TPx

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

In the news...

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

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

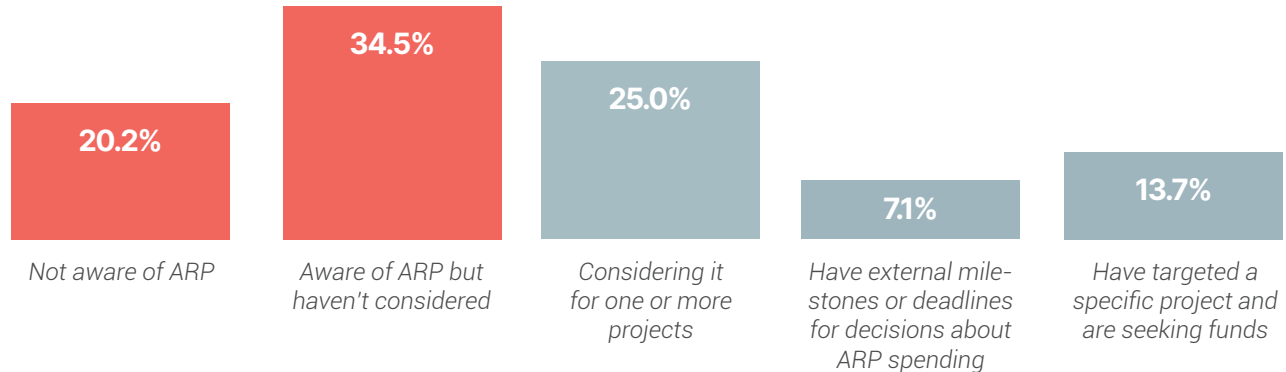$15M of North Carolina funds to go to 25 rural community colleges to improve their connectivity.

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 neeed 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.

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ARP Funding Awareness

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

20.2%	34.5%	25.0%	7.1%	13.7%
Not aware of ARP	Aware of ARP but haven't considered	Considering it for one or more projects	Have external milestones or deadlines for decisions about ARP spending	Have targeted a specific project and are seeking funds

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- Aging/outdated systems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
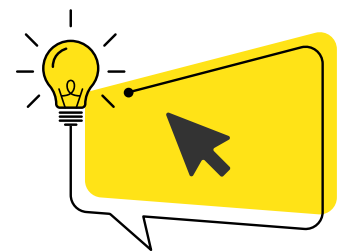- Security Advisory Services
- Security Awareness Training

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.
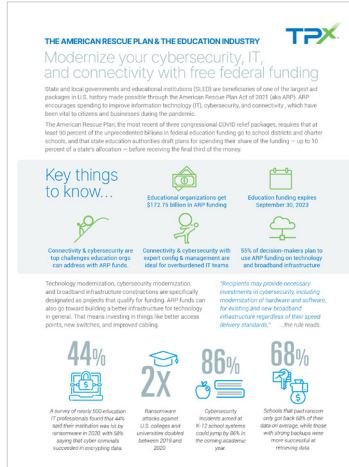
Starting a conversation...

- 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?
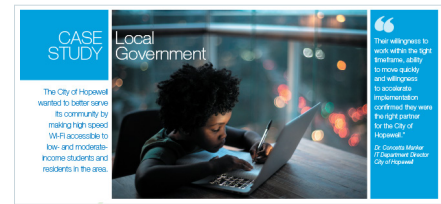
Resources to leverage with customers

SLED whitepaper

ARP email template

ARP infographic

ARP SLED webinar

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