SECURITY SENTINEL
SECURITY NEWS YOU CAN USE
FALL 2021

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UPDATING YOUR SECURITY STRATEGY SHOULDN'T BE SCARY...

But having a DATED strategy IS! Carbon Black Cloud Workload makes security EASY, especially for vSphere Customers. Ask our team of VMware specialists how to save up to 30% on select bundles teamvmware@techdata.com
FROM THE DESK OF TRACY HOLTZ

Tracy Holtz, Vice President, Security Solutions, Americas, Tech Data

As we reflect on the cyberattacks thus far in 2021, we've seen ransomware and IoT attacks continue to increase exponentially year over year. These attacks impact many, including small and medium-sized businesses (SMBs), supply chain companies and RMM platforms. CompTIA recently released their 2021 State of Cybersecurity report, which referenced that most people feel the general state of cybersecurity in the economy is getting worse. In 2020, 80% of individuals in CompTIA's study felt like the state of cybersecurity was improving – but in 2021, only 69% feel the same. In addition, the report stated there's less satisfaction with corporate strategies. In 2020, 82% of employees felt satisfied with their company's approach to cybersecurity. Whereas in 2021, that number dropped to 70%. Given these findings, there's significant opportunity to strengthen security architecture with Zero Trust structures and ensure recovery plans are in place should a ransomware attack occur.

The opportunity to help our partners protect their data has never been greater, and by helping them with services, solutions and enablement, we can address their current challenges. Tech Data continues to bring to market new security offerings, helping partners expand their capabilities with training, services and solutions such as SOCaaS, Incident Response and Cloud Security to name a few. We've expanded our Digital Security Practice Builder to include new technology deep dives and brand-new MSP modules to accelerate your OPEX revenue. Lastly, our SPI tool was recently updated to expand global geographies and services.

Let's continue to work together and leverage all the amazing security resources to make a difference in your cybersecurity business. Thanks for your partnership and I wish everyone a safe and wonderful holiday season!

All my best,
Tracy
SOLUTIONS PRODUCT INVENTORY (SPI) TOOL LAUNCH 2.0
Coming This December!

Our Security Team is very excited to launch a complete overhaul of our popular Solutions Product Inventory (SPI) Tool this December. The SPI Tool is a global resource leveraged by partners to help them build solutions on the fly with their customers, and includes searchability by vendor, product, category, sub-category, MSP-readiness and geographic region.

The SPI Tool 2.0 will feature enhanced search capabilities in security and data analytics, as well as a continued expansion into cloud and IoT solutions on a global scale. These enhancements will enable our partners to search for solutions specific to where the end-customer is located, helping to solve their IT and business challenges.

Additional improvements to the SPI Tool are slated for the first quarter of 2022. The merger between Tech Data and SYNNEX has amplified the number of solutions that will be made available to partners. The updated SPI Tool will incorporate legacy SYNNEX's product line, providing visibility and access to both organizations’ solutions for our partners.

Additionally, we will enable partners to identify solutions to complex challenges, by searching multiple vendor products and services aggregated into one solution. Partners will be able to solve business challenges in a more streamlined fashion and provide a quicker time-to-market as well as better outcomes for their customers.

We are very excited about the launch of SPI Tool 2.0, and feel it will provide tremendous value to our partners as they solve challenges for their end-user customers.
DISCOVER THE LATEST SECURITY TRENDS IN OUR CYBERTALK WEBINARS!

Introducing #TDCyberTalk, a webinar series from the Tech Data Security Solutions Business Development team!

The CyberTalk team is a group of vendor-agnostic security experts that provide a unique point of view on all things related to cybersecurity. Every month, the team delivers a webinar that features industry experts covering topics ranging from cybersecurity trends, vendor spotlights and even tips on how to help you create new revenue streams for your business.

The October webinar, Building and Maintaining the Human Firewall, centered on security awareness. Steve Curtiss and Christopher Walker, Strategic Enterprise Consultants at Tech Data, discussed how to engage clients in security awareness, new ways to incentivize cyber threat awareness, and vendor solutions that include automatic detection of phishing attacks.

Past topics include:

- How to Build Security Recurring Revenue
- Basics of Security – Speak the Language and Learn How to Sell
- The ISAO Threat Feed

Email securityservices@techdata.com today to get access to this monthly event and benefit from our security thought leaders! You can also follow Tech Data Security Services on LinkedIn for event updates.

TREND MICRO™ WORRY-FREE™ WITH CO-MANAGED XDR

MSPs, rest easy. Security posture across your customer base is monitored 24/7 by security and threat intelligence experts.

- Increase protection for your customers
- Expand your business
- Lower operating costs
- FREE 75-user NFR license of Trend Micro™ Worry-Free™ XDR

Trend Micro Team
trendmicro@techdata.com
(727) 539-7429 ext. 5545035
Searching for new business customers is never easy. It can be almost impossible in our current fast-paced, hybrid work environment to even get a prospect’s attention. What can a partner do to improve in this very challenging marketing environment?

Enter cybersecurity – the ultimate door opener.
Today, more than ever before, security needs to be top of mind for SMB leaders. It’s our job as members of the IT channel to make sure they hear the security message loud and clear.

SMBs are frequently the target of bad actors. Often, they do not discover the true impact of a breach until it’s already destroyed their business.

In fact, CNBC and Momentive’s recent small business survey states that over half of US small business owners are not worried about being a cyberattack target. Further, these small business owners feel confident that they would appropriately respond if they were a target and hacked. However, most businesses surveyed said they had no formal cybersecurity response plan in place.

Pair this with the fact that at least 25% of small businesses surveyed by the National Cybersecurity Alliance filed for bankruptcy after being attacked. This creates an opportunity for a strong marketing campaign to educate misinformed enterprises (and develop leads for your funnel).

Here’s a simple four step process the Tech Data Security Team would recommend to help you create this campaign:

1. FIND THE RIGHT STATS AND FACTS
Identify a few key cybersecurity stats that are relevant to your local SMB base: it might be that your area is heavily weighted toward services, retail, manufacturing or even healthcare. Pick the stats that pertain to their industry and type of company.

2. MAKE THE STATS MATTER
Translate those stats into what it means for their business. If the prospective business has many remote workers, you would want to lead with a stat like this from IBM: “At organizations where remote work was a factor in the breach, the average total cost of a data breach was $4.96 million.”

3. PROVIDE THE PAYOFF/REWARD
Once you have shared your stats and facts designed to make the prospect take notice, tell them what you can do to help. Consider how your cybersecurity practice can help them identify risks, develop a response plan and respond at the moment that matters. Be specific about how you can help.

4. HAVE A FIRM CALL TO ACTION
Finally, it’s time to have that prospect take action. Design a solid call to action with a set expiration date that encourages the desired activity. For example, offer a free security consultation only for businesses who book an appointment within the next 14 days. Remember, all calls to action should have a “timer” to create a sense of urgency.

As you launch your security conversation starters, be sure to know what additional services you will offer alongside your security solutions. Ensure your sales teams are prepared to discuss those solutions in detail for their appointments with leads.

Using business cybersecurity as an entrance into new business discussions is not only good for your business – it adds tremendous value to your prospect’s business by keeping their data and operations safe and secure. And that is good business.

Want to know about the types of email marketing we can help our partners execute? Email us at securityservices@techdata.com for more information!

DON’T PAY THE RANSOM.

Ransomware protection can be as easy as 1-2-3. Secure your email, web apps, and data with Barracuda.

For more information, contact barracuda@techdata.com
HEALTHCARE BUSINESS PARTNER FULL IMMERSION WITH HONORHEALTH

The Tech Data Security Team is happy to announce another successfully completed healthcare immersion experience this past September in partnership with the HonorHealth HealthPath Internship Program! Sponsored by Tech Data technology vendors Intel and Ergotron, attendees were provided a rich learning opportunity where they discovered the latest technology solutions that are helping various healthcare professionals serve today’s patients. Solutions covered included security, cloud, IoT, analytics and AI technologies in healthcare.

HealthPath is a proven program utilized by hundreds of Tech Data channel partners over the last 14 years, providing customers with the knowledge and support needed to develop robust vertical market practices with a deep understanding of healthcare-specific regulations, issues and needs. Through the application of Tech Data’s Practice Builder™ methodology, the enhanced program offers customers the ability to leverage business accelerators as well as education when applying these technologies to healthcare environments to enhance patient care.

The internship program included over 20 educational and interactive activities, including sessions with hospital leadership teams from surgery, pharmacy, research institute, trauma, helipad, operating room, military partnership simulation lab, IT and finance, community programs and more – all across three HonorHealth hospital campuses.

This year, HealthPath interns attended a compelling real-world simulation of a military medical triage setting with realistic recreations of patient traumatic injuries, emergency treatment, communication and transport – all with lifelike sights, sounds and actions.

Through this unique training program in an actual hospital setting, attendees are empowered to develop the skills needed to become “trusted advisors” to their healthcare provider accounts.

The HonorHealth HealthPath Internship Program is the final course for our healthcare partners, where they can build on previous knowledge to gain a deeper understanding of IT from a clinical perspective and better serve their customers. The program differentiates Tech Data in the IT distribution industry, giving attendees the opportunity to not only hear from representatives from several different departments of the hospital, but to also engage in discussions with doctors, clinician professionals and C-level executives throughout the week.

This immersion into the healthcare provider experience allows internship participants to leverage what they see, learn, and feel to address gaps in service and care quality. Participants also leave with a better understanding on how the technology interacts with patients’ families and the medical staff – a key measure in addressing patient care.
The HealthPath Internship is a world-class program that brings technology to life and demonstrates how we connect the world with the power of technology. Over its duration, there have been more than 300 graduates of the Tech Data HealthPath Internship program.

Our next HealthPath Internship is planned for Dec. 13-17, 2021, sponsored by Dell/EMC and Lenovo.

If you are interested in learning more, contact Steve Unger, National Healthcare Sales Manager, for details.

Symantec Integrated Cyber Defense

All the essential security solutions working together to protect your business.

Learn More at: https://shop.techdata.com/vendorpartners/symantec
We have been very focused on building our vendor portfolio with new strategic capabilities this year. We are excited to announce some key vendor relationships that deliver cutting edge solutions focused on solving today's toughest cybersecurity challenges. Take the time to get familiar with these vendors and the solutions they offer to enhance your own security portfolio so you can provide comprehensive solutions to your clients.

**ActZero** empowers teams to cover more ground on their journey to improving their cybersecurity with less internal resources. Purpose-built for small and mid-sized businesses, ActZero provides best-in-class 24/7 monitoring, detection and response, capable of stopping emerging threats like ransomware and account takeover - all in an affordable and fully managed service. We combine threat hunting expertise with emerging AI and ML technology. This approach identifies more vulnerabilities quicker, and proactively recommends and prioritizes actions to seal gaps, and rapidly contain and remediate threats to ultimately harden our customers’ cybersecurity posture. Illuminate a different path to cybersecurity maturity for IT and security professionals. ActZero makes it simple for customers to scale coverage, reduce cybersecurity risk and stop more meaningful threats.

Protect your customers from cyber threats without the hassle of building an internal SOC while earning high, recurring margins and unlocking more sales opportunities. For more information about how you can leverage ActZero solutions, contact the Tech Data ActZero team at ActZeroUS@techdata.com.

**Privafy**'s cloud-enabled security is one of the fastest, easiest ways to start selling cybersecurity solutions to your customers. According to a recent McKinsey & Company report*, cybersecurity services for small and medium-sized enterprises (SMBs) represent a $40 billion market that is still waiting for the right combination of price, packaging and channel sales strategy. Now that wait is over.

Work has moved from the office to work from anywhere (WFA), where sensitive business data is being exposed to the next generation of cybersecurity challenges. Legacy security solutions don't cut it; they're complex, costly, and difficult to deploy when thousands upon thousands of remote workers need to be protected and secured now.

Privafy's cloud-based, zero-touch, zero-trust solution delivers full-stack, enterprise-class security to small businesses at a fraction of the price of traditional solutions securing your customers’ network, endpoints, applications, and cloud workloads. Plus, because Privafy is cloud-based, there's never any software to update, manage or patch and no costly hardware to maintain. Privafy is your new, fast, simple way to extend existing security capabilities to remote and distributed employees and offices anywhere in the world. Stopping malware, viruses, ransomware, phishing, and more— immediately upon deployment. All while providing real-time alerts, so your customers are always in the know when new devices/users connect to their network.

If you're not talking to your customers about Privafy security solutions, you're missing out on a tremendous hands-free source of high margin recurring monthly revenue. Email the Tech Data Privafy team at privafyUS@techdata.com. Click to watch a short video to see how Privafy's easy-to-use real-time security dashboard will help you gain end-to-end visibility into your client's security posture.

**XeneX** protects customers from cybersecurity attacks, ransomware, malware and breaches with the most advanced and comprehensive platform in the industry. Designed for supporting channel partners and purpose-built for small and mid-sized businesses, XeneX provides best-in-class 24/7 monitoring, detection and response, all in an affordable and fully managed service. With XeneX, combine threat hunting expertise with AI and ML technology and a built-in cross-correlation engine for unprecedented threat detection capabilities and real-time remediation.

Protect your customers while earning high, recurring margins and unlocking more sales opportunities. For more information about how you can leverage XeneX solutions, contact the Tech Data XeneX team at xenexus@techdata.com.
THE CHALLENGE

Why Upgrade Your Customers to The Modern Workplace?

$13M
The average cost of cybercrime in 2018

$5.2T
Total value of assets at risk if security investments are not made

91%
Security breaches originating from phishing or spear-phishing attacks

1 in 4
The number of business that file for bankruptcy after a cyberattack

THE OPPORTUNITY

Cyber Threat Mitigation Isn’t Hard: Studies show the use of cloud services can make cyber threat investigations more efficient.

Cybersecurity is a Growing Investment: The global cybersecurity market is expected to grow by $150 billion by 2024.

Employees Want a Secure Mobile Workforce: 42% of millennials say they would change employers if provided the technology that meets their needs in the workplace.

THE SOLUTION

Through Tech Data’s Cloud Modern Workplace practice, you get the solutions necessary like our Secure Score Click-to-Run™ to better serve your customers while mitigating their cybersecurity risks.

Get Started with Microsoft’s Modern Work Solution and accelerate into the cloud security market! Contact your Tech Data Microsoft Cloud team at:

Microsoft@techdata.com OR 800-237-8931, ext. 5545006

AREA 1 SECURITY

Are you at risk for a Ransomware Attack?
Are your customers at risk?

AREA 1 PROTECTS PARTNERS FOR FREE

Preemptive Cloud Email Security • 5 Minute Provisioning • Free Protection for Area 1 Partners • BEC Protection
Fraud Protection • Ransomware Protection • Supply Chain Protection • Identify Most Attacked Users • Campaign Origin
THE HOLTZ STORY PODCAST

Tracy Holtz
Vice President, Security Solutions, Americas, Tech Data

The Holtz Story podcast is going strong! Hosted by Tracy Holtz, Vice President of Security Solutions for the Americas at Tech Data, she discusses current trends and challenges in cybersecurity with the industry’s leading tech experts. The topics discussed are wide-ranging, and include work-from-home security challenges, how to combat bad actors and strategies MSPs need to adopt to thrive. Tracy’s questions create an interesting dialogue with her guests that show insights into the industry from a leadership viewpoint, while providing a look into security vendors’ and channel partners’ perspectives.

Industry Insights
Tracy is in a unique position to share her thoughts on the industry and capture insights from her peers. Being with Tech Data for more than 20 years, Tracy has witnessed massive changes in the industry – and in vendors’ evolving strategies to meet those changes. The pandemic also introduced major security challenges, and Tracy and her guests construct (or deconstruct) ways to combat and stay ahead of the evolving threatscape.

Recent episodes of The Holtz Story include:

**Data’s Role in Ransomware**
Simon Jelley
Vice President of Product for Backup Exec, Endpoint Protection, and SaaS Backup
Veritas

**Ransomware and Recovery**
Jody Guffey
Vice President of Channel Sales
SMB & Consumer OpenText

**The Changing MSP Landscape**
Larry Walsh
Founder and CEO
Channelnomics

**The Anywhere Workforce**
Dan Brodeur
Senior Director, Carbon Black WW Partner Sales - VMware Security Business Unit
VMware

**The Cybersecurity Evolving Landscape**
Tim Erlin
Vice President of Product Management and Strategy
Tripwire

**Return to Normal**
Frank Rauch
Head of Worldwide Channel Sales
Check Point Software

**Discussing the Cybersecurity Executive Order**
MJ Shoer
SVP, Executive Director
CompTIA ISAO

**Upcoming Episodes and How to Listen**
Future episodes are underway, and feature guests from Tech Data Security vendor partners, including Barracuda, Cisco, IBM, Saviynt, SonicWall, Symantec and WatchGuard.

The Holtz Story podcast episodes are available on all major streaming outlets:

- [Spotify](#)
- [Apple Podcasts](#)
- [Google Podcasts](#)
- [Stitcher](#)

You can also visit and bookmark [The Holtz Story podcast site](#) to stay current on episodes. Please be sure to subscribe and share with your professional network!
DIGITAL SECURITY PRACTICE BUILDER: INTRODUCING THE NEW MSP COURSE

There's been an ongoing shift in the industry toward managed services. At Tech Data, we've seen a tremendous amount of interest from our partners in how to become a managed services provider (MSP) or a managed security service provider (MSSP). To address this demand, we're excited to announce a new MSP Course within our Digital Security Practice Builder (DSPB) program! In this course, we provide additional on-demand content tailored toward MSPs.

The MSP course covers the five pillars that are found throughout the core course curriculum:

• **Strategy** – This course covers the planning, building and execution of an MSP strategy. Content is covered over several videos by two of our security leaders, each of whom has built and managed MSPs in their careers.

• **Enablement** – MSP overview videos from Tech Data vendors showcase the specific MSP programs, products and services our partners can leverage.

• **Marketing** – A leading marketing firm we partner with covers go-to-market strategies that are extremely beneficial in launching and developing your MSP business.

• **Services** – Enhance stickiness within your accounts by leveraging various offerings you can provide to your end-user customers, including SOC-as-a-Service.

• **Sales Execution** – Learn from one of the gurus in the industry who built one of the first pure play MSPs. He'll share his secrets for growing your practice and generating revenue that can take your company to the next level.

Our DSPB is a foundational methodology that's been built as a result of over 20 years of working with channel partners to increase their knowledge and expertise in next-gen technologies and vertical markets. In addition to the new MSP Course, the DSPB offers you a step-by-step approach to build a new security practice or take an existing one to the next level. The DSPB provides tactics to accelerate your existing security practice, and helps you build a security profile with the right vendors to complement your existing business model.
Endpoint Security
Extensible, Cloud-based
EPP and EDR

*Essential technology for your customers’ zero-trust environments.*

Contact us to learn more:
Phone: 800-237-8931 ext. 5545033  Email: sewatchguard@techdata.com
Our featured resources, including infographics, white papers and blog posts, dive into industry trends and highlight how Tech Data can help partners offer security technologies to their customers. Our resource content is updated frequently, so be sure to bookmark the Resources page of our Security Solutions site.

**MSP + Security: The Power of Becoming an MSSP Infographic**

Managed service providers (MSPs) with the will and means to become managed security service providers (MSSPs) will not only address critical needs in the marketplace, but they’ll also be well positioned to create revenue streams and expand their customer base.

**Protecting Data in Motion Infographic**

Traditional security perimeters are vanishing, especially since the pandemic drove many in the workforce to a remote or hybrid environment. Learn how to protect this data in motion with the help of this handy infographic.

**Tech Data Security Overview Video**

Bad actors are infiltrating company networks at an exponential rate. With today’s growing threatscape, it’s imperative that businesses incorporate layered cybersecurity solutions to protect their business-critical systems. Tech Data’s Security Solutions team understands the threats your customers face.

**Making MFA a Vital Part of Your Security Offering White Paper**

One of the most important tools to have in your arsenal these days is multi-factor authentication (MFA). MFA is a simple and effective tool that provides another layer of security on top of the login credentials.

**Ready to Build an Advanced Security Practice? Become an MSSP White Paper**

The challenge businesses face in securing their workloads, network and data is also an opportunity for managed service providers (MSPs). To seize the opportunity, MSPs must move beyond the foundational blocks of managed security to the advanced and comprehensive security offerings modern businesses need.
SECURING THE MANUFACTURER: WHERE PARTNERS SHOULD PLAY

Serve your industrial customers best by recommending a comprehensive approach to IoT security at every stage and every segment. From deploying risk mitigation strategies to preventing cybercriminals from penetrating multiple layers of protection, learn why businesses should configure complete security solutions.

THE ROLE OF MDM IN THE REMOTE WORKFORCE

As the pandemic prompts a massive shift to remote work and edge computing presents more complex security issues, partners are searching for the best solutions to secure their clients’ data.

RETURN-TO-OFFICE ENDPOINT SECURITY OPPORTUNITIES FOR MSPS

Smart MSPs are purchasing endpoint security licenses and using the software to deliver high-margin services.

ACCELERATING SECURITY FOR THE PUBLIC SECTOR

Now more than ever, everyone is concerned about the safety of their data, their users and their infrastructure – especially those in the public sector.

BUILD CYBER READINESS WITH RANGEFORCE

Upskill against real threats in action and learn critical cybersecurity skills with hands-on modules and team-based threat exercises.

Visit Tech Data Team at techdata.com to learn more.
TECH DATA CLOUD ENABLEMENT OFFERINGS

Are you interested in learning more about how the Tech Data Cloud team can help you take your Cloud practice to the next level? Through Cloud Practice Builder Consulting, Digital Practice Builder and Coaches we have the support, resources, and people to help you transform today!

Cloud Practice Builder Consulting

1. What is Cloud Practice Builder Consulting?
Cloud Practice Builder Consulting (CPB) is a comprehensive assessment, consulting, training, and enablement engagement offered exclusively by Tech Data with the support of our Cloud vendors. Whether you are new to or growing a Commercial focused Cloud practice, CPB offers partners a high-touch agile consulting engagement for developing and accelerating your business success.

2. How does Cloud Practice Builder Consulting work?
Tech Data’s Cloud Practice Builder team performs CPB consultant-led engagements for AWS and Microsoft Azure partners to address the 5 business domains key to building a successful Cloud practice: Management & Financials, Sales & Marketing, Cloud & AWS, Services, and Vertical Focus.

Phase 1: Assessment and Plan Development
A guided review of your organization’s cloud readiness in key business areas is performed to identify the needed actions and establish goals for your Agile Action Plan.

Phase 2: Plan Execution
A detailed, individualized Agile Action Plan is developed providing a blueprint of sessions and activities to help you achieve your objectives for building and scaling your Cloud practice. CPB boosts your Cloud business potential by defining with you an accelerated critical path to success.

3. How do I get started with Cloud Practice Builder Consulting?
Ideal partners for a CPB engagement are active AWS or Microsoft partners with an interest in strengthening their GTM readiness and scaling their practice. Speak with your Tech Data representative to learn more: EnterpriseCloudSales@techdata.com.

Digital Cloud Practice Builder

1. What is Digital Cloud Practice Builder?
Digital Cloud Practice Builder is going to help you rapidly and affordably build a profitable cloud practice without the guesswork, cost, ramp-up time or resources to develop in-house expertise. Tech Data’s Cloud Practice Builder offers quality enablement resources and a simple, step-by-step path to making cloud a strategic part of your business model.

2. How do I get started?
Get started today by taking our 5-minute assessment to gauge where you’re at in your cloud journey. After you take the assessment, you will be on your way to growing your cloud business by following the path curated just for you. We will also help you develop a differentiated solutions portfolio with some of our top cloud vendors including AWS, Google, and Microsoft.

PROTECT YOUR CUSTOMERS WHEREVER THEY ARE WITH MCAFEE ENTERPRISE MVISION XDR

Cyber-criminals are taking advantage of modern work challenges.

Help your customers’ get ahead of these adversaries with McAfee Enterprise MVISION XDR. The first Proactive, Data-Aware, and Open Architecture XDR.

Learn more about this multiple award-winning solution at www.mcafee.com/xdr
Tech Data Coaches

1. What is Tech Data Coaches?

Tech Data Coaches is an online community designed to help streamline partners (and their team members) connections to channel professionals across Tech Data’s diverse ecosystem. This community will enable partners to find the right guidance and support they are looking for when they need it most. Partners can leverage this platform to initiate connections with channel professionals for help with developing individual skills and competencies and/or advancing their next generation technology practices. Our coach community includes more than 70 (and growing) coaches across a wide variety of business, technology, and vendor specialities.

2. How do I get started?

Get started with Tech Data Coaches and click the Start Now button. If you are a returning user, select the Log In button. If you are getting started for the first time, you will be prompted to complete a short survey (it takes less than 5-minutes) to share your interests and set up your account. Be prepared to have your Tech Data Account Number on hand so you are authorized to access the community’s complete features. You can always add your Account Number to your profile later if you need.

How Tech Data Cloud Helps Partners Grow Their Cloud Practice
CLOSE THE CYBERSECURITY SKILLS GAP WITH THE PASSAGE PROGRAM

Today’s organizations are facing unprecedented cybersecurity threats and lack the resources to meet these challenges head-on. In 2020, the cost of a data breach in the U.S. averaged at $8.64 million, with more than 60% of the costs coming in the first year after the data breach.1 If action does not occur quickly to address these threats, it’s projected that losses due to cybercrime will reach more than $10.5 trillion by 2025.²

In addition to the rise of data breaches and cybercrime, the talent shortage of qualified cybersecurity professionals remains. According to CyberSeek, there are a total of 464,420 cybersecurity job openings in the U.S. alone,³ making hiring and retaining professionals a top challenge.

In a survey of hiring managers, 50% generally do not believe their applicants are qualified and an additional 16% are either unable or uncomfortable making the determination.⁴ In a 2016 study by CSIS and McAfee on the cybersecurity workforce gap, it was found that only 23% of IT employers thought education programs were fully preparing students to enter the cybersecurity industry.⁵

The Tech Data Cyber Range is addressing these challenges with the Passage Program. The Passage Program is designed to bridge the cybersecurity skills gap by providing a hands-on experience, professional consulting and career opportunities to upcoming and established cybersecurity professionals.

The Passage Program will support partners in meeting their own cybersecurity skills gap with two initiatives:

- The Placement Initiative, designed to place candidates from colleges and universities into unfilled cybersecurity positions.
- The Upskill Initiative, designed to upskill employed personnel in their current cybersecurity roles.

Both programs will utilize established training programs and the expertise of the Tech Data Cyber Range staff to deliver these services.

We are currently accepting applications for candidates into the Passage Program. The Placement Initiative and Upskill Initiative will launch before the end of the year with the following career tracks: SOC Analyst 1 and Junior Penetration Tester.

For additional information please contact: TDCRPassage@techdata.com.

Digital Transformation is Intensifying

Client Security Challenges

Cloud Security

Advanced Threats

Compliance and Privacy

Skills Shortage

Help Your Clients Thrive, Not Just Survive

Tech Data and IBM Security can help you design, build and manage a security program that helps your client’s business be responsive, resilient and agile while protecting their data, wherever it resides.

IBM Security is uniquely positioned to help you offer tools, integration options, deep resources and expertise as you guide your clients through every stage of their zero trust journey to cloud.

Get Behind IBM’s Security Shield

Why IBM?

• IBM’s on-prem and Software-as-a-Service (SaaS) solutions combine AI and intelligent orchestration with the agility of the cloud.

• Flexible MSSP Program

• IBM is ranked as a leader across 14 different market segments by industry analysts.

• 5-Star Partner Program rating from CRN

• Largest enterprise cybersecurity provider

Zero Trust Security Solutions

Preserve customer privacy, protect the hybrid cloud, reduce insider threat and secure the remote workforce.

IBM Security QRadar (SIEM)

Intelligent security analytics for actionable insight into the most critical threats.

IBM Security Guardium (Data Security)

Meet data security and data privacy priorities on-premises or across the hybrid cloud.

IBM Security Verify (IAM)

Use context and intelligence to make better access decisions.

IBM Security MaaS360® (UEM & MTD)

Manage and secure smartphones, tablets, laptops, wearables and IoT.

IBM Cloud Pak for Security

A platform to more quickly integrate your existing security tools to generate deeper insights into threats, orchestrate actions and automate responses to incidents.

For more information, contact the Tech Data IBM Security Solutions team at ibmsecuritysolutions@techdata.com
How to Set Up Your MSP Strategy for Success

As an IT solutions partner, you work closely with clients on various technological infrastructures. You may provide professional services like hardware and software procurement, implementation, and support. You have also likely come to learn that this traditional business model is unpredictable, leading to “feast or famine” outcomes. But today, there is a solution – offer managed services.

A managed service provider (MSP) is an IT solutions partner that provides and remotely manages technological infrastructure on a proactive basis or under a subscription model for their clients, thereby reducing client downtime and inefficiencies. MSPs offer customizable, affordable solutions with a flexible billing model on a monthly or annual basis. Operating via a subscription model also allows the MSP to better manage overhead expenses and earn recurring revenue that is easy to forecast and plan around. This in turn helps reduce business risk and increases business valuation for future exit strategies.

Create Your Starting Point

To become a successful MSP, start with identifying your goals and building your strategy. Strategy begins with a baseline – also known as the starting point. Industries evolve but an effective go-to-market strategy will create growth opportunities regardless of change. Here are some key questions to ask when establishing your baseline:

- What am I currently selling?
- How is my team aligned?
- What are my strengths and weaknesses?
- What opportunities and challenges are on the horizon?
- What do my financials look like?

The answers to these questions will establish your revenue goals, budgets, and time frames. They will inform your appetite and thereby set the risk level you must assume to get there.

Develop Your Offerings

Based upon the risk appetite, revenue goals, budget and timeline, MSPs can develop offerings, select business management tools like a Remote Monitoring and Management (RMM) tools or Professional Services Automation (PSA) tools, decide on pricing and billing, and establish marketing and sales strategies, including budgets and customer targets.

The process of developing the MSP offering includes defining which specific technical services to offer and how to bundle them together. Although you may be able to perform a range of technical services, it’s important to determine which ones will bring you the most business at the most profitable rates. You want to leverage the technical areas you know best and identify the types of services that are easiest to train your current employees. If necessary, you can also find alternatives like partnering or subcontracting. It helps to identify the investments needed for specialized hardware or software tools and choose the types of businesses that thrive in your area too. Finally, determine how to stand out from the competition – most industry-leading MSPs select markets that allow for specialization and ones that capitalize on their company’s in-house skills.

Partnership With Tech Data Security

MSP specialization creates incredible growth opportunities and includes security, cloud, and networking. Impeding threats like malware, ransomware, and data breaches are an everyday concern as technologies produce more sensitive data than ever before, requiring businesses to keep their information secure and their operations running. Security has become the top priority of MSPs and a leading service offering. However, the security solution space is complex, fragmented, and extremely crowded – that’s where Tech Data can help.

Tech Data can help you navigate through the maze of the cybersecurity landscape. Tech Data has a well-rounded value proposition for our partners that includes Partner Enablement, Security Vendor solutions, Security Services, and even a Cyber Range.

Partner Enablement includes our award-winning Digital Security Practice Builder which is a complete soup to nuts training program to help our partners rapidly build a profitable security practice. This free online partner resource includes the following courses: Strategy, Enablement, Marketing, Services, Sales and a brand-new MSP course. The MSP course was created specifically for partners with a desire to become an MSP and delves into planning, building, and executing an effective MSP go-to-market strategy.

Tech Data Security has over 150 security associates to support your revenue growth and help you pinpoint the market areas which will deliver the best opportunities. This includes a dedicated team of security consultants and business development managers focused on MSPs and partners wishing to build an MSP practice.

Our MSP team can be reached at MSPSecurity@techdata.com and 800-237-8931, ext. 5540540. Interested in watching the video? Register for Digital Security Practice Builder.
KEEPING YOUR CUSTOMERS AND THEIR EMPLOYEES SAFE: AN EVERBRIDGE PARTNER PANEL DISCUSSION

One of the major concerns for any organization is the safety of its employees – whether they’re on-site, at a different office location, on-the-road, in the field or in the air. When a critical incident or emergency strikes, organizations need to assess the impact of the event, locate their people and communicate to them to ensure their safety as well as direct them to take specific actions.

Unfortunately, we get an almost daily reminder of how frequently these situations arise, and how complicated the world can be. Quite simply, the world is less safe than ever before. Even areas that were traditionally viewed as safe, like places where you could take your family on vacation, are no longer free from threats or instability. Whether we’re dealing with the US, Europe, Asia or Africa, we’re seeing more and more events occurring that directly impact our safety.

Businesses, executives and security professionals have a “Duty of Care” to uphold to keep their people safe. Given the increased prevalence of these evolving physical threats, this responsibility has only been magnified.

Everbridge, a company that specializes in critical event management software, was joined by Tech Data and Intel to discuss the importance of keeping your greatest assets safe – your employees. Listen to the team of experts talk about what drives their company to keep people safe in the workspace, how digital and physical threats are managed, what Duty of Care means to them, and much more in our latest Partner Panel.

To learn more about Everbridge solutions and how you can implement them with your customers, contact Stephanie Ross at stephanie.ross@techdata.com.

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We recognize change is hard but reducing costs, complexity and the chance for data loss can make a change pay off. With VMware customers beginning to implement VMware Cloud Foundation (vCF) and Tanzu for their cloud-based workloads, they’re increasingly finding that point-product data protection solutions often require bolt-on technologies and additional management complexity to protect VMware workloads on-premises and in the cloud. This complexity can increase costs and create potential gaps in your data protection strategy.

With Veritas NetBackup™, costs are kept in check, complexity is eliminated and coverage gaps are closed. NetBackup’s unified platform provides a single, centralized control point built for and in collaboration with VMware for protecting VMware vSphere workloads on-premises and VMware Cloud Foundation and Tanzu workloads in the cloud.

And if simplifying your operations, reducing your costs and eliminating coverage gaps is not motivation enough for you, here’s more motivation to make the change.

For a limited time, we’re cutting the price of protection by 50 percent. For every front-end terabyte (FETB) of data protection purchased, new VMware workload customers get another FETB of protection for FREE.

Unlike the complexity created by a competitor’s point-product solutions, take advantage of NetBackup’s easy-to-use unified platform and its powerful VMware-specific features and leverage this money-saving offer to change your data protection strategy and simplify your life. To learn more, contact your Veritas Sales Representative.
More than ever before, customers want a partner that can offer them the entire package – which almost always includes alternative ways to pay for their products.

Tech Data Capital helps you become the partner that “has it all” by integrating our payment solutions into your selling motion. With a streamlined process and in-demand options, our team is well-equipped to help you become more competitive in a market that demands it! Meet some of our team below:

**Avery Moore, Financial Solutions Executive**
Works with vendors in our Edge space to create custom finance offerings that work for them. She has spent the majority of her career working in distribution and has perfected how to bring vendors and partners together to close more profitable deals. She's excellent at tying in our value proposition to yours, so bring her in to take your business to the next level.

**Mike Dickson, Financial Solutions Executive**
Is aligned to our partners on the East coast. He's been selling leasing and financing in the channel for over 12 years, so you can be confident that when you bring him into a deal, you're going to get best-in-class support and expertise. Mike has established many relationships over the years due to the level of service he gives his partners.

**Randy Dyer, Financial Solutions Representative**
Works with partners in the Central region. He helps sellers position themselves as their customers trusted advisor by advising on financing solutions, presenting our value to customers, providing excellent support on deals and quick turnaround on quotes and contracts. You can rest assured he'll be accelerating your deals, not slowing them down!

As you can see, we have an entire team of seasoned financial sellers who are ready to show you what we have to offer. Reach out to us today at financingteam@techdata.com to see why we're the trusted finance partner in the channel.
Are you prepared for the latest email-borne threats?

Email is a primary attack vector, but email security effectiveness varies greatly. Find out if your solution has what it takes to stop today’s threats, with a free email risk assessment.

Fortinet FortiMail delivers advanced protection against the full spectrum of email-borne threats. It prevents, detects, and responds to spam, phishing, malware, impersonation, and BEC attacks.

Go to the Fortinet Vendor page to watch the CTAP video and learn more about FortiMail. https://www.techdata.com/vendorpartners/fortinet/

Navigate the Journey to Better Cybersecurity with ConnectWise

Tools and tactics you used in the past won’t be enough to keep today’s cyberthreats at bay. Continuing to keep the status quo will make things worse in the future. ConnectWise offers software to bring your cybersecurity up to speed. Build a profitable cybersecurity practice by upgrading your offerings with ConnectWise solutions.

ConnectWise Identify
Managing security is all about knowing and mitigating risks. Based on the globally adopted NIST Cybersecurity Framework, ConnectWise Identify enables you to proactively pinpoint critical risks that leave your clients vulnerable to cybersecurity incidents. Visit ConnectWise.com/IdentifyTrial-TechData to start your free trial today!

Perch Co-Managed Threat Detection
Prevention alone can’t stop all threats. Perch helps you detect what you can’t stop with co-managed threat detection and response. Leveraging the Perch SOC and the Perch application means you can add staff—and expertise—without adding headcount.

Contact Tech Data to learn more about ConnectWise Solutions 1-800-237-8931 x87663 | ConnectWiseTD@techdata.com
Since 2016, Tech Data has been offering specialized security services, including penetration testing, vulnerability assessments, various security compliance services, security product installation services, managed security services and, most recently, incident response services. All of these are intended for our partners to resell to their customers to address their cybersecurity needs.

Our team works with partners to grow their security practice through these professional services, which provide multiple benefits to our partners by:

- Providing higher margin solutions that create true stickiness with the end customer, leading to more product sales.
- Identifying security gaps, which then help our partners resell additional security products and/or services to their end customer.
- Creating a road map to help partners and their customers improve their security posture to meet their compliance requirements.
- Helping to expand their partner portfolio.

Meet the Security Services Team responsible for selling and delivering on our Security Services portfolio.

**Ruben Cabrera, Sr. Manager, Security Services, Chicago, IL**
ruben.cabrera@techdata.com

Ruben has held various service-focused roles for more than 20 years, including as a network operation center supervisor for a Fortune 100 software company, a senior consultant for various software VARs and as a support manager responsible for delivering premier support services to end customers. Prior to his current role, he was the manager for Tech Data’s own security operation center (SOC) service offering.

Ruben is responsible for not only creating the security-focused professional services catalog that our Tech Data partners can resell today, but also overseeing the execution and delivery of those services on behalf of our partners. He manages both the Enterprise Security Sales Executives, who are responsible for selling services to our partners, and our Project Coordinators, who oversee all professional services projects.

Ruben and his family volunteer at their local Feed My Starving Children (FMSC) chapter whose mission is to reach everyone, even the hard-to-reach people and places, until all are fed. Ruben is also a non-athlete member of USA Swimming and is working towards becoming a certified swimming official for Illinois Swimming.

**Tony Fiori, Enterprise Security Sales Executive, Gilbert, AZ**
tony.fiori@techdata.com

Tony has been selling IT equipment and physical infrastructure for more than 23 years. He has provided solutions to clients, from items as small as a stick of RAM, to helping design and build large data centers like Digital Realty Trust. Today, Tony works with our partners to help them solve their complex cybersecurity service needs by appropriately positioning our assessments, compliance and implementation services.

Part of Tony’s role is to make sure our teams match the right resource to the opportunity and follow the project through to the end. He ensures an excellent customer experience and helps with any follow-up services that may be discovered during the process. The most recent top partner accounts Tony has collaborated with have been Insight, Zones, DataVox and MicroAge.

Tony is a member of The American Society of Heating, Refrigerating and Air Conditioning Engineers, which allows him to provide his customers value when building out their data centers. Tony volunteers over 20 hours a month in food banks and dog rescue shelters, as well as volunteering with a large video production team.

**Christine McGettigan, Enterprise Security Sales Executive, Brookline, NH**
christine.mcgettigan@techdata.com

Christine has worked in sales for over 25 years. She started her career at Hewlett Packard, reselling software solutions and professional services to end customers. Christine has been with Tech Data for 17 years and has been selling security services for the past five years.
Christine's most notable partners include Secure Cyber Defense, her largest SOC-as-a-Service account with over 23 end customers on our service, Capital Data, with more than two dozen Palo Alto and Check Point engagements, and BCI, who has our largest SOC-as-a-Service end customer today with over 120 devices monitored monthly.

Christine helps connect her partners with the right resources needed for any kind of Security Service project imaginable. Our team manages hundreds of Tech Data partners and projects with dozens of subcontractors at one time.

Christine has volunteered with Make a Wish and is actively involved in ChemoCares, a fundraising effort in her town that raises funds for chemotherapy patients to receive care packages, including gas gift cards, blankets, crossword puzzles, snacks and more. Their goal is to assemble over 18,000 products and over $15,000 in gas cards.

Jordan Friend, Enterprise Security Sales Executive, Mesa, AZ
jordan.friend@techdata.com

Jordan is the newest member on our team, having joined in August 2021. Prior to joining Tech Data, Jordan worked for six years in Services Sales and Sales Management at TopGolf. She was responsible for membership sales and managing events and top accounts. Although Security is new to Jordan, she understands the value our services deliver and looks forward to working with our partners to help them solve their end customers' complex cybersecurity needs.

Jordan’s focus is to help resell our prepackaged security services, including McAfee Device-to-Cloud implementation services, that are delivered by our subcontractors such as W. Capra and UNS. She is also responsible for selling prepackaged, third-party managed and implementation security services that will be included as SKUs in SAP for vendor products such as Fortinet, Check Point, and Symantec.

Jordan is very excited that her role will allow her to make meaningful connections between our partners, their end customers, and our subcontractors to help grow our partners' security practices via our services.

Jordan and her family currently foster children, as well as foster and train animals through local rescues. She is also a coach for new gestational carriers (surrogates) that are starting their process and uses her experience as a former 4x surrogate to help guide them in their journey of creating families.

Akilah serves as a Project Coordinator for our Security Services team, overseeing active projects. She ensures that both our partners and their customers' needs are met throughout the entire engagement, a critical part of delivering successful projects. Akilah works with our partners and subcontractors to kickoff projects, implement accurate project timelines, provide updates, and close out projects to review deliverables and reporting with the end customers.

Akilah is an excellent communicator and is always willing to lend a helping hand. In a short time, Akilah has worked on security service projects for various partners such as CECO Environmental and Osaka Gas. All Security Services projects sold by our team are coordinated by Akilah, so our partners can be assured that they are in good hands.

Before Akilah started at Tech Data, she worked in the entertainment industry for live television and film studios. She managed transportation detail, on-set production and talent for networks including ABC, Home Shopping Network and Disney Channel. Outside of her work schedule, Akilah serves as an alumna volunteer for the Kappa Kappa Gamma Fraternity and as a mentor to University of Central Florida students in the ChargeOn Mentorship Program. Go Knights!

Our team is ready to help you today! If you’d like to learn more about the security services our team offers, email us at securityservices@techdata.com.

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For more information on how SonicWall can deliver a comprehensive cloud solution for your business, please email SonicWall@TechData.com.

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**Webroot® Security Awareness Training**
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