



CTAP SALES CHEATSHEET



CHANNEL PARTNERS ONLY

What is CTAP?

The Cyber Threat Assessment Program (CTAP) is a fast and free assessment that TPx offers to identify customers' security risks and help them understand their network usage. At no cost, our team monitors key indicators within customers' networks. After gathering information, customers receive a Cyber Threat Assessment Report that helps them address important business concerns such as security, productivity, and/or utilization.

How does it work?

A TPx solutions architect either installs the CTAP device at the customer's site, or we ship the customer a kit with instructions. Then, traffic logs are securely collected for 3-7 business days, and a comprehensive report is generated. The solution architect reviews the report and discusses the insights with the customer. Lastly, the solution architect either retrieves the device or the customer ships it back to TPx.

Elevator pitch

CTAP is a free network assessment that we offer in partnership with TPx to identify companies' security risks and to help them understand their network usage, productivity, and performance.

Who is a good target?

- Personas:
 - CISO
 - IT manager/leader/director
 - business owner
- All verticals and companies of all sizes
- Mention this on every deal, not just a firewall deal

Why it's such a great sales tool

- Increases close rates
- Absolutely no cost to a customer, and results in just one week's time
- Accelerates a prospect's purchase decision
- Doesn't delay the sales process
 - Often skip a step or two in the sales process
 - 39 days average
- Shows value quicker
- Automatically trustworthy when you install equipment on their network
- Gives IT more power to get budget
- It can be used for any engagement and not just firewalls

Pain points addressed

- Businesses are not sure what is going on in their network: if there is any malware, poor application usage, or productivity issues
- Businesses needing/wanting better security and productivity

Customer benefits

- Get a fast (and free) overview of the status of their network — if there are security issues that need attention, usage or productivity issues
- Easy: no interruption to customers' infrastructure
- Obtain the power to get more budget for IT
- Evaluate Fortinet products within their real-world environment
- Receive a report showing security effectiveness, utilization, etc.
- Experience Fortinet's value without disruption to their network

Tips for success

1. Review CTAP collateral (datasheets, sales deck in the CTAP toolkit)
2. Leverage the email templates from your toolkit
3. Mention it on every discovery call
4. Position this as a risk-free and low-touch service
5. Share a sample report that was provided in the toolkit
6. Build it into your regular sales motion regardless, even if not a firewall opportunity
7. The more touch points, the better

More tips to win big

- Talk to the right decision maker: a CISO
- Enlist an internal champion
- Always review assessment results with C-level decision-makers and the internal champion
- Print out and (ideally) bind the report: do not send an electronic copy to the prospect in advance
- Allow the internal champion to chime in during the review
- Ask when they are planning to make a decision

