



CloudPro™ Vulnerability Assessment for Networks and Web Applications

Accelerate SMB Sales and Drive Profits

Overview

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 networks and web applications.

CloudPro's Vulnerability Assessment identifies areas where a compromise would have the greatest impact and risk to their business. Our comprehensive suite of tests helps ensure your customers' IT infrastructure is protected against ransomware and other malware attacks.

Opportunity

There is a major business opportunity for you to sell CloudPro Vulnerability Assessments to your SMB customers.

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

Elevator Pitch

Overconfident and Under-Protected

Did you know most small and medium-sized businesses are not doing enough to protect their organizations from cybercriminals, ransomware attacks, and other cybersecurity threats? Breaches and cyberattacks are accelerating at an unprecedented rate, yet most SMBs remain wholly unprepared (and often over-confident) in their cybersecurity capabilities.

Nearly all business organizations equip themselves with antivirus software, firewalls and other standard protective solutions, yet cybercriminals routinely find ways around them. Our service assesses your network and web applications, analyzes your security risks, and identifies gaps and dependencies. By identifying your current security vulnerabilities, it enables you to address the issues and stay ahead of cybercriminals.

SMB Customer Pain Points

- **Covid-19 - More employees working from home**
- The attack surface is greatly expanding for companies with employees working from home which increases the chance of successful cyberattack.
- **VPN and RDP** - Common remote access technologies for connecting to internal intranets include VPN's and RDP are prime targets of cybercriminals.
- **Stretched IT Resources** - SMB organizations have limited resources to address ransomware threats.
- **Increasing risk** - Undetected breaches result in increasing damages including data loss, brand damage and IT remediation costs.

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:

- Cybersecurity experts leveraging best practices and state-of-the-art tools to deliver reliable vulnerability assessments
- Industry-leading cybersecurity experts providing remediation guidance
- Clear and comprehensive executive and technical reports
- World-class customer support

Target SMB Customers

As security threats continue to increase, SMB companies are feeling an urgency to strengthen their cybersecurity efforts. Many are now beginning to recognize the high risk of failing to take immediate action.

Here are key characteristics of your target SMB customer:

- Has not had a vulnerability assessment recently or on a regular basis.
- Would suffer significant business disruption if IT infrastructure and/or databases were compromised or held for ransom by cybercriminals
- Struggling to keep pace with cybersecurity requirements associated with a remote workforce.
- IT security staffing and expertise shortages and are unable to conduct regular security testing



Qualifying Questions

Follow-up Questions

Your SMB Customer Solution

Would your business be severely disrupted if its IT infrastructure or databases were compromised or held for ransom by cybercriminals?

Have you had a vulnerability assessment recently (e.g. past 3 months)?

The CloudPro Vulnerability Assessment identifies areas where a compromise would have the greatest impact on your business and greatly reduces your risk.

Does your senior management understand the security risks for your organization?

Did you know that network vulnerabilities accounted for 81% of all cyber vulnerabilities and web apps have the greatest percentage of high-risk issues?

Our security experts recommend strategies and approaches to address the unique vulnerability issues of your business that can be easily explained to senior management.

What are you doing now to prevent cyberattacks?

Did you know that companies take nearly 6 months to detect a data breach, even major ones?

CloudPro vulnerability prevents cyberattacks by using state-of-the-art tools and best practices to identify a web application's vulnerabilities in areas such as input validation, coding practices, config management and authentication.

Compared to other companies, how do you feel you rank when it comes to cybersecurity preparedness?

Did you know that the average cost of a single cybercrime attack for small and medium size businesses is \$200K?

CloudPro helps you protect yourself against of cyberattack by delivering an assessment report that provides potential remediation for each vulnerability.

Identifying SMB Customer Opportunities

The IT organization is resource constrained and lacks the expertise to conduct and assess its security risks and vulnerabilities on an ongoing basis.

Your customer is overconfident and under-protected when it comes to their cybersecurity posture.

Your customer lacks the key security controls and tools needed to protect their organization from advanced, sophisticated threats.

Your customer has difficulty keeping pace and protecting both their legacy applications as well as their new and emerging technology investments.

Your customer's organization is growing quickly and they haven't had the time or resources to implement a cybersecurity plan to protect their network and data.

Your customer fails to conduct regular risk assessments and vulnerability scans which limits their visibility into the vulnerabilities that exist within their organization.

About CloudPro™

CloudPro provides cloud security, consulting and professional services for companies with complex infrastructure and storage environments. CloudPro's expertise helps you understand your current security threat landscape to stay ahead of cybercriminals. Our team of experts are leading the way for next generation digital security solutions for small and medium sized businesses.