



Selling Security with AppDirect

April 2025

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

ENERGY

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

COMMUNICATIONS SOLUTIONS

Data | Network | Mobility & IoT | Satellite
SD-WAN | SASE | TEM | UCaaS | CCaaS

MANAGED & PRO SERVICES

Network (NOC) & Cloud Monitoring | SOC
Technical Support | Professional Services

HARDWARE & LOGISTICS

PCs | Laptops | Phones | Monitors | Digital Displays
Hardware Services & Logistics

SECURITY

Physical Security | Network Security
Endpoint Security | Cloud Security

INFRASTRUCTURE

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

SOFTWARE AS A SERVICE

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

ARTIFICIAL INTELLIGENCE

Large-Language Models | Agentic AI | Copilot |
Gemini | Chat Bots | Customer Experience



THE LEADING SECURITY SOLUTIONS

PHYSICAL SECURITY

Smart Cameras | Smart Locks
Secure Data Centers

NETWORK SECURITY

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

CLOUD SECURITY

CSPM | CASB | Container Security |
Cloud Workload Protection

ENDPOINT SECURITY

EDR/XDR | DLP | MDM |
Vulnerability Management

USER SECURITY

Email Security | MFA | SSO | User Training
CIAM

INTELLIGENT INCIDENT DETECTION AND RESPONSE

SIEM | UEBA | SOAR | AI

MANAGED SECURITY SERVICES

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

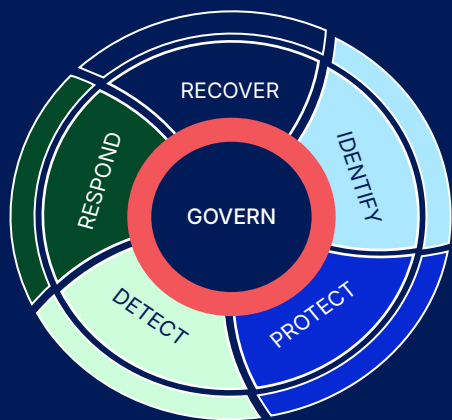


All the leading security providers

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



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**

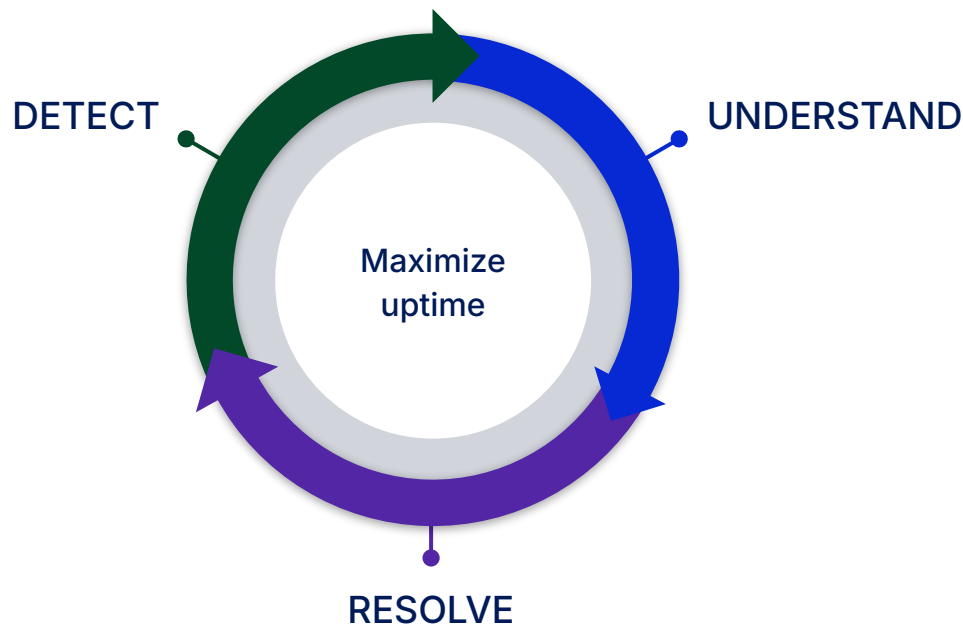
96%

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 **24×7×365**



Case studies

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

