



APRIL 2024

Membership Benefits: Cybersecurity Defense Ecosystem

Exclusive Resource and Community for MSPs, MSSPs and SOCs

Cracking the code on the channel's cybersecurity hurdles is no walk in the park. Picture this: we've rounded up all the key players and top-tier solutions in one big cyber family to supercharge MSPs, MSSPs, and SOCs in the cyber realm.

Welcome to your cybersecurity hub, where keeping cyber threats at bay is our jam!





Why join the Cybersecurity Defense Ecosystem

It's FREE to join and explore the benefits!

Discover your one-stop-shop for all things cybersecurity business – from building to boosting! This hub is a haven for the cyber-savvy community, with no sales pitch in sight.

By tapping into the Cybersecurity Defense Ecosystem, get ready to supercharge your business with growth, profits, and efficiency gains – all for free as a member! Dip your toes into the freemium perks like events, tools and content, and add more goodies as you please, all at pocket-friendly rates and zero strings attached.

Risk? What's that? There's only upside here! Dive in now at www.cybersecuritydefenseecosystem.com for a cyber-tastic adventure!



Mission & Advisors

Our quest? To help our members surf the cybersecurity wave like pros, shielding themselves and their clients while levelling up their managed service game to epic proportions! Guided by a squad of top-notch advisors who are cybersecurity gurus, we also have an entire army of tech whizzes like CISOs, MSPs, MSSPs, and SOCs to back us up. Let's make history and rock this cyber world together!

A Diverse Group of Advisors as of January 2024



Adam Bennett
CEO
Crosshair Cyber



Barb Paluszkievicz
Author and CEO
CDN Technologies



Debbie Kestin Schildkraut
(she/her/hers)
Founder/President
Kestin Impact Consulting LLC



Desmond Russell
CEO
Partner Elevate



Gavin Garbutt
Chairman
Augmentt



Greg Sherrill
CEO
Channel Rocket



Jay McBain
Principal Analyst
Canalys



Jeff Mesnik
CEO
ContentMX



Joy Belinda Beland
VP, Cyber Education
Summit 7



Juan Fernandez
MSP Growth
Coalition



Julian Lee
Publisher
eChannelNEWS



Kathryn Rose
CEO
GetWise



Mark Porter
CEO
High Wire Networks



Matt Lee
Director of Security
Pax8



Nim Nadarajah
CISO
CriticalMatrix



Paolo Del Nibletto
Channel Chief
Jolera



Randal Wark
Channel Partner
Alliance



Shane Gibson
Sales Trainer



Sounil Yu
CISO/Author
Cyber Defense Matrix



Wayne Roye
CEO
Troinet



Greg Young
VP Cybersecurity
TrendMicro



Mel Rick Reyes
CISO and
Business Coach



Evgeniy Kharam
CISO



More to come

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



CYBERSECURITY DEFENSE ECOSYSTEM FOR THE CHANNEL

Getting Started



Ready to dive into the cybersecurity whirlpool? Whether you're a cybersecurity newbie or a seasoned pro, the Cybersecurity Defense Ecosystem might just be your cup of tea.

Come on in and take a peek!

Browse through our treasure trove of goodies – from content to tools – with zero strings attached. Unsubscribe hassle-free anytime. Dive into our monthly CDE newsletter for a scoop on the latest buzz, tools, perks, and happenings. Make the most of it. Learn, play, and test your heart out.

Hop on board at <https://cybersecuritydefenseecosystem.com/channel-partner-sign-up/>

Enjoy the freebies!

Enroll in ChannelRocket, lasset, and ContentMX platforms. Join Partner Elevate to snag their ebook and spruce up your customer profile. Sign up for Data & More to get a free data exploration ride. Swing by a Mastermind Peer-Group or a CDE Summit. And hey, don't forget to check out the other cool freebies.

Ready to splurge on premium perks? Stay tuned for the 3-phase, 36-step journey to ruling the cybersecurity realm as an MSP on the upcoming pages! Adjust based on your current capabilities, needs and goals!



Join the CDE FREEMIUM Membership to supercharge your cybersecurity business (no strings attached - cancel whenever you like)!

1

STEP 1



STEP 2

2

Get a FREE data discovery, assessment, classification and compliance report of your company to help get your house in order

How about you snag your custom instance on the Channel Rocket platform for all managing cybersecurity resources?

3

STEP 3



STEP 4

4

Establish your very own ContentMX playground for turbocharged sales leads using marketing magic! and AI

Get those customer and business profiles aligned, then dive into an e-guide on selling cybersecurity services from Parter Elevate!

5

STEP 5



STEP 6

6

Join a free Mastermind session and unlock the secrets of teaming up with your peers for epic wins!

Try out the IASSET platform with a demo and bring your very own free instance to life!

7

STEP 7



STEP 8

8

Keep your cyber game strong by diving into the latest security scoops on eChannelNEWS!

Join the ultimate Cybersecurity Defense Ecosystem Summits - where learning, networking, and epic discoveries collide!

9

STEP 9



STEP 10

10

Join cybersecurity master classes to soak up wisdom from the pros!

Dive into CDE webinars and podcasts featuring a cool crew of cybersecurity pros and topics every week!

11

STEP 11



STEP 12

12

Check out the CDE monthly newsletters for all the juicy deets on perks and exciting news!

Get cozy with 8 fellow MSP wizards in a Mastermind Peer Group for a year-long brainstorm bonanza, leveling up your A-game together!

13

STEP 1



STEP 2

14

The service offers round-the-clock emergency incident response to spot and halt breaches (BDR not part of the deal)

The security superheroes are here with on-demand PEN Testing, boosting security defenses and following regulations like a pro!

15

STEP 3



STEP 4

16

Plan ahead and practice your top-secret breach maneuvers, from detective work to patching up security gaps!

Reviewing your tech stack like a pro, plus an extra layer of breach protection with a monetary guarantee in case of failure

17

STEP 5



STEP 6

18

Navigating and monetizing the wild world of Cyber Insurance, Government Rules, and Regulations

Hire a superhero SOC team for round-the-clock threat-fighting action or for any cyber tasks that give you the heebie-jeebies!

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STEP 7



STEP 8

20

Business skills coaching that dives deep into selling cyber risks, leadership, management, diversification, HR, and a whole lot more!

Sharpen those digital shields with cybersecurity courses and certifications for your awesome team of employees and interns!

21

STEP 9



STEP 10

22

Continuous cyber-attack drills to keep our gang and clients on their toes!

Hire a Virtual CISO anytime you need one!

23

STEP 11



STEP 12

24

Flipping your business, boosting its value, diving into mergers, and playing the acquisition game

Get your hands on sweet discounts, VIP support, and MDF perks from vendors and suppliers!

25

STEP 1



STEP 2

26

Syncing with vendors and distributors for all your SaaS license needs - managing, renewing, transacting, and quoting in a flash!

Cybersecurity solution technology prescription configured and verified by the CISO for any customer.

27

STEP 3



STEP 4

28

Getting the most out of vendor partnerships and mastering relationship juggling

Revolutionize your business with social media magic, automated marketing tricks, and tailor-made content to boost your sales and brand buzz!

29

STEP 5



STEP 6

30

Hiring and keeping the awesome squad

Cloud distributor integration for easy purchasing

31

STEP 7



STEP 8

32

Cybersecurity for application discovery, scanning, hardening, and development

Discovery and Compliance for Supply Chain Security

33

STEP 9



STEP 10

34

Biometric, mobile and dynamic personal identity management for next level security

Integration and orchestration of AI in more aspects of cybersecurity and business processes

35

STEP 11



STEP 12

36

On-going evaluations of emerging vendor to stay ahead of what's coming next

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
Educational content, Virtual Masterclasses and In-Person Events	FREE
CHANNEL ROCKET Platform to manage your vendors, solutions, resources, certifications, partners and CDE services	FREE
IASSET platform to manage all transactions, quotes, automated renewals and discover new sales opportunities,	FREE
ContentMX Marketing Automation Platform and Content	FREE
Data discovery, classification, compliance, and protection plan	FREE
Join a Peer-Group of eight companies	\$349 (or \$3,839 Paid Annually)
Other services	Ask for list/fees

After dipping your toes in the freemium perks and seeing real results, it's showtime! Let's chat!





Cybersecurity Defense Ecosystem Summit

Get ready to mix, mingle, and make magic happen at our epic channel events throughout the year! Members get in for free, but non-members will need to bring \$500 along for the ride. Just a heads-up, hotel stays are not on the house. Plus, before and after the main events, peer-group members can bond and level up at loads of boot camps. Pack your bags for an adventure!

EVENT SCHEDULE AND CONTACT

www.channelnext.ca

www.cybersecuritydefenseecosystem.com

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CYBERSECURITY DEFENSE ECOSYSTEM FOR THE CHANNEL

News Media

01



eChannelNEWS, the go-to for all things tech for more than twenty years, is like a treasure trove of top-notch content, insights and solutions for all your channel and end-user challenges. With a cornucopia of IT wonders waiting to be discovered, we're diving in to fish out the cream of the cybersecurity crop for our members.

Join the tech party at www.e-channelnews.com for a front-row seat to the action! It's our free gift to you, and you can bail anytime.



Events

02



Members get the golden ticket to any Cybersecurity Defense Ecosystem Summit for FREE, while non-members need to cough up \$500.

Picture this: a whirlwind of one-day cybersecurity extravaganzas descending upon a city near you! Check out the calendar for future events.

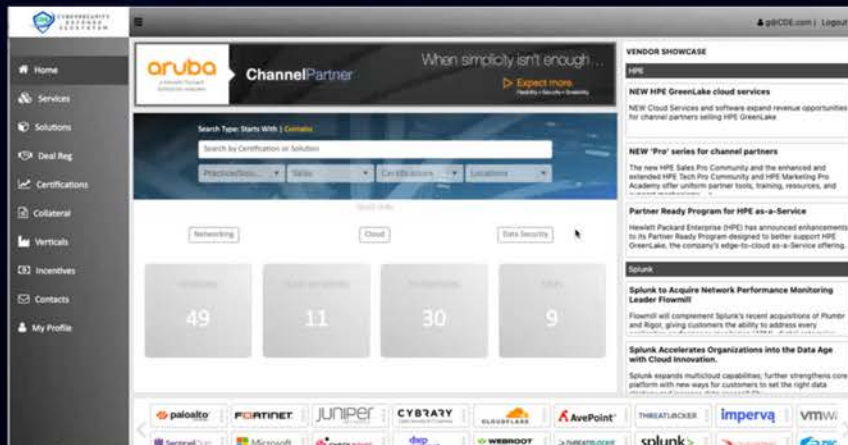
At these local shindigs, members get to mingle, swap ideas, and maybe even strike up new friendships and alliances.

And that's not all! Members can dive into exclusive peer-group meetings, or dive headfirst into cybersecurity or business boot camps. Time to level up!



Marketplace

03



Rocket Channel – your one-stop shop to house your vendors, products, team, certifications, partners, and CDE services galore. But wait, there's more! With IASSET on board, dive into transactions, quotes, renewals, and uncover fresh sales opportunities!



Research

04



Getting real-time customer surveys is like having a crystal ball to boost your marketing mojo! Dive into your customers' minds, uncover their secret wish list, and unlock the secret to selling like a pro!

Let Partner Elevate be your guide to unveiling your business persona and understanding your customers, paving the way for perfect vendor matches!



Marketing Content

05



Crafting content that truly captivates your audience is like finding a needle in a haystack in the world of marketing. Get pumped for a weekly dose of fresh content, live cyber updates, and thrilling videos to share with your clients, all dressed up in your brand's style!

Plus, dive into PartnerOn's treasure trove for free, turning you into a cybersecurity superhero with less marketing stress and more prospecting success. Unlock AI-powered original content now!



Marketing Automation



Sign up now to unlock our CDE PartnerOn marketing magic (powered by Content MX) absolutely FREE! Dive in and discover the wonderland of effortless, top-notch marketing.

Craft your dream content for emails and social media campaigns, with juicy reports to track your success.

When partners mix stellar content with a sprinkle of A.I. through our marketing wizardry, watch your growth skyrocket! Take it for a spin and let the magic unfold before your eyes!



Peer Group

07



The magic of teamwork hits different once you dive in! Picture this: a squad of eight brains coming together in our exclusive MasterMind crew to crack codes and boost businesses every single day.

Dip your toes in for FREE and test the waters before officially joining the gang – either in person or virtually at our rocking events.

It's like a secret sauce for supercharging your business – the ultimate power move for any savvy business owner!



Sales Training

08



After diving into the "Selling Risks" sales training, reps will be wizards at boosting cybersecurity sales and sealing deals in a flash! This exclusive course is tailor-made for our gang! Join us in person or virtually for the sales adventure of a lifetime!



Education

09



Whip your team into shape! Educate interns and bridge the gap in business and cybersecurity skills. Dive into a treasure trove of cybersecurity courses, certifications, and mentors. Unlock a world of business courses and coaches covering every topic under the sun to level up those business skills!



Subsidies

10



We're the ultimate dealmakers, always chatting up vendors for sweet discounts, perks, and more to slash costs for our members! Our cozy ecosystem is a no-favoritism zone, focused on giving you the top perks and discounts. Dive into the 30-year epic tale of TechnoPlanet, the masterminds behind the Cybersecurity Defense Ecosystem!



More Components of the Ecosystem Coming



Thinking of diving into the world of buying or selling a business? We play Cupid, matching potential business soulmates incognito, giving both sides the chance to suss out the situation before swiping right on a deal!

Check out our PR wizard to sprinkle some stardust on your brand in the market!

Get ready to dive into the thrilling world of PEN-Testing-as-a-Service alongside top industry champs. Whether you need to tick off compliance boxes or simply want to give your defenses a run for their money, we've got you covered!

There's a massive gap between vendors and their partners in the world of effective collaborations. This platform swoops in to play matchmaker and unite them, paving the way for a whirlwind of success with all partners involved!

Our insurance buddies are here to give members a hand in navigating the cyber maze, making sure they and their customers are all set for the insurance ride!

The growth of this ecosystem is a work in progress! Stay tuned for even more perks as we brainstorm fresh ideas to uplift our awesome community!



Let's go!

Cybersecurity Defense Ecosystem

MEMBER CONTACT

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