



Channel Partners Quick Reference Guide

Q1 2023

TPx makes IT easy.



Managed
Security



Cloud
Communications



Managed
IT

Who do we make IT easy for?



50 employees

CIO | CTO
 CFO
 CEO
 Small Business Owner
 Mid-size Business Owner
 Operations Manager
 IT Decision Maker
 Compliance Officer
 Chief Information Security Officer



1000+ employees



Ask your TPx channel manager for vertical-specific collateral

Managed IT Services



Stay up-to-date with TPx resources at tpx.com/channel



Product	Probe for Pain	Pain Points	Content Links
General MSP	<ul style="list-style-type: none">■ Tell me about your business.■ What pain points or chronic technology issues do you have?■ Do you have an internal IT department or do you utilize a third-party?	<ul style="list-style-type: none">■ Security, connectivity or collaboration issues■ Lack of IT staff■ Expensive/unaffordable to manage in-house	Introductory <ul style="list-style-type: none">■ Free offers ■ TPx snapshot ■ Email templates■ Video: What is managed services?■ Ebook: Should your company outsource IT?■ Ebook: Guide to managed services
WAN/Networks	<ul style="list-style-type: none">■ What does your current network infrastructure look like? (HQ, data centers, remote sites, etc.)?■ Do you have any performance or quality issues with your critical applications?■ How old is your current network hardware?	<ul style="list-style-type: none">■ Expensive bandwidth■ Branch complexity■ Rigid architecture	Introductory (SD-WAN) <ul style="list-style-type: none">■ Computer Network Strategy Guide■ Video: SD-WAN in Plain English■ Blog: Not all SD-WAN solutions are created equal■ Webinar: Transform Your Network with SD-WAN VMware assets <ul style="list-style-type: none">■ SD-WAN datasheet ■ Web page■ Goodwill video testimonial■ VMware's Orchestrator demo Cisco Meraki assets <ul style="list-style-type: none">■ Website■ Blog: When and Why to Upgrade your LAN■ Webinar: IT for Flexible Workplace■ Meraki Tutorial
Microsoft 365	<ul style="list-style-type: none">■ What is your current email platform?■ How is your workforce currently working (remote, in office)?■ Is your staff collaborating securely and effectively?	<ul style="list-style-type: none">■ Employees have issues accessing resources from anywhere/anytime■ Staff can't effectively collaborate■ Company data isn't backed up easily■ Worried about data security	Introductory <ul style="list-style-type: none">■ Blog: Why migrate to Microsoft 365 Understanding our solution <ul style="list-style-type: none">■ Datasheet■ Video■ Case study

Cybersecurity

Product	Probe for Pain	Pain Points	Content Links	Related Content
General Security	<ul style="list-style-type: none"> ■ Are you worried about cybersecurity/ ransomware? ■ What do you do currently to secure your business? ■ Could you use help with cybersecurity? Anything in particular? / Why not? 	<ul style="list-style-type: none"> ■ Challenge to maintain advanced technologies ■ Lack of dedicated focus to properly secure & support critical IT system ■ Increasing cyber threats ■ Staff's poor cybersecurity hygiene 	<ul style="list-style-type: none"> ■ Cybersecurity guide for SMBs ■ Cybersecurity guide for Channel Partners ■ Video: Cybersecurity hygiene ■ Poster: Cybersecurity tips ■ Overview 	<ul style="list-style-type: none"> ■ Ransomware guide ■ Phishing infographic
Firewall	<ul style="list-style-type: none"> ■ What are you using for a firewall now and how old is it? ■ Are you running UTM features like anti-virus, application control IDS/IPS? ■ When is your license up for renewal? 	<ul style="list-style-type: none"> ■ Challenge to maintain advanced technologies ■ Lack of dedicated focus to properly secure and support critical IT system ■ Increasing cyber threats ■ Staff's poor cybersecurity hygiene 	<p>Introductory</p> <ul style="list-style-type: none"> ■ 5 Things to Know about Firewalls ■ Video: Firewalls in Plain English <p>Understanding our solution</p> <ul style="list-style-type: none"> ■ Video ■ Datasheet ■ Video testimonial ■ Fortinet WebGUI tutorial 	<p>MDR</p> <ul style="list-style-type: none"> ■ MDR Demystified ■ MDR Datasheet ■ Video <p>Special offer</p> <ul style="list-style-type: none"> ■ CTAP datasheet
Endpoints	<ul style="list-style-type: none"> ■ What tools and processes do you use to ensure servers and workstations are being patched? ■ What EDR software and Managed Detection and Response (MDR) services are you using ■ Is your staff trained regularly on cybersecurity? ■ What does the training look like? 	<ul style="list-style-type: none"> ■ Challenge to maintain advanced technologies ■ Lack of dedicated focus to properly secure and support critical IT system ■ Increasing cyber threats ■ Staff's poor cybersecurity hygiene 	<p>Introductory</p> <ul style="list-style-type: none"> ■ Guide to endpoint management & security ■ Blog: Why SMBs Should Care ■ Webinar <p>Understanding our solution</p> <ul style="list-style-type: none"> ■ Datasheet 	<p>MDR</p> <ul style="list-style-type: none"> ■ MDR Datasheet <p>Security Awareness Training</p> <ul style="list-style-type: none"> ■ Blog: The Basics ■ Demo videos ■ Datasheet ■ Security Awareness Training <p>IDR</p> <ul style="list-style-type: none"> ■ IDR Battlecard <p>Special offers</p> <ul style="list-style-type: none"> ■ Free phishing course ■ Connect & Protect bundles ■ Free SAT with IDR and Managed Endpoints up to 6 months free

Cybersecurity

Product	Probe for Pain	Pain Points	Content Links	Related Content
Backups	<ul style="list-style-type: none"> ■ What is your current backup solution? ■ Is someone consistently testing data recovery? ■ How long can you afford to be down before getting your systems and data back up and running? 	<ul style="list-style-type: none"> ■ Downtime / data loss ■ Disaster recovery ■ Ransomware/Phishing 	Introductory <ul style="list-style-type: none"> ■ <i>Common Backup Mistakes Companies Make</i> ■ Ebook: <i>Backup And Data Protection For SMBs</i> ■ <i>Calculating Cost Of Downtime</i> Understanding our solution <ul style="list-style-type: none"> ■ Datasheet: <i>Overview of TPx solution</i> ■ <i>Guide To Business Continuity</i> 	Ransomware Introductory <ul style="list-style-type: none"> ■ <i>Guide to Ransomware</i> Understanding our solution <ul style="list-style-type: none"> ■ <i>Datto RMM ransomware detection</i> Special offer <ul style="list-style-type: none"> ■ <i>Free hardware offer</i>
Security Advisory Services	<ul style="list-style-type: none"> ■ When was the last time you had a security audit? ■ Are your security standards, processes, and procedures documented? ■ How are you checking for vulnerabilities? 	<ul style="list-style-type: none"> ■ Lack of IT resources ■ Lack of formal security strategy, processes & procedures ■ Not knowing security gaps or how to address ■ Staff's poor cybersecurity hygiene 	Introductory <ul style="list-style-type: none"> ■ <i>Webpage</i> ■ <i>4 Ways Security Advisory Services Can Improve Your Online Security</i> Understanding our solution <ul style="list-style-type: none"> ■ <i>Datasheet</i> Special offers <ul style="list-style-type: none"> ■ <i>Free ransomware evaluation</i> ■ <i>Free cybersecurity hygiene townhall</i> 	

Collaboration

Probe for Pain	Pain Points	Key Messages	Features	Content
<ul style="list-style-type: none"> ■ Is your communication service voice only or does it include apps for presence, chat and click to call? ■ Does it include video meetings? ■ Do you worry about app fatigue? 	<ul style="list-style-type: none"> ■ My business uses too many disparate communication apps 	<ul style="list-style-type: none"> ■ Simple and seamless app provides a simple and seamless, all-in-one cloud business communications and collaboration experience with premium service and support 	<ul style="list-style-type: none"> ■ Tightly integrated with the calling you have today and enhanced collaboration ■ Works on desk phone, laptops, tablets and mobile. ■ Eliminates complexity of multiple solutions 	<ul style="list-style-type: none"> ■ Datasheet: UCx with Webex ■ Video: UCx with Webex Overview ■ Video: UCx with Webex Calling ■ Video: UCx with Webex Single Platform Advantage <p>Special offer</p> <ul style="list-style-type: none"> ■ Pro for the cost of business ■ Connect & Protect bundle
<ul style="list-style-type: none"> ■ What type of tools are your teams using to efficiently collaborate on projects together? ■ Could your teams benefit from fully integrated persistent workspaces? 	<ul style="list-style-type: none"> ■ I need a solution for facilitating collaboration across dispersed teams 	<ul style="list-style-type: none"> ■ Simple and seamless app provides a simple and seamless, all-in-one cloud business communications and collaboration experience with premium service and support 	<ul style="list-style-type: none"> ■ I need a solution for facilitating collaboration across dispersed teams 	<ul style="list-style-type: none"> ■ Video: UCx with Webex Features ■ Case Study: White Oaks Rehab
<ul style="list-style-type: none"> ■ How secure and reliable is your current business communications solution? 	<ul style="list-style-type: none"> ■ I need a secure and reliable business communications solution 	<ul style="list-style-type: none"> ■ Keep your important information safe and secure with a reliable solution that provides advanced security and compliance 	<ul style="list-style-type: none"> ■ The app encrypts messages, files and names of spaces on your device before sending them to the cloud ■ When the data arrives at our servers, it's already encrypted ■ Business continuity 	<ul style="list-style-type: none"> ■ Video: UCx with Webex Security ■ C&P Bundles: UCx and Endpoint Security ■ Customer Testimonial: Kraft Group

Collaboration

Probe for Pain

- If you could have whatever you wanted out of a phone system, what are the top features that would allow your teams to work more efficiently?
- How many CRMs are in use?

Pain Points

- I need an innovative solution that will grow with my business

Key Messages

- Get more out of your existing technology investment with innovative and modern capabilities for now, and in the future

Features

- Video collaboration technology provided by Cisco, an industry leader
- Integrated with persistent chat, file sharing, screen sharing and cloud calling
- Works with the tools you already use

Content

- Video: [UCx with Webex Background Noise Removal](#)

- What type of tools are your teams using to efficiently collaborate on projects together?
- Could your teams benefit from fully integrated persistent workspaces?

- I need a cost-effective business calling and video solution

- Choose the customizable business communications and collaboration pricing package right for your needs — delivered at a competitive price

- Scale users up or down as needed
- No premise equipment or IT staff
- Choose the needs right package for your needs
- Competitive bundled pricing

- [Bundles Pricing/Features](#)
- Blog: [Benefits of Single App](#)
- [Call Center Web Page](#)
- Datasheet: [Call Center](#)

Additional Tools & Resources



- [Case Studies](#)
- [TPx Videos](#)
- [TPx Channel Hub](#)

Need something else or want an asset co-branded? Contact your channel manager.

