



Cybersecurity Vulnerability Assessment for Networks and Web Applications

Playbook



Playbook



Security Made Simple

In today's connected world, small and medium-sized businesses are prized targets for hackers and easy marks for ransomware attacks. Now, more than ever, your customers need to protect their organizations from security breaches by identifying possible weaknesses in their network and web applications.

CloudPro's Vulnerability Assessment identifies areas of your customer's IT infrastructure at greatest risk, where a compromise could fatally impact its business. Our comprehensive suite of cybersecurity tests enable your customers to defend against debilitating ransomware and other serious malware attacks. With regularly scheduled vulnerability assessments from CloudPro, your customers can ensure their attack surfaces remain hardened and meet cybersecurity industry standards.

Everything you Need to Sell

This all-in-one sales kit contains everything you need to sell CloudPro's Vulnerability Assessments to your customers. Use the marketing tools and templates we've provided to engage your customers. You'll find all of the assets and resources to help you close deals.



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What is a Partner Playbook?

This playbook provides CloudPro Channel Partners with a comprehensive set of sales and marketing tools for selling vulnerability assessments. This kit also includes easy-to-use templates for running your email and social media campaigns to generate leads and win new business.

These tools and templates are ready-to-use and can be customized with your logo, value proposition and messaging. They are designed to help you start conversations with your customers, identify and qualify opportunities, answer frequently asked questions and close deals.

All of the sales tools and templates in this playbook can be found at: www.cloudpro.services/vulnerability-sales-center



What is a Vulnerability Assessment?

CloudPro's Vulnerability Assessment helps your customer understand their current security threats so they can stay ahead of cybercriminals. Our service assesses their environment, identifies gaps and dependencies, and analyzes security risks.

Our proven methodology provides your customer with a comprehensive, detailed understanding of their network and web application vulnerabilities. In addition, our security experts recommend strategies and approaches to address the unique vulnerability issues of your customers' businesses, helping them achieve strategic security goals.

At the conclusion of the assessment, we summarize all the discovered vulnerabilities and assign them a rating of high, medium, or low. Give your customers peace of mind knowing their network and web applications are secure by conducting a CloudPro Vulnerability Assessment today.



Elevator Pitch

Did you know that most small and medium-size businesses are not doing enough to protect their organizations from cybercriminals and ransomware attacks? Breaches and cyberattacks are accelerating, however most SMBs continue to be unprepared and overconfident in their cybersecurity capabilities.

Antivirus software and firewalls alone can't protect your business from cybercriminals. Our vulnerability assessment evaluates your network or web application, analyzes your security risks and identifies gaps and dependencies. This service identifies your current security threats so you can address the issues and stay ahead of cybercriminals.

Key Benefits

- Evaluate the security of your company's network and web applications
- Identify potential and actual vulnerabilities
- Executive summary report that highlights key vulnerabilities
- Comprehensive security technical report
- Consultation with security experts to review results and recommendations



Competitive Differentiation

With a vulnerability assessment from CloudPro, you get the guidance and support from the industry's security experts to help protect your connected business. CloudPro gives your customers:

- Current and state-of-the-art security tools and best practices
- Remediation guidance from industry leading security experts
- Clear and comprehensive executive and technical reports
- World-class customer support



Sales Opportunity

There is a major business opportunity for you to sell vulnerability assessments to your SMB customers. Now is the perfect time to add CloudPro Vulnerability Assessments to your portfolio. This service gives you:



- **Recurring Revenue Opportunity**
CloudPro Vulnerability Assessments make it easy to generate recurring revenue streams through monthly and quarterly subscriptions.
- **Grow your Business**
Expand your current business within your established accounts with easy to sell vulnerability assessments.
- **Short Sales Cycles**
The assessment is packaged and pre-configured so selling to your SMB customers is fast, easy, and sticky.
- **New Upsell and Cross-sell Opportunities**
Use the comprehensive assessment report to identify opportunities to upgrade your customers' network and services to mitigate risk.



Target SMB Customers

As security threats continue to increase, SMB companies are feeling an urgency to strengthen their cybersecurity efforts. Many SMB customers are now beginning to recognize the vulnerabilities, risks and threats that are targeting their organizations.

Here are key characteristics of your target SMB customer:

- Struggling to keep pace with new and emerging technologies
- Companies experiencing IT security staffing and expertise shortages
- Experienced a breach or attack within the last 24 months that resulted in operational disruption, reputational damage or financial loss
- Organizations with remote teams



Personas

Target the following decision makers and influencers:

Role	What they care about	How we can help
CIO / CISO	Q: How will the vulnerability assessment enhance my businesses security posture and governance?	A: Our assessments identify current and potential security vulnerabilities, enabling targeted remediation to stay ahead of cyberattacks.
	Q: How can I demonstrate the value to my executive leadership team?	A: By comparing the low cost of a vulnerability assessment to the cost of a real security breach.
	Q: What are the immediate benefits from the vulnerability assessment?	A: Benefits are avoiding costly data breaches and ensuring security of your your information and intellectual property.
VP / Director of IT	Q: What technical support and resources are required from my team to assist the vulnerability assessment?	A: One meeting with periodic follow-up email exchanges with your IT manager and application engineer (if web application assessment) is typically all that is required.
	Q: How often should I conduct a vulnerability assessment?	A: We recommend a network vulnerability assessment be performed bimonthly and a web application vulnerability assessment be performed quarterly.
	Q: How will we remediate any security issues that may come to light?	A: Our team will walk you through the assessment report and guide your remediation strategy to address any issues found.

Role	What they care about	How we can help
VP / Director Business Unit	Q: How will the vulnerability assessments improve the security of our business systems?	A: Our assessments are designed to improve your security posture and IT governance processes.
	Q: Will our business applications, such as finance, ERP, communications be impacted by the vulnerability assessment?	A: In the unlikely event of any unanticipated issues in conducting the assessment, we recommend that customers ensure their data is backed up prior to the assessment.
Procurement/Finance	Q: Are there any up-front capital expenditure costs?	A: This is a key benefit, as there is no upfront capital costs.
	Q: What are the ongoing operational costs for the vulnerability assessments?	A: Subscription costs vary on are based on a number of factors such as the assessment type, frequency, and number of IPs.

How Vulnerable is your Business?

- Does your company's public website have a customer/user login capability?
- Does your company use software-as-a-service (SaaS) web applications?
- Does your company run on-site servers and computers on your own WAN?
- Has your company developed web application software that runs on your servers or hosted by cloud service provider.?
- Does your company have an intranet with browser-based applications (i.e. and are they externally accessible via a VPN)?
- How many software applications does your company uses (approximately)?
- Does your company have its own mobile application software?
- Does your company perform online credit card payment processing?

Impact on your Business if it Gets Hacked

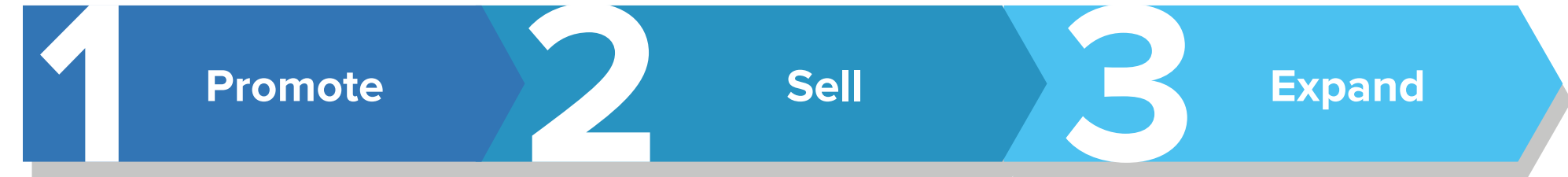
Here is a list of the types of company data that could be stolen, corrupted or held for ransom if not fully protected:

- Customer data/records (e.g. names, contact information, and/or credit card data)
- Passwords and User ID's
- Contracts, Invoices, Orders
- Financial Corporate Data
- Employee Data (e.g. HR, Payroll, health information)
- Emails (e.g. business correspondence)
- Intellectual property / trade secrets



3 Easy Steps to Success

Everything you need, every step of the way.



East to promote. Generate awareness and interest for your cybersecurity vulnerability assessment offering and services.

Promote with these tools:

- Social media templates
- Email marketing templates
- Webpage templates
- Customer presentation



Easy to sell. Because we have the right features at the right price, meet the needs of the exploding small and medium-size market and backed by CloudPro, vulnerability assessments will sell fast.

Sell with these tools:

- Security risk analyzer
- Sales script
- Service brief
- Battlecard
- Sales playbook
- Sample assessment report



Easy to expand. There's plenty of headroom for expansion within your accounts. Leverage your cybersecurity success to upsell and cross-sell new security, network and cloud services.

Expand with these tools:

- Sales playbook
- Email marketing templates
- Social media templates



Find the templates for your next marketing campaign in our [Sales Center](#).

Social Media Templates

Small to medium-size business users are large consumers of social media. A social media presence on platforms such as Facebook and LinkedIn enables you to increase the visibility of your service offerings and position yourself as a thought leader with your customers.

Visit our [Agent Sales Center](#) for the latest CloudPro templates that you can co-brand and customize for your social media campaigns.

Facebook and LinkedIn Templates



Email Marketing Templates

An effective email marketing strategy helps you increase brand awareness, reach prospective customers and generate leads. Email marketing is essential to every marketing strategy. Tailor your message to engage different market segments and customers wherever they are in the sales cycle.

Visit our [Agent Sales Center](#) for the latest CloudPro templates that you can co-brand and customize for your email marketing campaigns

WordPress HTML Templates



Webpage Marketing Templates

Quickly and simply advertise your cybersecurity vulnerability assessment offering on your website with our ready-to-use webpage templates. It's easy to customize and co-brand with your company logo and colors.

Visit our [Agent Sales Center](#) for the latest CloudPro webpage templates.

WordPress Compatible Templates



HTML Source Code Provided



Tools & Collateral

Close more deals with our co-brandable sales tools and collateral. Our tools are designed to promote the key capabilities and benefits of your cybersecurity services. Providing you with the right materials, tools, and resources you need to identify and qualify leads will help you win new business and drive revenue.

Visit our [Agent Sales Center](#) for the latest CloudPro tools and collateral that you can co-brand and customize.

Security Risk Analyzer



Customer Presentation



Example Vulnerability Assessment Report



Service Brief



Battlecard



Upselling and Cross-selling Opportunities

The CloudPro Vulnerability Assessment gives Agents opportunities to identify areas where additional products and services can help improve their network and web application security and performance.

The vulnerability assessment report provides you valuable technical insights into your customers network and web applications. Mitigation and remediation recommendations will open the door to additional solution selling and recurring revenue opportunities.

- Vulnerability Assessment Report will drive the remediation recommendations and create opportunities to upsell and cross-sell new products and services.
- Monthly and Quarterly Subscriptions give you a reason to meet with your customer on a regular basis to review discuss their IT strategy and plans.
- Data-driven Assessment enables you to build a compelling business case that demonstrates the need for system and service upgrades.



*Most companies
take over six months to
detect data breaches
– ZDNet*

For Plans and Pricing Information

please visit our Sales Center at:

cloudpro.services/vulnerability-assessment-sales-center

[Contact](#) your CloudPro account manager for access.



Information in this document is subject to change without notice.