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THINGS CHANNEL PARTNERS NEED TO KNOW ABOUT Cybersecurity

Cybersecurity is a growing concern, and channel partners who understand the cybersecurity landscape and can provide solutions to their customers are better positioned to meet this growing demand. It's a must-have offering for any IT and telecom advisor looking for new ways to increase their monthly recurring revenue (MRR), keep existing clients and provide meaningful non-commoditized services to future-proof their business.

1

Cybersecurity Growth is Exploding

The global cyber security market size is projected to grow from \$172 billion in 2023 to \$425 billion in 2030.

Source: Fortune Business Insights, April 2023

IN 2023
**\$172
BILLION**

IN 2030
**\$425
BILLION**

2

Selling Cybersecurity Can Boost Your Business



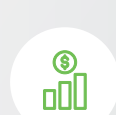
Cybersecurity Solutions Lock in Customers

Delivering cybersecurity solutions to existing customers broadens your offering, targets their biggest worry and reduces churn.



Cybersecurity Solutions Open Doors to Prospects

Cybersecurity is a powerful entry point for conversations with companies that aren't actively looking for other services in your portfolio.



Increase Your Revenue Potential

Growing demand for cybersecurity solutions mean channel partners who sell these solutions can increase their revenue. Additionally, by layering value-added services, such as security assessments and consulting, channel partners establish themselves as trusted advisers.



Help Customers Meet Compliance Requirements

Many businesses are subject to regulatory compliance requirements that include specific cybersecurity measures. Channel partners who can provide solutions that meet these requirements can help their customers avoid penalties and fines.

3

Cybersecurity Clients Need Layered Protection

Your clients need layered protection that addresses multiple touchpoints for all the levels that their staff touches, including:



Network Perimeter



Endpoints



User Security

4

Source a Solution with a Layered Defense

Cybersecurity is a multilayer solution, so it's best to work with a provider like TPx that offers a comprehensive cybersecurity solution set for SMBs.



Next-Gen Firewalls - Secure Networks



Security Advisory Services



Backup & Disaster Recovery



Secure Endpoints



User Security

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Follow 5 Steps to Start Selling Cybersecurity

After you team up with the right cybersecurity provider, use the following strategies to ease into cybersecurity sales:

- 1 Choose Your Trusted Provider
- 2 Study Your Trusted Provider's Solutions, Content & Resources
- 3 Promote Your Cybersecurity Practice Through Sales & Marketing Campaigns
- 4 Talk to Your Customers About Their Cybersecurity Needs
- 5 Bring in Your Trusted Cybersecurity Provider

6

Differentiate Your Cybersecurity Solutions

With more than 1,000 cybersecurity solutions on the market, it's important to find ways to set your solution apart. Try these tips:



Offer a Single-Source Provider



Propose Solutions that Remediate Threats



Future-Proof Operations by Partnering with a Larger Provider



Recommend a Provider with Purchasing Power for Cost Savings

7

Why Channel Partners Trust TPx as Their Cybersecurity Vendor

TPx has the products, services, experience and certifications to keep your client networks safe and running smoothly, including:



Broad Portfolio



Top-Tier Residuals & Competitive SPIFFs



Nationwide Availability



Personalized Support & Timely Escalation



Tailored Solutions



Seamless Transactions



Rich Marketing Support



Partner IT Training

Selling cybersecurity solutions is not only good for business but also necessary to keep businesses safe in the digital age. However, scaling a DIY model for an agent partner or small MSP is extraordinarily difficult to achieve. Teaming up with an established cybersecurity provider like TPx provides scale by removing the financial burden and operational headaches so you can focus on taking care of your customers and growing your business.



Get TPx's Comprehensive Cybersecurity Guide for Channel Partners

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