

# CTAP Email Templates

Below are three different email content templates you can use to send to your customers. Copy and paste it into your email program. (Remember to edit the bracketed text with your contact information.)

## Email 1:

**Subject/Headline:** Improve your security and productivity for \$0

Do you know what is happening on your network? Identify your security risks and understand your network usage with our Cyber Threat Assessment Program (CTAP).

CTAP is a fast and free assessment that we offer in partnership with TPx to help you improve your cybersecurity and productivity. At no cost to you, key indicators within your network are monitored. After gathering information, you will receive a Cyber Threat Assessment Report that will help you address important business concerns such as security, productivity, and/or utilization.

All with just about 30 minutes of your time and in less than 7 days! There is no obligation to purchase. If you want to learn more, **[ add contact info ]**.

## Email 2:

**Subject/Headline:** Identify your security risks at no cost

Have you recently checked the security of your network without having a vendor spend hours on site? Did they do it for free? In partnership with TPx, we offer a no-cost, no-obligation Cyber Threat Assessment Program (CTAP) to uncover hidden threats and inefficiencies within your network completely.

This is a great way to see how your current infrastructure is keeping up — and it costs you absolutely nothing!

As a result of your assessment, you will be able to better understand:

- **Security risk:** Which application vulnerabilities, malware, botnets made it through your defenses, and which devices are “at risk” of a breach.
- **Productivity:** Which peer-to-peer, social media, instant messaging, and other web-based apps are running, what are your employees' browsing habits.
- **Utilization & performance:** What are your throughput, session, and bandwidth usage requirements during peak hours — for the network, email system and critical applications.

We will give you a report with actionable recommendations to mitigate security concerns, improve user productivity, and optimize network utilization.

If you want to learn more, **[ add contact info ]**.

## Email 3:

**Subject/Headline:** Is your current firewall keeping up?

When was the last time you assessed the state of your network? In partnership with TPx, we can help you do it at no charge — and with no obligation to purchase.

With our Cyber Threat Assessment Program (CTAP), you get an in-depth view of the current state of your network in less than 7 days.

With different apps, users, and content, your network is a complex system. Without good visibility, it can be easily exploited by threats and vulnerabilities, such as botnets and malware. Traditional firewalls simply can't properly protect your business against today's threats.

Running a CTAP is easy and does not disrupt your normal operations. It can give you insights into how your network is being used and give you a good idea of your network's vulnerabilities and inefficiencies.

You have nothing to lose but a lot to gain!

If you want a sample report, **[ add contact info ]**.

## Email 4:

**Subject/Headline:** Your Complimentary Cyber Threat Assessment Report

A Cyber Threat Assessment Report will give you unmatched insight into your current security posture and network activity. In partnership with TPx, we can now provide you with one for free. It's a win-win offer you won't want to miss. You get free insight and advice, and we immediately qualify if there is an opportunity to help you. Zero time wasted.

As a result of your assessment, you will be able to better understand:

- Determine if your current security infrastructure accurately detects today's sophisticated attacks
- Get operational visibility to how applications (traditional and web-based) are truly being utilized on your network
- Determine if your current security solution can sustain present-day throughput demands and increased traffic volume required for cloud-based storage, big data analytics, or RTP web usage.

If you would like to learn more or get started, **[ add contact info ]**.