Protect your Clients and Differentiate your Offerings while Growing your Bottom Line

WHY OFFER SECURITY AS A SERVICE THROUGH KASEYA?

When the need arises, adding a new managed service to your portfolio of client offerings seems like a logical next step in growing your business. But the reality is, this is often easier said than done – and to truly capitalize on the opportunity usually requires your team ramp up quickly on a new solution and take a more proactive approach to driving demand instead of waiting for it to fall in your lap.

That's why at Kaseya we've developed Powered Services: A highly prescriptive and proven approach with all of the resources you need to launch a new managed service that is both in-demand and highly profitable.

With Security as a Service (SECaaS), Kaseya makes it simple to protect your business and your customers. SECaaS provides all the sales and marketing training, resources, and guidance you need to quickly develop an identity and access security practice – with an investment that bears the potential for exceptionally profitable returns.

ADDRESS THE NO. 1 ANTICIPATED CLIENT NEED CITED BY MSPS

In Kaseya's most recent MSP Global Benchmark Survey, more than 30 percent of our respondents cited Meeting Security Risks as the top IT problem or service they anticipate their clients will need this year. That's higher than any other category of IT service. Security has been the top IT problem for four years now, and it brings with it a distinct demand MSPs must address when contemplating the growth of their business.

THE 'WHAT-IFS' EVERY MSP MUST ADDRESS

As an MSP, your clients' trust is the foundation for your business – and your livelihood. But are you proactively addressing the "what-ifs" that could determine your future?

- ⊘ What if your systems are compromised through a cyber-attack?

- ⊘ What if your clients get hacked?

- ⊘ What if you could effectively protect against these uncertainties AND simultaneously grow your bottom line?

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PRODUCT BRIEF

AuthAnvil™ *by* **Kaseya**
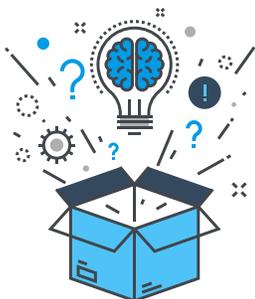
Successfully Launch a Highly Profitable Managed Security Service

ENSURE THE SECURITY OF YOUR CLIENTS WITH 2FA – BEFORE SOMEONE ELSE DOES

According to the 2017 Verizon Data Breach Report, 81 percent of all hacking-related data breaches are caused by lost or stolen credentials. Two-factor authentication (2FA) is widely considered the gold standard solution in preventing cyber-attacks like phishing campaigns designed to fool users into turning over their credentials. When looking to launch a new managed security service, 2FA represents the No. 1 solution for the top cause of the data breaches that threaten your clients' businesses.

Now consider that only 27 percent of MSP respondents currently offer 2FA to their clients. Meanwhile, 95 percent of all MSPs offer antivirus services. The opportunity to set yourself apart with 2FA is clear.[1]

If your clients aren't already asking for 2FA, they will be soon – and if you don't offer them the solution, they'll find a provider that will. SECaaS is your opportunity to take action ahead of your competitors.

SECAAS FEATURES

- ⊘ **Training to teach your MSP staff how to sell 2FA and single sign-on (SSO) as a service to** your customers
- ⊘ **Prescriptive tools, templates, and methodologies thoughtfully designed by leaders in the** MSP and security space
- ⊘ **White-labeled sales and marketing collateral to help drive demand for your service**
- ⊘ **All the technology you need to provide AuthAnvil to eight (8) of your customers**

Jason Shirdon, *Vice President of Technologies, Ease Technologies*

"We sell a lot of cloud workspaces or virtual desk desktop solutions and have regulated industries that need to have multi-factor authentication. All of those clients signed up almost instantaneously. It is an easy sale. I've got a leg up on this."

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Contact Kaseya Today To Learn More About How Powered Services Can Transform Your Business

POWERED SERVICES BY KASEYA: A PROVEN GROWTH PATH FOR MSPS

⊘ THE POWERED SERVICES DIFFERENCE

While other reseller programs may provide you with the technology and point you toward a library of their sales and marketing collateral, only Powered Services by Kaseya gives you the education, resources, and confidence to sell a new managed service – at margins that enable you to capitalize on your investment with your first sale — and offers an unprecedented opportunity to drive a significant source of recurring net profit.

⊘ IN-DEPTH TRAINING GIVES YOU THE COMPETENCE AND CONFIDENCE TO SUCCEED

Upon signing up for SECaaS, members of your team are enrolled in Kaseya University to attend the SECaaS training modules, covering topics that include how to Position, Price, Prospect, Market, and Sell your new offering. Throughout the training, attendees will be tested and certified on their proficiency, concluding with a highly prescriptive action plan template that dictates specific milestones to quickly launch your new managed service.

⊘ SUPPORT AND TECHNOLOGY TO QUICKLY LAUNCH YOUR OFFERING TO CLIENTS

As part of the SECaaS package, you will receive a two-hour configuration session with our Professional Services team, which is dedicated to properly onboarding you with the technology to offer 2FA and SSO to eight of your managed services clients. To further support your ongoing needs, we provide regularly scheduled "office hours" sessions and offer an ever-expanding library of self-service guides and documentation.

⊘ ALL THE RESOURCES YOU NEED TO ENSURE SUCCESS

On top of the training and technology, SECaaS provides you with white-labeled sales and marketing materials that allow you to customize your selling process and help drive demand for your new service.

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