

FINANCE VERTICAL EMAILS

1 Subject: Tired of worrying about cybersecurity?

I get it. The budget's tight, talent is scarce and hard to retain, and regulations are increasing. And to make matters worse, cyber adversaries are ever-so creative, especially with the launch of ChatGPT. If you could just get peace of mind, right?

In partnership with TPx, you can augment your IT and security team instantly, often for less than if you were to do it in-house. We can help ease that burden with specialized talent that you don't need to worry about training — or hiring — or losing. If you have an issue, we are here 24/7/365.

Whether you need help safeguarding and backing up your data, preparing for compliance with a pen test or assessments, monitoring your IT environment, or managing system patches...we can do it all!

Let me know if you have a few minutes to discuss your IT and cybersecurity concerns. I'd love to help.

2 Subject: What if we took on your IT issues?

How much better would your life be if you could leave most of your IT and cybersecurity issues behind? I bet dramatically! That's exactly what we do for many customers nationwide.

In partnership with TPx, we can help you with cybersecurity, connectivity, and collaboration. Among many things, we help businesses like yours with:

- Endpoint management and security to keep your devices healthy and secure, including MDR, DNS protection, and more
- Next-gen firewall to secure your perimeter, with various service levels to fit your unique needs
- SD-WAN with 5G/4G failover and inbound connectivity to maintain a secure, reliable connection in multiple banking/office locations
- Hybrid backups, which store your data in the cloud and your physical location for greater protection, with restoration in minutes
- Cybersecurity assessments, including vulnerability and pen scans
- Consistent, engaging, and relevant security awareness training for all employees
- Video, phone calling, call center, messaging, and meetings — all in one app

What's currently your biggest IT or cybersecurity pain point you need to solve? Let me know if next week would be good for a quick chat.



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Subject: Saved you a spot for a no-cost ransomware evaluation

Is your cybersecurity program good enough to defend against increasingly sophisticated cyber-attacks? Is it good enough to comply with new and changing regulations, like the FTC Safeguards Rule? Chances here, there are skeletons in your closets — we rarely ever see a perfect cybersecurity case. More often than not, the gaps are quite large, posing a significant risk to the business.

It's especially risky for companies in the finance industry, considering that financial services firms are **300 times more likely** to be targeted by a cyber-attack than other companies. 300 times — that's huge! In fact, 63% of financial institutions experienced increased attacks in 2022, leading one-third to increase their cybersecurity budgets by 20 to 30%. Ransomware is one of the most common attacks finance firms face. About 75% of SMBs polled in a CyberCatch survey said they'd be able to survive only three to seven days following a ransomware attack. Truth be told, a successful ransomware attack can devastate any size organization.

In partnership with TPx, we currently offer a **free ransomware evaluation**. There is no cost, no obligation to purchase. We can schedule a free 30-minute session with a security SME, during which he/she will walk you through a series of questions that will evaluate your ability to defend against and respond to a ransomware attack. The resulting report will present an evaluation of current readiness, along with customized recommendations on what aspects of your security footprint can be improved on. Would you be interested in learning more?