



JUNE 2023

# Membership Benefits:

## Cybersecurity Defense Ecosystem

**Exclusively for MSPs, MSSPs and SOC's**

***Solving the channel's cybersecurity challenges is complicated business. As such, we have orchestrated all of the mission critical stakeholders and solutions under one ecosystem to help MSPs, MSSPs and SOC's elevate and grow their cybersecurity managed services.***

***If cybersecurity is your business, you've come to the right place!***



CYBERSECURITY DEFENSE ECOSYSTEM FOR THE CHANNEL



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# Why join the Cybersecurity Defense Ecosystem

## It's FREE to join and explore the benefits!

Find most everything you need in one place to build, scale and improve your cybersecurity business practice! It's a 100% independent resource for the channel community. Never any pressure to buy or sell anything.

We continue to evaluate and orchestrate all of the channel's needs, tools and solutions into one single ecosystem.

Join our Cybersecurity Defense Ecosystem and watch your business soar!

Join now at [www.cybersecuritydefenseecosystem.com](http://www.cybersecuritydefenseecosystem.com)

There's nothing to lose! It's FREE to become a member to access many benefits including all of our events, insights, marketplace, market automation platform and content resource.

If you like what you see, then add more membership benefits as you need - Always at an affordable fee and cancel anytime!





# Mission & Advisors

Our mission is to assist our channel partner members stay ahead of the cybersecurity curve so that they can better protect themselves and their clients while growing a bigger, better, stronger, and smarter managed service practice.

This mission is guided by a firstclass group of diversified advisors who understand the cybersecurity industry and channel. Beyond this group, we have an army of CISOs, MSPs, MSSPs and SOC's to lean on for advice and support.

A Diverse Group of Advisors  
as of April 2023



Julian Lee  
Publisher  
eChannelNEWS



Paolo Del Nibletto  
Channel Chief  
Jolera



Nim Nadarajah  
Managing Partner  
CriticalMatrix



Luis Giraldo  
Community  
Contributor  
ScalePad



Jay McBain  
Principal Analyst  
Canalys



Gavin Garbutt  
Chairman  
Augmentt



Randal Wark  
Channel Partner  
Alliance



Carl Watene  
CIO  
SPIISEE



Mark Porter  
CEO  
High Wire Networks



Sounil Yu  
CISO/Author  
Cyber Defense Matrix



Matt Lee  
Director of Security  
Pax8



Juan Fernandez  
MSP Growth  
Coalition

**Plus our community of MSP/MSSP/SOC members  
to ensure everything stays on the right track!**



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# Getting Started



**Step 1: Are you a right fit?** If you are in the business of offering cybersecurity managed services to your clients, regardless of where you are in your journey, then the Cybersecurity Defense Ecosystem can be a fit.

**Step 2: Join and Explore.** Check out the various content, products, tools and services that we offer and if you think there is value, then join for FREE and without any obligation and you can cancel anytime! Sign up today at [www.cybersecuritydefenseecosystem.com](http://www.cybersecuritydefenseecosystem.com)

**Step 3:** You will start receiving one monthly CDE newsletter, outlining all of the latest content and benefits available to explore. It will also notify you when there are special events or activities.

Discover pre-vetted cybersecurity solutions that you can offer. We are filtering the 4,000 + cybersecurity vendors currently available on the market to 50 of the best. We do the vetting so you do not have to worry. See more on page 10.

Continue to discover all of the membership benefits and leverage as you wish.





# Membership Fees

Many membership benefits are FREE. Upgrade to get more benefits for one monthly or annual membership fee with no hidden charges.

Description	Monthly Fee
Standard membership – Educational content, Masterclasses and Events	FREE
Marketplace access to browse and partner with vendors who have been vetted	FREE
Back-Office Marketplace Platform to manage vendors, team, certifications, service providers, deal registrations, vendor sign up and other partners (page 10)	FREE
Marketing Automation Platform (page 13)	FREE
Access Ready-Made Marketing Content (page 12)	FREE
Join a Peer-Group of eight companies	\$349 (or \$3,839 Paid Annually)
"Selling Risks" Sales Training	\$499 per person
Other services	Call

Some vendors offer MDF funds that we can pass on to you to subsidize your fees

Eventually, with special group discounts and MDF, we aim to make it all FREE to members







# "Cyber Defenders"

## Cybersecurity Defense Ecosystem Summit

Throughout the year, the community will be able to meet in person to learn, network, socialize, and collaborate at several channel events called Cyber Defenders.

These events are always free for members to attend. Non-members is \$500 per event. Hotel accommodations not included.

During pre and post days peer-group members will be able to meet and take a variety of boot camps.



### EVENT SCHEDULE AND CONTACT

[www.channelnext.ca](http://www.channelnext.ca)

[www.cybersecuritydefenseecosystem.com](http://www.cybersecuritydefenseecosystem.com)

Marie-Claude Rouleau  
marier@technoplanet.com  
905.839.0603 ext. 247



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# News Media

## 01



eChannelNEWS is a well respected resource to discover a wide range of best-in-class solutions to solve all sorts of problems for channel partners and end-users. Literally thousands of solutions are showcased.

We will be leveraging this resource to identify vet and curate the best cybersecurity solutions for our members.

Check out out for yourself! Subscribe to [www.e-channelnews.com](http://www.e-channelnews.com) It's FREE and you can cancel anytime.





# Events: Cyber Defenders

02



Members can attend any Cybersecurity Defense Ecosystem Summit (Called Cyber Defenders) for FREE. Non members pay \$500.

These one-day Cybersecurity business-building events are coming to a city nearest you!

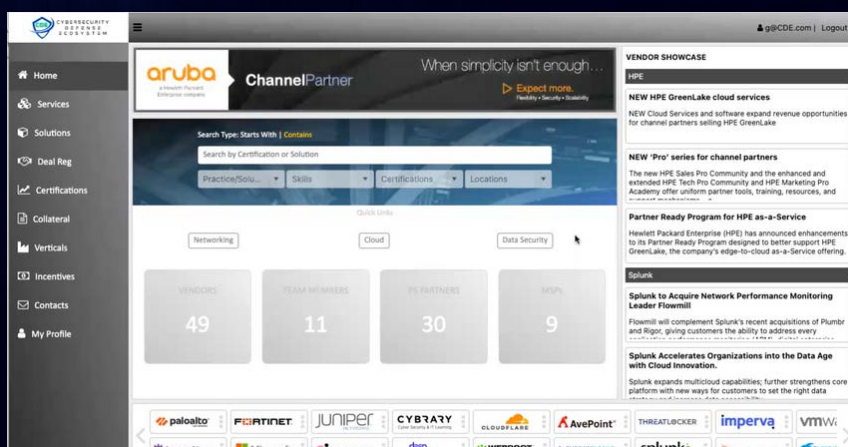
Members meet in person at these regional events to learn, exchange ideas, network, build relationships and partnerships. Members can also join their private peer-group at these events or attend various cybersecurity or business boot camps.

15 events per year!



# Marketplace

03



After the vendor has been CISO approved, the CDE verified icon will appear on their showcase of solutions in the CDE marketplace platform.

Members can browse the marketplace platform to learn more or request to be a partner with any vendor. Platform will help you manage your cybersecurity solutions, team, certifications, deal registrations, providers and partners. Book a demo to explore!

FYI - The decision if a vendor can remain in the marketplace shifts to the members. Members can make comments, rate and provide feedback to vendors. Access to the CDE marketplace is FREE to CDE members only.



# Research

04



Conducting real-time client surveys to obtain the most recent data is critical to driving the most ROI from any marketing campaign.

Members will be able to access professional survey templates to get real-time feedback and data to eliminate the guesswork from marketing campaigns.

Understand what your customers are thinking and what they really want to buy!



# Marketing Content

05



Creating original content that actually engages with the end-user is arguably the most difficult and costly task in marketing.

Be ready to be amazed as you get weekly content updates, livestream feeds and other video on everything cybersecurity for you to pass on to your clients, under your branding!

Members also have access to the PartnerOn platform for free (see next page). This will immediately help you to start prospecting for more cybersecurity business and reduce the marketing work for members to drag and drop.



# Marketing Automation



**PartnerOn**

Is your best defense an aging fence?

Lead the fight with the latest marketing materials and sales resources from top cyber security vendors

With PartnerOn Cybersecurity Defense Ecosystem you receive a free set of marketing tools for social, blog and email marketing. Share comprehensive digital campaigns in a few clicks, and automatically every week. Capture and close leads through high-value gated content and other lead generating campaigns.

**Sign up today for these FREE benefits – and become a gold level member of PartnerOn**

Join the world's most trusted partner marketing ecosystem where channel partners thrive. Sign up for PartnerOn to receive a collection of unique benefits that include...

- Best practices and tips - bi-weekly PartnerOn Journal and weekly digests
- Marketing content streams
- Sales engagement content
- Training materials and sales presentations
- Timely vendor announcements and exclusive content
- Social MQIs and social selling tools
- Email marketing, up to 50,000 emails per month
- Lead management and CRM, up to 10,000 contacts
- Vendor feedback surveys
- Discounts on events and services
- Participation in webinars with registration and attendance data
- Sales appointment setting with calendar integration
- Multi-vendor solutions all in one place
- Vendor co-selling and co-marketing opportunities
- Access to concierge services from leading partner sales consultants
- Incentive and prize opportunities

**Sign Up Now for your Free Account**

Let's get started with PartnerOn! Choose a username and we will email you a temporary password.

Sign Up Now - It's free!

First Name:

Last Name:

Business Email Address:

Company Name:

Business Phone:

Country:

Your Timezone:

After clicking Submit below, you will be asked to choose a username and we will email you a temporary password. Then, join one of our weekly webinars to learn how to make the most of your new PartnerOn account.

**Sign Up!**

Members can leverage our CDE PartnerOn marketing automation platform (by Content MX) for FREE. Explore it to see just how easy it is to do professional marketing.

You can add whatever content you wish for email and social network campaigns, with full reporting on results. Review the previous page for the type of marketing content that you will have available!

When partners combine effective content with a powerful marketing automation platform, they will drive growth. Try it to see for yourself!





# Peer Group

07



The power of peer group collaboration becomes very clear after you experience it. Our special peer-group format is called MasterMind.

Members can join eight of their peers in a private Mastermind Peer-Group to solve problems and build business 365 days a year.

Members can try it for FREE before committing to joining a permanent group – either at our in-person events or virtually.

It's probably the most powerful business-building activity that any business owner can do.



# Sales Training

08



After taking this sales training course called "Selling Risks" sales reps will be able to grow more cybersecurity sales and close much quicker. This course was designed exclusively for our members! Available in-person or virtual.





# Education

09



Train your staff. Train interns. Find ways to fill the business and cybersecurity skills gap.

The section of the marketplace will showcase all sorts of cybersecurity certifications, courses and service providers. It will track your employees' certifications. You also get access to business coaches and courses on just about every topic to help members improve their business skills.

This is a FREE resource for our members to find the right cyber and business training (special group discounts).



# Subsidies



We are always negotiating with vendors and other suppliers to offer special discounts, incentives, rebates and MDF to subsidize members' costs!

Members can rest assured that this ecosystem will always remain unbiased to provide the best possible benefits and discounts to its members.

Learn more about the 3 decades of TechnoPlanet's history – the organizers of the Cybersecurity Defense Ecosystem.



# More Components of the Ecosystem Coming



Buying or selling a business? We help match buyers and sellers anonymously so both parties can evaluate the opportunity before deciding to move forward!

Explore our PR service partner to help you generate publicity in your market.

We are developing PEN-Testing-as-a-Service with industry leaders. Use it as a compliance requirement or put your defense to the test.

There is a huge disconnect between vendors and their partners when it comes to effective partnerships. This platform will help vendors bridge this gap to drive more success with all of their partners.

Our insurance partners will assist members in reviewing their cybersecurity compliance requirements (as well as those of their customers) to to acquire the appropriate insurance coverage.

This ecosystem's construction will never end. We will add more benefits as we discover new ways to help the community.



**eCN**  
eChannelNews



**CHANNEL NEXT**

**TechnoPlanet**



# Cybersecurity Defense Ecosystem

## MEMBER CONTACT

[www.cybersecuritydefenseecosystem.com](http://www.cybersecuritydefenseecosystem.com)  
CDE@technoplanet.com

Marie-Claude Rouleau  
[marier@technoplanet.com](mailto:marier@technoplanet.com)  
905.839.0603 ext. 247



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