

# Battle Card for Channel Partners

Contact:

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## Elevator Pitch

- Ostra's real-time, best-in-class, comprehensive solution provides layered protection to your thriving business.
- Don't waste time piecing your solution together.
- Ensure all your cybersecurity and compliance gaps are closed with Ostra.

## Key Features/Benefits

### 24/7 Managed SOC & SIEM



- 24/7 monitoring via Security Operations Center (SOC)
- Activity insight via Security Information and Event Management (SIEM) technology
- Threat intelligence
- Security orchestration
- Customized dashboards for compliance reporting
- Event logging and analytics

### Email Threat Prevention (ETP)



- Machine learning, AI and analytics identify attacks that evade signature and policy-based defenses
- Inspects URLs for links to credential-phishing sites and rewrites URLs
- Impersonation detection and in-house spam filtering
- Retroactive analysis and alerting

### Firewall & VPN



- Automated Detection and Prevention of Zero-Day Exploits and Malware
- Advanced analysis, machine learning and shared threat intelligence
- Credential Phishing Prevention & blocking new malicious URLs
- Selective Web Traffic Decryption and Safe Search Enforcement

### Endpoint Security (Antivirus & Malware Protection)



- Single agent with three detection engines to minimize configuration and maximize detection/blocking
- Integrated workflow to analyze/respond to threats within Endpoint Security
- Fully integrated malware protection with antivirus (AV) defenses, machine learning, behavior analysis, indicators of compromise (IOCs) and endpoint visibility
- Triage Summary and Audit Viewer for exhaustive inspection/analysis of threats

## Why say "YES" to simplified cybersecurity?

- Ostra serves as an extension of your current IT/Security team
- Customizable pricing discounts that grow as your user needs expand
- Eliminate your client's security gaps and vulnerabilities with our Fortune-100 solution
- Solutions adhere to your Security Compliance needs (CMMC, etc.)



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## Opportunity & Qualification Talking Points

Protection/Solutions	Question(s)	Answer(s)
<b>Cyberattacks</b>	<p>Has this happened to you?</p> <p>What happened?</p> <p>How long did it take?</p>	<p>Ostra provides a comprehensive, layered solution that typically costs small to medium size businesses 3x more to piece together on their own. Each layer of Ostra's solution provides protection against known and unknown threats.</p>
<b>Compliance gaps</b>	<p>Are you bound by regulations?</p> <p>What cost is involved if you fail to meet these?</p>	<p>We work with industry best-in-class technology providers that will aid in closing compliance and regulatory gaps that exist within your business.</p>
<b>Existing solution</b>	<p>How are you currently managing cybersecurity?</p> <p>SOC &amp; SIEM?</p> <p>Cost &amp; time involved?</p>	<p>Often, these solutions are pieced together—causing a fragmented, time-consuming monitoring process.</p> <p>With Ostra, you simply set it and forget it.</p>
<b>Assessment gaps</b>	<p>Has a security scan shown your vulnerabilities?</p> <p>Have you researched solutions and costs for out-of-the-box services?</p>	<p>Ostra's best-in-class comprehensive solution closes the gaps that were exposed in your initial external/internal scan at a much more affordable rate.</p>



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## Overcoming Objections

### 1 This service costs way too much!

- Cybersecurity professionals are some of the most sought-after and expensive employees in the market right now. Just one employee could cost well into six figures. Ostra delivers a Fortune 100-level cybersecurity department—both the people and technology—for a low fixed fee. Plus, you don't have to take on the challenge of recruiting, managing, or retaining top talent.
- Consider the cost of a security breach: You'll need to: 1) hire an incident response consultant to remediate the environment and investigate the attack; 2) notify all affected parties; 3) potentially pay a ransom or damages to clients or vendors. Such an incident could be devastating both to your finances and reputation.

### 2 It doubles my IT spend!

- IT and cybersecurity are related, but distinct disciplines and you need both. IT departments install and maintain your technology infrastructure. Cybersecurity departments protect your technology from outside attacks and actively respond to attacks in progress. Each of those functions has a cost, but Ostra's price point is unmatched in the industry.
- We work as an extension of your IT team to bring specific expertise in cybersecurity threat detection, intervention, and remediation. This highly specialized skillset commands a high price, but we offer it to our clients as a service at a low fixed fee.

### 3 It costs more than other solutions I have seen!

- Ostra provides a package of solutions to ensure you are protected at multiple levels. Plus, we provide a team of experts who respond to attacks in progress. Each of those functions has a cost, but the value of our offering is unmatched in the industry.

### 4 We're too small to get the attention of cyber criminals!

- Over 80% of cyber-attacks are targeted at small businesses for one simple reason - most have little or no cybersecurity infrastructure, which makes them easy to attack. Cyber-crime is a multibillion-dollar business that take advantage of any vulnerabilities. Ostra provides a multi-layered cyber security platform that prevents almost all attacks and detects and remediates anything that does break through.

### 5 We don't need that level of protection.

- Effective cybersecurity requires a multi-layered approach. No single solution can protect your business from the range of threats and attacks out there. Ostra provides a comprehensive package that delivers the tools, technology, AND talent necessary to keep your company safe. Cyber threats evolve on an hourly basis and you owe it to yourself and your business to do what it takes to protect what you've built.

### 6 I don't see the value in the spend.

- We don't sell on fear, but it's important to understand the reality that a successful cyber-attack could be crippling or even business ending. Just like you invest in an appropriate business insurance package each year, you need to invest in cybersecurity services to protect your investment.

### 7 I've never heard of Ostra. How can I trust them?

- We have done extensive diligence on Ostra and what sold us was: 1) that they were founded by cybersecurity experts with decades of experience at Fortune 100 companies; 2) their battle plan in the war on cybercrime is to take the same tools (weapons) the big companies use and deploy them in a way small companies can afford and manage; 3) their team is second to none and we are able to get fast, effective support when we need it most.

### There are many "no brainer" reasons to work with Ostra:

- Ostra delivers Fortune 100-level cybersecurity to companies of all sizes at an unmatched price.
- Ostra extends your IT team to deliver true cybersecurity detection, response, and remediation capabilities.
- Ostra helps small businesses meet the strict cybersecurity standards of large enterprises now require from their vendors, contractors, and sometimes customers.
- Ostra can help you check those boxes on your cyber insurance questionnaire, making it much more likely you'll be approved for a policy.
- Ostra can help you meet the stringent cybersecurity requirements for compliance standards like HIPAA, PCI, and SOC.



## COMPANY

### 1. Who is Ostra?

- Our mission is to simplify cybersecurity and be the trusted cybersecurity team for small to medium businesses.
- We provide a comprehensive, layered protection that our customers typically do not have the resources to provide for themselves.

### 2. Why Ostra?

- We protect customers from threats that others cannot prevent.
- We stop these threats before trouble occurs.
- Ransomware incidents can typically last 6 days and cost tens of thousands of dollars.
- We help eliminate that risk and financial impact.

### 3. Why Choose Now?

- No other service provider has the same value, customer focus, and tools as Ostra.
- World-class protection delivered at a flexible and affordable monthly subscription.

### 4. Why Not Ostra?

- Without Ostra, your organization remains vulnerable to known and unknown threats. Just compare your existing security tools to what Ostra offers.
- What are the risks based on the difference in capabilities?
- What are the ramifications of those risks?

## PRICING

### 1. Who is the typical buyer for this service?

- Business decision-makers, typically with IT's buy-in.

### 2. Can we adjust users' totals monthly?

- Yes, Ostra's billing reflects monthly reported user totals

### 3. Does our contract renew automatically?

- Yes, unless clients opt out 30 days prior to renewal

## SERVICE VALUE

### 1. Why Ostra vs. Typical Tools and Services?

- Best-in-class tools
- Layered protection
- Real-time updates

### 2. How does Ostra's service work?

- Easy setup and behind-the-scenes monitoring
- No ongoing user intervention
- Resources to manage your environment 24/7

### 3. Why don't I notice anything different?

- Our service has no impact on system performance.
- Updates are automatic so users do not need to manage this process.
- Our SOC/SIEM team manages and deals with threats, so users do not have to.

### 4. Can Ostra read my emails?

- Ostra personnel do not have access to read clients' email content without express consent.
- Ostra has safeguards to prevent this from happening.

### 5. What compliance requirements does Ostra meet?

- Ostra can help your organization comply with critical certification and regulatory requirements for data privacy/security. We specialize in securing data for clients in financial, technology, healthcare, federal, legal and other industries.

### 6. How long does it take to set up the service?

- 5 minutes per user or for groups of users

### 7. Can we manage updates and patches ourselves?

- This is a core part of the value of Ostra's service. As such, there is no need for clients to worry about related updates.
- Ostra tools can typically be updated multiple times daily. Users do not need to be distracted by this update frequency.

### 8. How does Ostra provide global surveillance?

- Ostra connects into our partner networks and sees threats in real-time.
- Ostra receives real-time updates at the same time as the largest global clients. These updates are immediately passed on to Ostra's clients, so they remain protected.