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Help your customers simplify security with the broadest, most integrated platform. Learn more by reaching out to technicalboost@techdata.com
FROM THE DESK OF TRACY HOLTZ

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

It has been more than two months since I officially stepped into the role of Vice President of the Americas division of Tech Data Security Solutions. I am honored to have been chosen to lead our security business and I am excited to continue working alongside such an amazingly talented team.

Our strategy remains the same, focused on a few key differentiators to help us excel in the market:

• Expanding our Security vendor line card with innovative new vendors like recently signed Zscaler, Area 1, Indeni, Tripwire and Allot.

• Building new managed security service capabilities to attach to the products that we sell.

• Aggregating together multiple vendor offerings, along with services, to deliver business outcomes.

• Expanding partner enablement offerings with new Digital Security Practice Builder and MSP content.

With the recent escalation of high-profile data breaches in the news, protecting your client’s sensitive data, networks and endpoint devices continues to be at the forefront of every conversation. These malicious attacks have begun impacting our daily lives whether through gas supply shortages, meat packaging delays, or global widespread supply-chain ransomware attacks exploiting vulnerabilities in Kaseya VSA software; each one exposing a gap that needs to be addressed.

Red Canary’s 2021 State of Incident Response surveyed 500 security and risk leaders to identify trends, surface challenges, and understand how security leaders are faring with preparedness, detection, and response.

Below are a few key highlights:

• 92% of security leaders are not 100% confident in their organizations ability to identify the root cause of an attack.

• 46% of organizations are unable to contain a threat in less than an hour after the initial compromise.

• 70% of organizations are dealing with 100 or more cybersecurity threats alerts every day.

The opportunity to help you solve for these issues has never been greater - we have the right combination of expert resources, services, solutions and enablement tools to help you navigate these customer challenges.

I will leave you with one of my favorite quotes by Helen Keller,

“All alone, we can do so little, together we can do so much.”

Remember, we are here to help you solve your clients’ top cybersecurity obstacles. Contact your security sales representative today or email us at securityservices@techdata.com to learn more.

Thank you for your continued partnership!

All my best,

Tracy
FORGING A STRONGER SECURITY PRACTICE – TOGETHER

Being a leader in the development of security solutions to benefit our channel partners has always been a key driver of the Tech Data Security team. If we can find a way to make a tool better or create one to address the needs of the channel, we will work to make it happen.

This year has been no exception. As a matter of fact, the need to help our partners on their security journey has been even greater as we navigate an elevated threat landscape due to an increase in attacks by malicious groups. In case you haven’t had a chance to review these valuable resources, we invite you to click on the links below to learn more:

PROFESSIONAL SERVICES DATASHEET
Developed as an overview to showcase the various assessments, compliance assistance, governance support and implementation services we offer to our channel partners.

SECURITY SOLUTIONS OVERVIEW
View our recently refreshed overview video. We created a viewing experience to showcase all that we bring to the channel and we’re excited to share!

RANSOMWARE EBOOK
Created to help partners take a preemptive approach to protect themselves and their customers’ data from being held hostage.

ENDPOINT EBOOK
When optimizing a business’s cybersecurity posture around endpoints, creating a100% secure environment isn’t always possible. Instead, we must find ways to make sure the organization is not an easy target and provides the cybercriminal with minimal return for their effort.

CYBER RANGE 360° VIRTUAL REALITY TOUR
While we hope most everyone has experienced the virtual tour, we’re still so proud of our Tech Data Cyber Range and all this state-of-the-art facility brings (both online and in-person) to the market!

And don’t forget about all the great resources on our Digital Security Practice Builder. If you have not set up an account, we encourage you to visit the site and get connected. We have some amazing new sales videos, developed by our team of security consultants, to share with you.

Our team of security experts continues to forge ahead on the innovation trail to develop relevant solutions for you to leverage with your customers. To learn more about what’s on the security horizon continue to follow our social channels and our Security Solutions website for the latest developments.

INTRINSIC SECURITY STARTS HERE.

Ask our team of VMware specialists about Carbon Black Cloud Workload & 1-click enablement for vSphere customers.

On Demand VSP and VTSP Training Now Available

teamvmware@techdata.com
MARK YOUR CALENDARS – WE’RE READY TO SEE YOU IN-PERSON!

At Tech Data, we’re ready for some face-to-face time with our partners, vendors and customers!

And now, we are just months away from hosting and attending some of the greatest tradeshows in cybersecurity. Mark your calendars and prepare to join us at any (or all) of the following events:

Aug. 16–19: Tech Data Partner Summit, Austin, TX
Oct. 6: ChannelPro SMB Forum 2021: Mid-Atlantic, Raleigh, NC
Oct. 12–15: Tech Data Tech Select Fall Conference, Louisville, KY
Oct. 24–26: The Channel Co NexGen+ 2021, Anaheim, CA
Nov. 1–4: Channel Partners Expo, Las Vegas, NV
Nov. 10–12: Tech Data Security Enforce, Scottsdale, AZ
Nov. 16: ChannelPro SMB Forum 2021, West, Los Angeles, CA

Note: to accommodate our valued partners, vendors and customers, many of these events will still have a virtual component in lieu of traveling.

Email us to be included on the invite list!

Our security team at Tech Data hopes to see you soon!
#Ransomware
Are you protected?

Ransomware attacks are more frequent than ever*

- Every 2 minutes
  - Beginning of 2016
- Every 40 seconds
  - End of 2016
- Every 14 seconds
  - End of 2019
- Every 11 seconds
  - In 2021

Be Ransomware Resilient

- Protect and secure client nodes.
- Manage security patches and alerts.
- Ensure critical systems protection for the backup server.
- Test your disaster recovery plan.
- Recover from data spillage.
- Perform frequent security audits, reviews and training.

Ready to build your own robust Ransomware resiliency plan?

Contact your Veritas representatives on our website

INTRODUCING THE NEWEST ADDITIONS TO TECH DATA'S MANAGED SECURITY PORTFOLIO

We are excited to announce the expansion of our Managed Security Services portfolio! Our resources now include two security operations center as a service (SOCaaS) solutions – Abacode MCCP Core and XenX SOCaaS. These offerings will help your end customers take their security posture to the next level.

ABACODE MANAGED CYBERSECURITY AND COMPLIANCE PROVIDER (MCCP) CORE
Tech Data has a long-standing relationship with Abacode Security, and we now offer our partners the ability to resell this advanced and evolutionary form of a managed security service provider (MSSP). MCCP is a holistic “stack” of cybersecurity and compliance services combined into one efficient managed program. Merging these into a single managed service, your end customers can realize substantial cost savings and reduced operational and organizational complexity.

Features of this service include:

• 24/7/365 “eyes on glass” Managed Detection and Response (MDR)
• Threat hunting and compliance monitoring
• Integrated SIEM and compliance portal
• Comprehensive reporting
• Mapped to critical compliance controls
• Turnkey program built for flexibility

Benefits of this service include:

• Compliance and cybersecurity integrated into one managed program
• Continuous monitoring and resolution of the toughest challenges
• An entire team of cybersecurity and compliance experts for a fraction of the cost
• Compliance attestation for auditors, prospects, clients, partners and supply-chain
• One convenient monthly subscription fee

XENEX SOC-AS-A-SERVICE
Tech Data has recently partnered with XenX. They deliver one of the leading SOCaaS solutions available today. This service not only bundles in managed detection and response (MDR), but also helps your customers with remediation guidance. It seamlessly integrates several tools into one solution, such as cross correlation engine, browser isolation technology, third-party risk management (TPRM), AI-based network detection and response (NDR), AI-based continuous authentication and more.

Features of this service include:

• Ongoing monitoring and reporting 24/7/365
• Customizable integration with customer’s applications
• Public, private and hybrid clouds
• One management console
• Single pane of glass
• Office 365/Azure security monitoring
• Professional security services and compliance support on-demand

Benefits of this service include:

• The most deeply integrated, fully managed SOCaaS in the cloud
• Leverages AI and delivers as a best-of-breed service as a proven, easy-to-use, flexible and scalable solution for detection, response, and remediation.
• Cost-efficient security monitoring from a SOC analyst
• Immediate, manual notification for any issue identified in daily reviews
• Recommendations around performance, security and compliance enhancement

Learn how you can incorporate these managed services into your security strategy and bring value to your customers - contact us at securityservices@techdata.com today!

SECURITY SENTINEL SUMMER 2021
THE PASSAGE PROGRAM – HELPING TO ADDRESS THE CYBERSECURITY SKILLS GAP

With more than 300,000 unfilled jobs in the U.S. and close to 4 million globally, finding qualified cybersecurity professionals to fill critical cyber roles has become a challenging endeavor for many organizations.

In a recent study by the Information Systems Security Association (ISSA) and the Enterprise Strategy Group (ESG), 70% of the respondents continue to believe that the cybersecurity skills shortage has had a direct impact on their organizations. Additionally, many organizations believe that the cybersecurity skills shortage has exacerbated the recent number of data breaches and significantly contributed to the frequency and impact of these cyberattacks.

You may be asking yourself, what can be done to address the current cybersecurity skills gap?

The Tech Data Cyber Range (TDCR) will be leading the way with the creation of a new initiative and professional service called the Passage Program. While still in the developmental stages, the goal of the TDCR Passage Program is to become the largest onramp for the validation, verification and upskilling of today’s cybersecurity talent. It will also support the placement of individuals that complete the program with organizations in need.

To help us succeed in this vital initiative, we have partnered with Pima Community College (PCC) in Tucson, AZ. PCC faculty and students from the Cybersecurity and System Administration programs will play a central role in the launch of the program by providing content and process improvement feedback, as well as testimonials from candidates placed through the Passage Program.

With many moving parts and developing business needs in the works, the TDCR Passage Program is expected to launch later this year. We are excited about what the advent of such a program will bring to the job market, both nationally and globally.

Stay tuned for future updates on the TDCR Passage Program in upcoming issues of the Security Sentinel, our Tech Data Cyber Range and Security Solutions websites.
Tech Data Security Solutions has recently launched a new podcast called The Holtz Story, hosted by Tracy Holtz. Tracy covers the biggest trends and challenges in cybersecurity with the industry’s leading tech experts.

As Vice President of Security Solutions in the Americas at Tech Data, Tracy is responsible for providing comprehensive vendor strategies and accelerating security sales performance across our entire security solutions vendor portfolio. She’s developed strong industry relationships throughout her career, and her podcast is a platform where she and her guests discuss current cybersecurity topics, leadership viewpoints and what Tracy is hearing from both the security vendors’ and channel partners’ perspectives.

Episode Insights
Tracy speaks with leaders at top businesses in the cybersecurity industry, as well as industry-adjacent influencers to discuss marketing and business development strategies. Topics range from what the guests are witnessing in the market, to the trends and unique approaches to the changing technology landscape.

Recent episodes have featured executives from Tech Data’s vendor partners. Tracy met with Patrick Sweeney, President and CEO at Area 1 Security, and discussed supply chain security threats as well as the importance of taking a preemptive view of the entire threat landscape.

Jon Bove, Vice President of Channel Sales at Fortinet, spoke with Tracy about the hybrid workforce and work-from-home trends, how the changing threat landscape impacts channel partners and how the role of Channel Account Managers is changing.

With a focus on evolving managed service provider (MSP) businesses, Lamon Gorman, Director, Service Provider Channel at Trend Micro, shared his insights into Security Operations Center as a Service (SOCaaS) and its appeal to MSPs. He and Tracy also discussed the different approaches to SOCaaS from vendors: “Do it for you” or “Do it with you” – and the merits of each path for MSPs.

Upcoming Episodes
The Security Solutions team has an exciting lineup of guests for future episodes that are currently in the works, including Security vendor partner leaders. The Holtz Story launches episodes monthly, and Tracy will continue to discuss leadership insights and current topics surrounding cybersecurity and the tech landscape. Upcoming episodes include a discussion on President Biden’s new executive order on improving the nation’s cybersecurity with MJ Shore, President and Virtual Chief Technology Officer at CompTIA and Brett Scott, Director of Security Enablement and Training at Tech Data.

Also upcoming is a conversation with Larry Walsh of Channelnomics, on the escalating need for partners in cybersecurity, and how prepared MSPs are to take on the growing demand to develop and recruit more resources.

How to Listen to The Holtz Story
The podcast is available on all major streaming outlets, like Spotify, Google Podcasts, Apple Podcasts and Stitcher. You can also visit and bookmark The Holtz Story podcast site to stay up to date on episodes. Make sure to subscribe and share the podcast with your colleagues and professional network!

“Each conversation gives me the opportunity to connect with our vendor partners and other leaders in the security arena, and I always walk away with a new perspective on this rapidly changing industry,” Tracy said. “I learn something new from each guest, and these insights help me guide our strategy and approach within Tech Data.”
ANNOUNCING THE NEW CYBER RANGE WEBSITE

The new Cyber Range website is live! This refreshed site is designed to showcase the breadth of initiatives happening at the Cyber Range, improve the user experience and align the Tech Data brand with the spirit of the Cyber Range!

The site navigation highlights the core missions of the Cyber Range: Training, Demonstration, Engagement and Services. These pages showcase the available training courses, led by both Tech Data and our partners, a calendar of events, and the wide range of immersive experiences and exercises available from the Cyber Range.

A new resources page displays the breadth of content available to help partners leverage Cyber Range services as well as the expertise of the team. This resource page is also home to a library of collateral, including the Cyber Essentials Series videos, demonstration and tutorial videos, podcasts and datasheets.

In addition, the site incorporates text written for search engine optimization to drive visitors to the site and boost interest in the Cyber Range. Resources, assets and website content will continue to be regularly updated to drive continuous engagement and interest.

This new website is a comprehensive resource and single point of reference to share with partners and prospects. Take advantage of this unique Cyber Range and help partners and end users alike improve their cybersecurity solutions.

Visit the new site today!
Endpoint Security

Extensible, Cloud-based EPP and EDR

Essential technology for your customers’ zero-trust environments.

800-237-8931, ext. 5545033
sewatchguard@techdata.com

Learn More
**VENDOR SPOTLIGHT: MEET TECH DATA SECURITY SOLUTION’S NEWEST VENDOR PARTNERS**

*Tech Data is pleased to announce several new vendor relationships that deliver innovative solutions focused on solving today’s ever-changing business conditions! We encourage you to take the time to get familiar with these vendors and the solutions they offer to enhance your own security portfolio so you can provide the most cohesive solutions to your clients.*

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**Allot** is a leading provider of innovative network intelligence and security solutions that empower communications service providers (CSPs) and enterprises worldwide to enhance the value they bring to their customers. With over 20 years of proven success, Allot solutions turn network, application, usage and security data into actionable intelligence that make customers’ networks smarter and their users more secure. As of 2020, Allot has been chosen by Broadcom as the recommended vendor for the transition from the discontinued PacketShaper line of products. For more information about Allot security solutions, contact your dedicated team at allot@techdata.com.

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**Area 1 Security** is the only company that preemptively stops business email compromise, malware, ransomware and targeted phishing attacks. By focusing on the earliest stages of an attack, Area 1 stops phish — the root cause of 95% of breaches — 24 days on average before they launch. Area 1 also offers the cybersecurity industry’s first and only performance-based pricing model, Pay-per-Phish. Area 1 is trusted by government agencies and Fortune 500 enterprises across financial services, healthcare, critical infrastructure and other industries, to preempt targeted phishing attacks, improve their cybersecurity posture, and change outcomes. For more information about Area 1, contact our dedicated team at area1us@techdata.com.

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**Indeni** automates time-consuming tasks and increases the security posture of IT systems allowing engineering teams to deliver business-promoting projects more rapidly. Indeni works with enterprises to protect network reliability and data security, including some of the world’s largest credit card issuers, financial auditors, government agencies, hospital networks, and many others. Tech Data is Indeni’s first North America (U.S. and Canada) distributor. Check Point security is a key alliance vendor for Indeni and Tech Data’s strong position with Check Point and partner reach helped secure this partnership. For more information on this vendor, contact: indenius@techdata.com.

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**Tripwire**, for more than 20 years, has been a trusted leader for establishing a strong cybersecurity foundation. They protect the world’s leading organizations against the most damaging cyberattacks, keeping pace with rapidly changing tech complexities to defend against ever-evolving threats. On-site and in the cloud, Tripwire’s diverse portfolio of solutions find, monitor and mitigate risks to organizations’ digital infrastructures—all without disrupting day-to-day operations or productivity. For more information about how you can leverage Tripwire’s solutions, contact us at tripwireus@techdata.com.

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**Zscaler** accelerates digital transformation so customers can be more agile, efficient, resilient, and secure. The Zscaler Zero Trust Exchange protects thousands of customers from cyberattacks and data loss by securely connecting users, devices and applications in any location. Distributed across more than 150 data centers globally, their SASE-based Zero Trust Exchange is the world’s largest in-line cloud security platform. To learn how you can incorporate Zscaler solutions into your portfolio, contact us at zscalerus@techdata.com.
Secure SD-WAN, everywhere you need it

See what Fortinet Secure SD-WAN can do for your customers

Fortinet Secure SD-WAN powered by Security-Driven Networking and purpose-built processors enables infrastructure and networking teams to deliver improved user experience, instant ROI, and simplified operations. Self-healing WAN capabilities, advanced routing, a natively-integrated next-generation firewall, and centralized orchestration accelerate digital transformation at scale from edge to cloud.

Deliver small and midsize business protection with Fortinet SD-WAN and gain intuitive security, simplified management, and maximum value.

Learn more
WHY JOIN CANDEFORO?

Leading channels industry analyst firm Canalys invites Tech Data partners to join Candefero, their exclusive community for the IT channel. Candefero provides its members with free, high-quality market intelligence and trends analysis. Their goal is to give you the insight to plan the future of your business and to share industry knowledge by responding to polls and surveys.

What can you get from the site?
The Candefero site is constantly updated with short, analytical reports, market data and product forecasts covering vendors’ channel strategies, cybersecurity, PCs, smartphones and emerging tech.

Candefero’s latest analysis includes:
- How will the REvil ransomware group attack affect customers and MSPs?
- How are cybersecurity vendors performing from the channel’s point of view?
- Assessing managed services growth in the channel in Q2 2021.

You can help shape the channels landscape via:
- The Vendor Benchmark – rate how well your vendors are supporting your business.
- Quick Polls – give rapid opinions and compare how other users respond.
- Surveys – a few more questions than quick polls; again, to see how others responded.

Join Candefero Now!
IBM Cloud Pak for Security
An open multicloud platform to gain security insights, take action faster, and modernize your architecture

Visibility
600+ validated integrations to reduce risk and MTTD

Detection
51% increase in the ability to detect attacks

Investigation
60X improvement in threat investigation time

Response
8X increase in speed to respond to security incidents

For more information, contact the Tech Data IBM Security Solutions team at ibmsecuritysolutions@techdata.com

Looking to help your customers with a trusted partner?
Let’s join forces.
Our business model is built on the premise that we don’t profit until you do, so CYBERShark provides unparalleled support that will accelerate your success.

SOC-AS-A-SERVICE
SIEM & LOG MANAGEMENT
AZURE & AWS

www.cybersharkinc.com
MSP EVOLVE: BUILDING WITH THE CHANNEL’S BEST SECURITY PRACTICES

Want to build your security practice but aren’t sure where to start? Already offering security but want to do more? Need to protect your existing security practice from malicious actors and continue to support your clients with the latest and most excellent solutions? MSP Evolve is your answer.

What is MSP Evolve?
Launched in 2020, the MSP Evolve event is a security-focused two-day, highly interactive event designed to provide the expertise, guidance, and insight that partners seek when focusing on their security practice. This event features a star-studded roster of industry and channel experts including Janet Schijns and her team of channel experts from the JS Group, Erick Simpson, IT business transformation and channel growth strategist as well as leaders from Tech Data’s Next Gen team. To date, we’ve hosted four workshops and have trained over 180 managed service provider (MSP) partners!

This popular event is driven by accurate world information, techniques, and skills that can be used by the attendees to build their security solution portfolio, solution sales approach and ensure they are protecting their own business from the risks inherent in the market as MSPs become the target. The event has evolved over the past year as the market has changed and now offers more insights into developing your security sales plan, effective techniques to upsell and cross-sell security, and social selling to evolve the partners’ sales approach for the digital normal.

What to Expect?
During day one of the most recent event, participants were offered unique insights into building their security solution portfolio, targeting the right prospects for sales, addressing contract issues with new customers and using the darknet to identify customers at risk. Sponsoring vendors also shared their roadmaps and insights for building a robust security offering in an MSP business.

During day two, they were able to participate in an expert Tech Data panel talking about the trends, risks, and opportunities in the security space as the industry expands to offer more cloud-based solutions. To close the day up, they were walked through an interactive exercise to establish their security brand on LinkedIn and target existing and new clients with their security offers.

However, the event doesn’t stop when the two days are over. After the event – attendees had access to an exclusive demand generation program that provides attendees with cutting edge demand generation kits as well as custom social media content. The demand generation program helps MSPs generate interest and demand for their selected security solution offerings.

Join MSP Evolve Today!
Don’t want to miss this event? Email securityservices@techdata.com today to save a space for the upcoming September event. Spaces are limited, and applications will be taken on a first come, first serve basis from qualified MSPs.

In the meantime, we have expanded our sales team to uniquely address the needs of our MSP partners by creating dedicated MSP growth strategist. They’re ready to help you evolve your business at securityservices@techdata.com.
Highest Rated Cloud IGA

Gartner | 2021 IGA Solution Scorecard

Visit https://shop.techdata.com/vendorpartners/saviynt to learn more about the leader in Identity.

Gartner Solution Scorecard for Saviynt Security Manager, Gartner 2021

Accelerate Cloud Adoption. Lower Total Cost of Ownership.

Protect what matters

Get multiple benefits with McAfee Device-to-Cloud Suites. Implement our cloud-based secure web gateway that requires multi-factor authentication to reduce risks of credential theft. It sets policy in the cloud for routine device checks and safeguards your data. Device-to-Cloud Suites are built in the cloud to help organizations better enable a secure distributed workforce and more quickly reap the advantages of cloud — enhancing agility, lowering costs, and risk.

Secure your workforce today, visit www.mcafee.com/safeguard.
When developing cybersecurity skills, it’s important to learn from those with real experience. RangeForce is an organization that gains its cybersecurity knowledge from being on the front lines of cyber conflicts with nation-state bad actors. Their practical and real-world experience translates to outstanding cybersecurity training.

Through their forward-thinking approach, RangeForce developed simulation-based training modules to equip security professionals and IT teams with the experience necessary to understand how to mount a strong defense against malicious cyberattacks.

Just like pilots rely on flight simulators during training to replicate adverse conditions, and medical students train in simulated environments, incorporating these kinds of learning techniques for IT and cybersecurity professionals is a smart investment. Hands-on learning has been well documented to be the very best for practical knowledge development.

Knowing where to start, and where the skills gaps are, is one more great function RangeForce offers through their assessments. This individualized education program for each team member speeds their learning to practical application time, maintains the relevancy to the learners by not forcing them through redundant learning tasks, and allows each learner to pursue the relevant modules that interest them.

This approach results in faster learning, greater knowledge retention, and higher value to those organizations who utilize the talent that RangeForce helps develop.

RangeForce recently launched two initiatives to further support their innovative approach to learning. The new Battle Fortress experience introduces a hyper-scalable cloud-based cyber range experience, much like a capture-the-flag exercise. This team-based program pushes participants to the brink in a simulated attack scenario, allowing them to improve their existing cybersecurity skills and knowledge, strengthen their teamwork and increase their understanding of threat detection and response effectiveness along the way.

RangeForce’s Community Challenge Series, called Persistence, is another initiative to help build cybersecurity skills. This limited-time opportunity, from July 21-August 8, 2021, offers free hands-on training and an opportunity to explore new technology and learn more about cybersecurity.

Learn more about how RangeForce’s innovative and efficient knowledge transfer make it a leader in cybersecurity skills development.

Upskill continuously in a cloud-based cyber range.

Train with RangeForce to experience the next generation of table top exercises.

Visit Tech Data Team at techdata.com to learn more.
Gen 7 Firewalls for the Hybrid Workplace

To stop cybercriminals in their tracks, you need a comprehensive, integrated solution combining malware analysis, encrypted traffic inspection, cloud app security, and reputation services—designed for a hybrid work environment & within budget.

Powered by the revolutionary new SonicOS 7.0, SonicWall's new generation of next-gen firewalls delivers industry-leading performance, high port density, and other features you’d pay more for anywhere else.

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

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 x5583423 | ConnectWiseTD@techdata.com

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.
Those in the equipment leasing and finance industry can agree - 2020 and 2021 have been transformative years for IT financing. Economic uncertainty has forced companies to conserve capital, creating significant momentum in businesses shifting to subscription-based (“as-a-service”) and software-defined solution models.

Software Defined Solutions
Software-defined solutions have had a dramatic effect on the IT financing industry. Just a few short years ago, it was difficult to find lenders willing to finance IT solutions containing 20%-30% soft costs (software and services, etc.). Today, most of the financing solutions we see include soft costs of 50% or more. The flexibility afforded in financing solutions with all costs built in and paying in fixed installments is critical. Providing a monthly, quarterly or annual payment structure for software-only solutions is now a standard IT financing offering. It gives end users the flexibility to stretch their dollar, with upfront discounts on multi-year agreements. Plus, it lets them pay for it over time.

When it comes to capital expenditures, today’s business leaders are more forward-thinking. In April 2020, requests for IT financing increased more than 150%. Since then, when compared to 2019, monthly increases have been steady, ranging between 50% to 100%

Subscription-Based Solutions
While the subscription, “as-a-service” concept has been discussed for years, only over the last few has this financing option gained traction. For resellers, the ability to offer solutions that bundle hardware, software, services, and maintenance into a single monthly subscription price is a high value offering.

By eliminating upfront capital and having established, predictable payment streams, end user customers can execute their budgets more effectively with more cash immediately available. It’s a win-win for the business as their needs are met with the least financial impact.

A Benefit to Resellers
Subscription models also enhance the reseller’s ability to manage their own cash flow as well with no large outlay upfront to acquire hardware. Using Tech Data Capital, partners are able to offer their customers installment options. Once all financing is approved all parties are paid in full and the end user customer is billed in installments according to the terms of the financing agreement.

Strategically aligning with a finance partner allows resellers to expand their current offerings without the need for dramatically altering their business models. In an increasingly competitive market, the ability to leverage the benefits of Tech Data Capital can keep resellers viable and competitive.

To get started or for more information, visit our website. You can also email us at financingteam@techdata.com, or contact us by phone at 800-307-4588.
**THE CHALLENGE**

Why Upgrade Your Customers to The Modern Workplace?

- **$13M**: The average cost of cybercrime in 2018.\(^1\)
- **$5.2T**: Total value of assets at risk if security investments are not made.\(^1\)
- **91%**: Security breaches originating from phishing or spear-phishing attacks.\(^2\)
- **1 in 4**: The number of business that file for bankruptcy after a cyberattack.\(^2\)

**THE OPPORTUNITY**

- **Cyber Threat Mitigation Isn’t Hard**: Studies show the use of cloud services can make cyber threat investigations more efficient.\(^1\)
- **Cybersecurity is a Growing Investment**: The global cybersecurity market is expected to grow by $150 billion by 2024.\(^2\)
- **Employees Want a Secure Mobile Workforce**: 47% of millennials say they would change employers if provided the technology that meets their needs in the workplace.\(^3\)

**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

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**MSPs, rest easy** knowing that the security posture across your customer base is being monitored 24/7 by security and threat intelligence experts.

**Trend Micro™ Worry-Free™ with Co-Managed XDR** allows you to augment your existing team, offer security beyond the endpoint, and deliver detection and response services that would normally be out of reach for SMBs.

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MEET YOUR CYBERSECURITY CONSULTANTS

By: Chris DesRosiers, Director, Security Solutions Business Development, Tech Data

Tech Data continues to invest in its partners and vendors to deliver higher value every day. Ever since starting their dedicated security sector in 2009, Tech Data has been offering our partner community strategic enterprise consultants that are highly experienced in various technologies and market domains. These domains have included the vertical markets of healthcare, retail, finance, as well as security, analytics/data, and cloud as next generation technology.

Today, our security consultants engage with value-added resellers (VARs), managed service practices (MSPs) and managed security service practices (MSSPs) in the areas of strategy definition, vendor enablement, marketing for security, security services and security sales enablement by using the award-winning Digital Security Practice Builder. Our proprietary methodology shortens the process for channel partners to build security businesses by reducing practice build-out time and allowing for the realization of profits more quickly.

In 2020, Tech Data moved this program to an online delivery system known as Digital Security Practice Builder. This program is now available worldwide to all Tech Data customers and is supported by these same Tech Data senior security consultants who had previously delivered this as a one-on-one consulting engagement with partners across North America. I’m proud to introduce the readers to our senior security consultants supporting the US and Canada below:

Paul Roatta, Strategic Enterprise Consultant, Security Solution Business Development, Tech Data

Paul is a Certified Information Systems Security Professional (CISSP) and serves as a Strategic Enterprise Consultant in Security Solution Sales at Tech Data.

In this role, he is responsible for growing the sales of cybersecurity solutions through the Tech Data partner ecosystem. His unique experience, as the owner of a leading MSP for many years, facilitates engagement of resources across IT to help partners identify and select strategic value opportunities for their security practice.

Paul has 30 years of experience in the technology sector, including medical, financial, logistics and professional services. He held several senior leadership roles in high-profile global organizations including Ryder, Andersen Consulting and KPMG. He is an enthusiastic and passionate provider of technical solutions and management that produces greater opportunities for sales and bottom-line growth.

Paul has an MBA from Babson college (2015) and is a graduate of Florida International University, where he received a Bachelor of Science in Electrical Engineering in 1993.

Steve Curtiss, Strategic Enterprise Consultant, Security Solutions Business Development, Tech Data

As a Strategic Enterprise Consultant for Tech Data Security Solutions, Steve is responsible for enabling Tech Data partners to build a profitable security business across vendor and service lines. He is passionate about training Tech Data partners to become trusted security advisers for their clients.

Steve brings more than 15 years of experience in selling and implementing security solutions. His clients have included small MSPs as well as large enterprise clients such as American Express and the U.S. Department of State.

Steve earned his bachelor’s degree from Taylor University in Indiana and has recently completed his CompTIA Security+ certification.

Christopher Walker, Strategic Enterprise Consultant, Security Solutions Business Development, Tech Data

In his role as a Security Solutions Strategic Enterprise Consultant, Christopher Walker is responsible for growing the sales of cybersecurity solutions through the Tech Data partner ecosystem. He currently holds a (SANS) GSEC 401 Security certification. Walker previously served 18 years at AT&T, where he helped build their Data Center portfolio.

Over the last 6 years, he has been dedicated to cybersecurity, working with many of the largest corporations in the western United States on their cybersecurity concerns.

Walker earned his MBA from Arizona State University (ASU) and acquired his bachelor’s degree in Economics and International Relations from Brigham Young University (BYU).

We encourage you to reach out to our team of security consultants via email, as an extension of our Digital Security Practice Builder, or through our Tech Data Coaches platform. When you do, you’ll discover the experience, knowledge and insight our consultants have to help your security business. We stand ready to help!
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