



Selling Security with AppDirect

September 2024

Why sell Security services?

Advisor facing slides

What's happening in the market

Security and compliance are top of mind



42% say **security is the most important factor** when investing in new software



83% of organizations are planning to **increase their cybersecurity budgets** by an average of **19%** in the next 12 months



1/3rd of companies have over **20%** of their budget dedicated to compliance and risk governance



SMB **spend on cybersecurity** is projected to increase to **\$109 billion** by 2026

Increase your value and commissions



INCREASE WALLET SHARE

Sell **complementary** and **additional** security services in a unified way to increase your share of wallet.

As your customers explore new solutions and make additional purchases, you'll **benefit from a larger share of their spending**.



GAIN RECURRING REVENUE STREAMS

Offer customers solutions from a **diverse portfolio** to stay ahead of their evolving business needs.

Example: complement cloud infrastructure services with security to keep earning more revenue from your customers.



INCREASE VALUE TO YOUR CUSTOMERS

Solidify your position as a **trusted partner** and increase **customer loyalty** by providing customers with a one-stop shop for their diverse technology needs, from connectivity to cloud.

What's happening in the market?

We surveyed the market

Cyber attacks are evolving rapidly



94% of SMBs have experience at least one **cyber attack** in the last year



In 2024, the global average cost of a data breach was **≈\$5M** – a 10% increase over the last year



The biggest culprit for a data breach was **human error**

Cybersecurity has never been more urgent

The increasing threat of AI



57% of organizations have reported an increase in **AI-driven attacks** in the last year



55% of data experts say their biggest concern is the possibility of **sensitive information** being exposed by LLMs



New attack surfaces introduced by AI are projected to drive a **15%** increase in cybersecurity spending in the coming year

What AI means for security

AI cons

- Data Leakage
- Phishing
- Malware
- Misinformation
- Deep Fakes

AI pros

- Lower breach costs
- Early detection
- Analysis & forecasting
- Automation
- Summarizing
- Interaction

Selling security around AI

- AI-powered security assistants
- Autonomous security operations
- Advanced threat intelligence
- Autonomous endpoint security
- Continuous learning

Main challenges



A HOLISTIC STRATEGY

Companies need **comprehensive security plans and frameworks** to protect against, detect, respond to, and recover from security breaches.



ADEQUATE TOOLSTACK

Companies need **the right security stack** to protect their business, employees, and customers, and to qualify for cybersecurity insurance.



SECURITY EXPERTISE

Companies need help **staying up to date** with the latest technology guidance on how to **manage new security solutions**.



Extend your team with
our specialists



Solution Engineers

Boost solution designs with technical expertise in customer discovery and qualification.



Solution Architects

Confidently present solutions scoped, designed, and vetted by cybersecurity experts.



Resources to help you sell

Level up your security skills and learn to position and sell security with our comprehensive training tools and events



Live workshops

Instructor-led sessions with practical sales activities and scenarios. Learn alongside like-minded advisors and technology providers.



Security Certificate

Learn at your own pace with short videos, expert interviews, and reference materials.



Resource Kit

Co-brandable datasheets, guides, pitch decks, email templates, and more.

AppDirect can help implement a holistic approach to security

Add Security solutions to your portfolio with our catalog

ENERGY

EV Charging | Water & Waste
Electricity | Natural Gas | Solar

CONNECTIVITY & SD-WAN

Fiber | Cable | Wireless | Satellite | TEM

MANAGED SERVICES

NOC | SOC | Professional Services
SmartSupport | Asset Management

MOBILITY & IoT

Wireless Services | Internet of Things (IoT)
Managed Mobility | Expense Management (WEM)

SECURITY

Physical Security | Network Security
Endpoint Security | Cloud Security | SASE | AI

CUSTOMER EXPERIENCE (CX)

UCaaS | Contact Center | CPaaS | SMS
Analytics | Artificial Intelligence (AI)

CLOUD INFRASTRUCTURE

Public, Private, & Hybrid Cloud
Data Center & Colocation | Disaster Recovery

SOFTWARE AS A SERVICE

Microsoft | Google | ERP | CRM | Productivity | Business
Applications | IT Management | BI



THE LEADING SECURITY SOLUTIONS

PHYSICAL SECURITY

Smart Cameras | Smart Locks
Secure Data Centers

USER SECURITY

Email Security | MFA | SSO | User Training
CIAM

NETWORK SECURITY

Firewall | SASE | OT Security |
ZTNA | IPS | DDoS Mitigation

INTELLIGENT INCIDENT DETECTION AND RESPONSE

SIEM | UEBA | SOAR | AI

CLOUD SECURITY

CSPM | CASB | Container Security |
Cloud Workload Protection

MANAGED SECURITY SERVICES

SOCaaS | Incident Response | Penetration Testing |
vCISO | Security Assessments | NOC | MDR

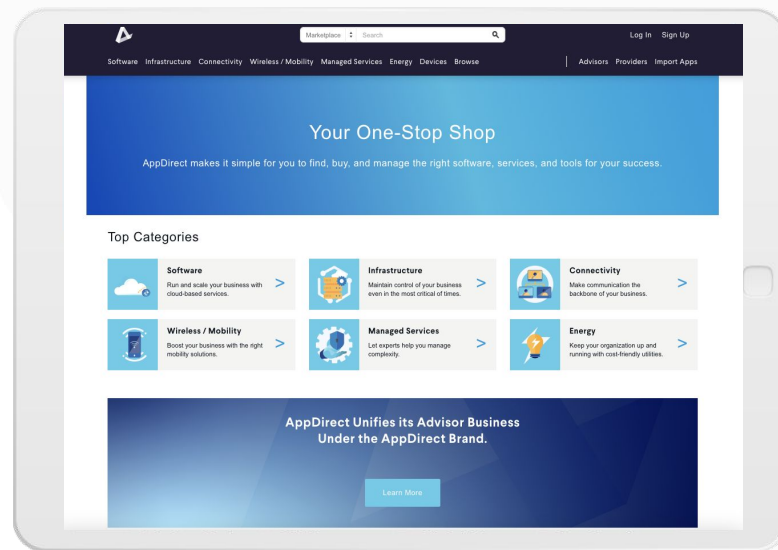
ENDPOINT SECURITY

EDR/XDR | DLP | MDM |
Vulnerability Management





Simplify the experience
of finding & buying
security solutions



Security Catalog

All the security solutions
needed to secure a
business, from one place.



Expertise

Leverage our product experts
and trainings to increase your
security competency.

All the leading security providers

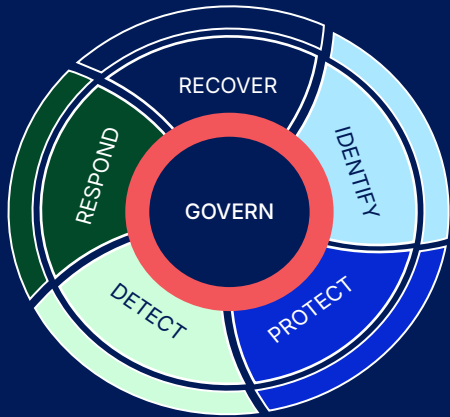
Consider security solutions from **vendor-agnostic advisors** with **security experts** to guide you.



...and many more



All the security solutions you need to identify and manage your security risks.



Augment your expertise & extend your teams

- End-user security training and compliance
- Security Support Services
- Vulnerability & Penetration testing
- 24x7 NOC & SOC
- Level 1 help desk support

Find the right toolset

- Identity & Access Management (IAM)
- Workforce management
- Physical security
- Cloud security
- Endpoint protection
- Network security
- Phishing detection
- Secure Access Service Edge (SASE)
- Software-defined WAN (SD-WAN)
- Managed Firewall
- Web application firewall
- Security Information and Events Monitoring (SIEM)

Recover from an incident

- Virus & malware removal
- DDoS mitigation
- Ransomware response
- Backup / Disaster recovery

SmartSupport Premium

Premium tech support to troubleshoot any software and device issues



100K+

Calls Annually

End-user **Help Desk** services from troubleshooting, to installs, to malware removal

93%

Customer Satisfaction

End-customers rate us highly for **on-boarding, migration, and level 1 help desk support**

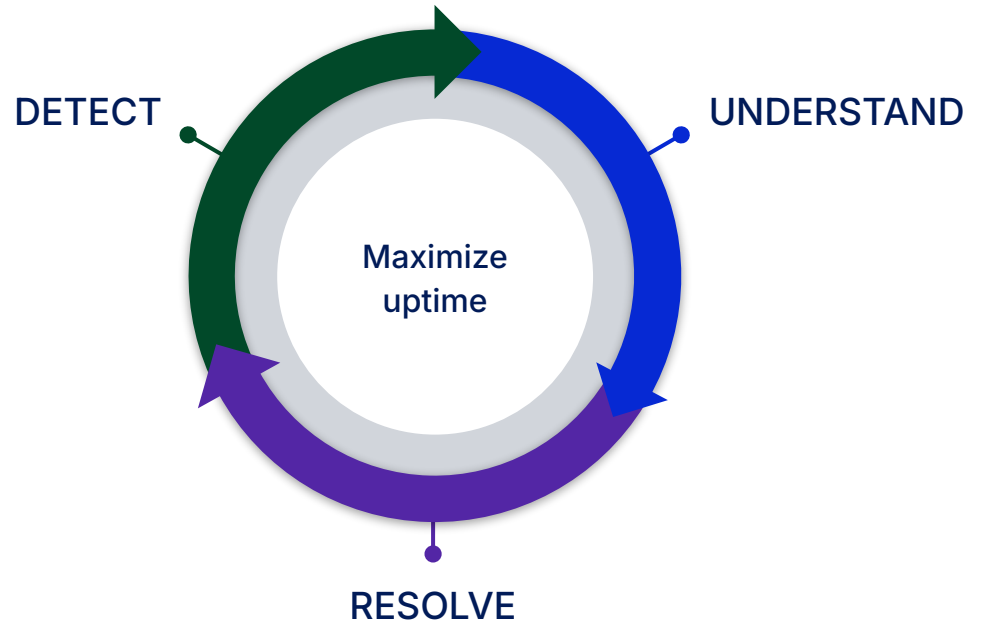
96%

First Call Resolution

Most end-customer issues are resolved on the first call.

AppDirect VNOC

Maximize uptime with a best-in-class **networking management and monitoring platform**, coupled with a **team of NOC analysts** acting upon alerts **24x7x365**



Case studies

Ideal customers

Our solutions are a good fit for:



Companies with employees
working remotely



IT teams lacking resources to
properly monitor and manage
their network



Industries: healthcare,
finance, retail, software, energy

Key security win

\$1.5M went missing when customer attacked while completing merger

Challenge

HR Director had **credentials stolen** during merger of an acquired company.

Attacker was able to **intercept the planned wire transfer of legacy 401k accounts** and provide updated instructions; leading to \$1.5M going missing.

Solution

AppDirect Solution Engineering worked with the partner and customer to:

- **Assist with mitigation** by recommending a Breach Attorney
- Improve the future Cybersecurity posture with a **new endpoint protection, education, penetration testing, and SOC services.**

Results

Customer **recovered the money** thanks to the Breach Attorney and Cyber Insurance.

They now have a more **robust security posture** and a **Disaster Recovery playbook** to ensure they know how to handle the next event.

Thank You

