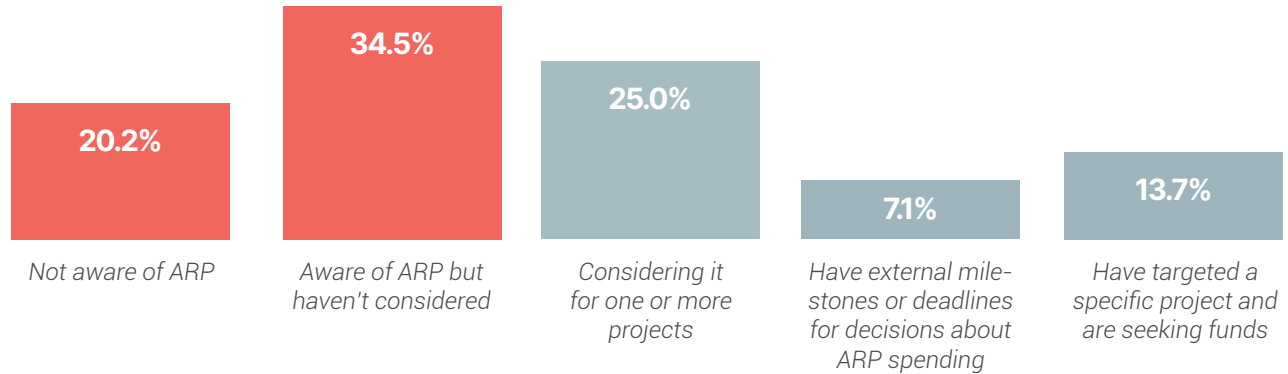
Connecticut will receive more than \$6B in ARP funding, proposing to spend \$39.5M to “expand broadband and Internet access for all.”

Why is it such a big deal?

- For the first time, there is a lot of free funding (\$500B) available for much need IT upgrades.
- Few SLED agencies are even aware that this free funding is available to them or how to use it.
- TPx is quick to market on this. Not many MSPs are going after this funding yet.
- With deadlines in place, there is an urgency to act.

ARP Funding Awareness

HOW AWARE ARE PROSPECTS OF ARP FUNDING FOR UPCOMING TECHNOLOGY PROJECTS?



54.7% are not aware of or have not considered ARP. That is a big number given all the press it has received.

Cybersecurity Challenges/Solutions to Highlight

CHALLENGES

- Aging/outdated systems
- Sensitive data
- Remote work
- Digital transformation (cloud first)
- Evolving threat landscape
- Overburdened IT teams with lack of expertise

SOLUTIONS

- Managed Detection & Response (MDR)
- Backup & Disaster Recovery (BDR)
- Managed Endpoints
- Managed Firewalls
- Security Advisory Services
- Security Awareness Training

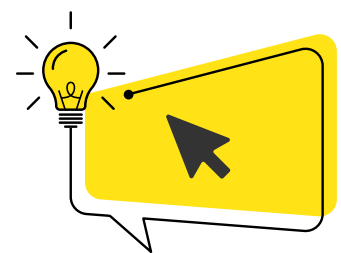
Collaboration Challenges/Solutions to Highlight

CHALLENGES

- Bandwidth
- Security
- Resilience/
- Redundancy
- Quality & availability of service

SOLUTIONS

- Internet Access
- Managed SD-WAN
- Managed Wi-Fi 6
- MPLS Private Network



For details on our solutions, see the [sales cheatsheet](#).

Starting a conversation...

- How aware are you of ARP and are you currently doing something with it?
- Do you know you can modernize your cybersecurity and broadband using free federal funding?
- How do you plan to use your ARP funding?
- Are you aware there are additional cybersecurity and broadband grants you may be able to get?
- Are you aware that the Final Rule is going into effect on April 1st, allowing for more flexibility in cybersecurity and broadband spending?

Resources to leverage with customers



SLED whitepaper

ARP email template



THE AMERICAN RESCUE PLAN & THE EDUCATION INDUSTRY TPX

Modernize your cybersecurity, IT, and connectivity with free federal funding

State and local governments and educational institutions (LEAs) are beneficiaries of one of the largest aid packages in U.S. history made possible through the American Rescue Plan Act of 2021 (ARP). ARP encourages spending to improve information technology (IT), cybersecurity, and connectivity, which have been vital to classes and businesses during the pandemic.

The American Rescue Plan, the most recent of three congressional COVID relief packages, requires that at least 10 percent of the unexpended balance of federal education funding go to school districts and charter schools, and that state education authorities do all plans for spending their share of the funding – up to 10 percent of a state's allocation – before receiving the final third of the money.

Key things to know...

- Educational expenditures get \$12.75 billion in ARP funding
- Educational funding expires September 30, 2023
- Connectivity & cybersecurity are top challenges education orgs can address with ARP funds
- Connectivity & cybersecurity with expert timely & management are ideal for overwhelmed IT teams
- 61% of decision makers plan to use ARP funding on technology and broadband infrastructure

Technology modernization, cybersecurity modernization, and broadband infrastructure construction are specifically designated as projects that qualify for funding. ARP funds can also go toward building a better infrastructure for technology in general. That means investing in things like better access points, new switches, and improved cabling.

"Recipients may justify necessary investments in cybersecurity, including modernization of hardware and software, for existing and new broadband infrastructure regardless of their good security practices..." – ARP sub-reports

- 44% of respondents from the early ARP era reported that their organizations were able to address their cybersecurity needs by the end of 2021, up from 30% in 2020
- 2x increase in cybersecurity spending at K-12 school systems from 2019 and 2020
- 68% of respondents that can remove only get the full benefits of data or usage with those well-being packages are more confident at emergency data

ARP infographic



ARP SLED webinar

CASE STUDY Local Government

The City of Hopewell wanted to better serve its community by making high-speed WiFi accessible to low- and middle-income students and residents in the area.

"Their willingness to work within the tight timeline, ability to move quickly and willingness to accommodate everything we wanted they were a right partner for the City of Hopewell."
— City Council Member, City of Hopewell

City of Hopewell case study

Tips for success



Become familiar with the resources above



Use the ARP email template to spread the word



Post on social media



Call existing SLED prospects and customers