Channel Emails for Portal

Emails for Channel Partners to send to their customers

Below you will find different topics and several email templates you can choose from for each of the topics. The bold black headline can be used as a subject line, followed by the body of the email you can just copy & paste.

Topics covered:

- **Managed Inbox Detection and Response**
- **American Rescue Plan for SLED**
- **Ransomware Evaluation**
- **Connect & Protect Bundles**
- **Microsoft 365**
- **UCx with Webex**

Managed Inbox Detection and Response

Easy way to beat phishing

We've recently introduced a new Managed Inbox Detection and Response service, which can be a game-changer for your organization to fight phishing.

Phishing continues to be the number one cause of data breaches. In 2021, 53% of organizations reported a phishing-related breach.

If you don't want to be dealing with an aftermath of a cyber attack, addressing phishing is a must!

With this new service, it can be super simple (and affordable). You and your company's staff will get a special Outlook plug-in to flag suspicious emails and when such email is flagged, within minutes it's investigated for safety. Whoever reported it gets a status message within minutes, and the message is either verified or removed.

That easy, yet so powerful. Would you have 5 minutes this or next week so I can show you how it works?

What you should know about phishing

Here are some facts and stats you may find interesting:

- Phishing is the most prevalent threat in the US (FBI's IC3 2022 report)
- Almost 20% of all employees are likely to click on phishing email links, and of those, a staggering 67.5% go on to enter their credentials on a phishing website (Terranova report)
- 34% of business owners said that the fraudulent activities had "involved collusion" between their employees and bad actors. (BDO research)
- Phishing scams are among the most costly, with US businesses suffering adjusted losses of over 54 million dollars (IC3 report)

Knowing that phishing is perhaps the biggest cyber threat to your company, what are you doing to protect your business?

We just introduced a new service, Managed Inbox Detection and Response, which enables your staff to easily differentiate a malicious email from "an innocent" one.

I would love to quickly show you how it works. It would only take 5 minutes. When can we chat?

Fight phishing with Managed Inbox Detection and Response

I am sure you're getting suspicious emails all the time – so am I. And your staff. Almost 20% of all employees are likely to click on phishing email links, which is a huge chance that your company's data will be compromised.

Don't leave it up to chance. Equip your staff with a simple tool that helps them determine if the email is a threat or is, in fact, "innocent".

Our Managed Inbox Detection and Response service empowers your users to be a part of the solution and stops phishing threats from within the inbox.

Let me know please when you have 5 minutes to spare and I can show you a brief demo.

American Rescue Plan for SLED

Are you leaving Federal SLED money on the table?

There is more than $500B made available to education and state and local government institutions thanks to the American Rescue Plan (ARP). Among eligible uses are also upgrades to cybersecurity, broadband, and general IT infrastructure.

Make sure you take advantage of this funding to modernize your IT. We've partnered with TPx on this important program and would be happy to help you make the right decisions.

This guide provides [valuable information](#) to help you choose the right IT initiatives that are eligible under the ARP.

Let me know if you would like to chat about this or if I can help answer any questions.

How to modernize your IT with ARP funding

Technology modernization, cybersecurity modernization, and broadband infrastructure constructions are specifically designated as projects that qualify for funding. American Rescue Plan (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.

This guide provides [valuable information](#) to help you choose the right IT initiatives that are eligible under the ARP.

Let me know if you would like to chat about this or if I can help answer any questions.

American Rescue Plan – How to Use Your Piece of The Federal Pie

The American Rescue Plan includes billions of dollars in direct aid for state and local governments and includes education entities, too. Given this free funding, now is the perfect time to upgrade your aging infrastructure. You should know that TPx, our partner supplier, has the solutions to help modernize IT and communications while minimizing risk from cyber threats. Also, TPx is an approved vendor for NASPO, making the process that much simpler.

See to it that your town doesn't get left behind when it comes to cybersecurity, connectivity, and collaboration. If you want to see how one town used federal funding to upgrade their systems, read the case study [here.](#)

Make Better Use of the Phone Closet

With all the available federal funding you can leverage, now is a great time to move legacy communications systems out of the phone closet and into the cloud.

The American Rescue Plan includes billions of dollars in direct aid for education as well as state and local governments to update their aging infrastructure. A streamlined and updated system is more secure and more reliable.

Don't get left behind. Check out how your peers are modernizing their systems with these funds. [Read More.](#)

I can help you find a solution for bringing your communications and IT systems out of the dark ages. I can probably give you some ideas for new uses for that phone closet, too! (Maybe a snack closet?)

Ransomware Evaluation

Let the good guys have a look

The cybersecurity threats for businesses are everywhere and probably in your network, too.

We've partnered with TPx on their FREE Ransomware Evaluation offering. In 30 minutes TPx cybersecurity experts can uncover where your network has the most exposure to risk.

The evaluation will also:

- Identify network vulnerabilities
- Discover if your staff can identify phishing scams
- Find out if your backup strategy is sufficient to recover from an attack and minimize downtime
- See if your network is properly protected against malicious web content Understanding where the risks are is the first step to better protecting your network against costly attacks.

More info on Security Advisory Services:

https://www.tpx.com/wp-content/uploads/2021/04/TPx-Security-Advisory-Services-Overview-Datasheet.pdf

Call me and I'll get your Free Ransomware Evaluation scheduled.

(CTA) of partner's choice

May include some co-branded TPx collateral

Your employees might be the problem

When it comes to network vulnerability, humans are the weakest link. That's right, the end- users in any network are often the source of a security breach. Hackers are savvy and end-users are busy. We unwittingly click on some malicious link while getting through our email inboxes. Hackers depend on our lack of awareness, and they are very, very good at disguising malicious email to look authentic.

We're partnering with TPx to help you mitigate this risk. In 30 minutes TPx cybersecurity experts can uncover where your network has the most risk with a FREE Ransomware Evaluation.

The evaluation will also:

- Discover if your staff can identify phishing scams
- Find out if your backup strategy is sufficient to recover from an attack and minimize downtime
- See if your network is properly protected against malicious web content

Together with TPx, we can make the first step to better protecting your network against costly attacks.

(CTA) of partner's choice….May include some co-branded TPx collateral

Connect & Protect Bundles

Make your "IT guy" smile

TPx has done the heavy lifting for your IT department. They've put a bundle together that's kind of awesome by combining the best solutions for companies like yours and offering them at some pretty sweet pricing. What's even better is that TPx has right-sized their solutions by offering them at three levels. They took the guesswork out of building the right IT solution.

See bundles: https://www.tpx.com/pricing-ucx-security/

Watch this short video for more:
https://tpxcommunications.wistia.com/medias/b6i2ehlhtj

Insert Partner's CTA / Get A Bundle, Save A Bundle

It's a no-brainer, as they say

TPx has put some bundle pricing together for some of their most in-demand solutions like UCaaS and Managed IT services. Their Connect & Protect User bundles are a great solution for businesses like yours looking for the ease of one-stop-shopping. The bundles contain all the business essentials like voice, collaboration, endpoint management and cybersecurity; presented at three levels; at a price point for everyone's budget. Check it out.

See bundles: https://www.tpx.com/pricing-ucx-security/

Watch this short video for more:
https://tpxcommunications.wistia.com/medias/b6i2ehlhtj

Let's have a call or email exchange and find a bundle that has everything you need to stay connected and protected at a great value.

Managed IT/Microsoft 365

Don't you miss the donuts?

Remember the days when we all crammed into the conference room for the weekly meeting and a box of donuts? Sounds like 'the good old days' since so many businesses have adopted a remote work model.

(Partner company name) has teamed up with TPx to offer Managed Microsoft 365 so that business can work easier, work together and worry less. Microsoft 365 is a cloud-based platform that provides all the tools needed for collaboration to keep your teams productive and secure. And the best part is, TPx handles all the IT, so you never have to call Microsoft!

Call me instead. Together with TPx we can maximize your time and money by adopting a strategic approach to fit the way you work and right-size the Microsoft 365 options to maximize all the benefits of this powerhouse cloud-based solution.

I'll even bring a box of donuts! *(Or I'll bring a virtual box of donuts, if partner plans to do this meeting virtually)*

It's work from anywhere…perfected

So many SMB's have made the pivot to a work-from-anywhere environment by cobbling together a solution with bubble gum and Scotch tape. There's a better way. It's the Microsoft 365 way and *(Partner Name)* has teamed up with TPx to provide your teams with flexible and familiar tools for collaboration and to boost productivity. Plus, Managed Microsoft 365 was designed with a robust cybersecurity posture.

There's more info here:

 (link to co-branded data sheet)

Let's put our heads together on this one. It's a great time to reevaluate the way we work.

I love being on hold with Microsoft (said no one EVER)

If you've ever had to call tech support at Microsoft, you probably started calculating the value of your time in your head while you sat on an interminable hold.

With Managed Microsoft 365 from TPx, you never have to call Microsoft. *(Partner Name)* has teamed up with TPx to offer this cloud-based platform with all the Microsoft 365 tools you use every day; wrapped up in world-class security.

What's even better is that TPx handles all the support for you. Whether it's set up, migration, or license management, the TPx team is available 24 X 7 to respond to technical issues and keep your configurations up to date.

Call me. Let's get together on this. There's a better approach to productivity.

UCx with Webex

UCx with Webex…built to suit

I'm always scouting the best resources for my customers and this is one I wanted to share since it solves so many of today's collaboration issues. UCx with Webex from TPx is one of those solutions that caters to businesses of all sizes. Maybe your company's break room needs basic dial tone service while the conference room down the hall needs the ability to host a 500 person meeting. The TPx solution offers flexible seat options so businesses like yours can create the configuration they need. UCx with Webex has the options to fit every size and budget.

Choose one of these video links:

https://www.tpx.com/wp-content/uploads/2021/04/UCx-with-Cisco-Webex-Single-Platform-Advantage.mp4

https://www.tpx.com/wp-content/uploads/2021/04/Everybody-In-The-All-New-UCx-with-Cisco-Webex.mp4

Let me show you how you can perfectly match your communications needs with of the most powerful communications tools around. We should talk soon. TPx is offering some great bundle pricing, too

Like the Swiss Army Knife of collaboration tools

I'll always bring you the best resources I can find in the marketplace and I have found a really good one in a UC solution with TPx. It's UCx with Webex and it is one of the most powerful cloud-based communication tools out there that allows calling, messaging, and meeting with anyone from any device. And just like a Swiss Army Knife, you have lots of other tools like HD video, voice, messaging, file sharing, screen sharing, and conferencing in a single, easy-to-use application that can connect with the other tools you use to simplify your life. Check out the video (which has some cool music to go with it) to see how powerful this tool is.

https://www.tpx.com/wp-content/uploads/2021/04/Everybody-In-The-All-New-UCx-with-Cisco-Webex.mp4

Let's have a chat soon about this soon. TPx has some great bundle pricing, too.

If your team does its best work at 2:00am

If your employees work at all hours, TPx has a solution to keep people connected and projects alive — no matter what hours your teams are working. It's called Ucx with Webex and it gives your employees the flexibility message, share documents, and collaborate any time of day or night.

See more on the video: (choose one)

https://www.tpx.com/wp-content/uploads/2021/04/Everybody-In-The-All-New-UCx-with-Cisco-Webex.mp4

https://www.tpx.com/wp-content/uploads/2021/04/UCx-with-Cisco-Webex-Single-Platform-Advantage.mp4

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