Ostra Essentials Guide for Channel Partners

Offering Overview

24/7 Managed Security Operations Center (SOC)

- ✓ 24/7 monitoring
- ✓ Round-the-clock support
- ✓ Advice from our knowledgeable team of experts

24/7 Security Information and Event Management (SIEM)

- ✓ Threat intelligence and security orchestration
- ✓ Event logging and analytics
- ✓ Customized dashboards for compliance reporting

Email Security

- ✓ Machine learning, AI and analytics identify and alert on attacks
- ✓ Automatic, policy-based encryption that scans outbound messages
- ✓ Inspects URLs to credential-phishing sites and rewrites URLs
- ✓ Impersonation detection and in-house spam filtering

Security Awareness Training

- ✓ Ongoing psychological security training
- ✓ Phishing simulations and testing
- ✓ Individualized actionable reports

Secure Web Gateway

- ✓ Automated Detection & Prevention of Zero-Day exploits & malware
- ✓ Advanced analysis, machine learning & 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 3 detection engines minimizes configuration
- ✓ Integrated workflow to analyze/respond to threats
- ✓ Fully integrated malware protection with antivirus defenses, machine learning, behavior analysis, indicators of compromise and endpoint visibility

Did You Know?

- Roughly **43% of SMBs** blame their security issues on lack of training *(Datto's 2023 SMB Cybersecurity Report)*
- **81%** fell victim to some form of cyber-attack in 2023 – **13%** of which were ransomware *(Datto's 2023 SMB Cybersecurity Report)*
- **300,000** new pieces of malware are created daily *(TechJury)*
- Globally, **30,000** websites are hacked every day *(TechJury)*
- There were **6+ billion** global malware attacks reported in 2023, an increase of **11%** from previous year *(Sonicwall 2024 Cyber-threat Report)*
- On average, it takes a company **277 days** to discover a data breach *(IMB Data Breach Action Guide)*
- The average cost of a data breach is **$4.9 Million** *(Cobalt Top Cybersecurity Statistics for 2024)*
- Every **39 seconds** a new cyberattack occurs *(IBM Cost of a Data Breach Report)*

Ideal Client

Small and Mid-Sized Business (SMB)

- No existing Cybersecurity Solutions (Encompass)
- Few Cybersecurity tools (Extend)
- Compliance or Cybersecurity Insurance needs (e.g., Healthcare, Financial Institutions, Insurance Agents, Law Firms, etc.)
- Education Institutions including School Districts, K-12, Community Colleges
- Recently experienced a Cybersecurity Incident

Ostra Essentials Guide for Channel Partners

Qualifying Clients

What to Ask

- What is your company's current cybersecurity strategy?
- Has your business ever been impacted by a cyber-attack?
- Do you feel confident in your current cybersecurity strategy?
- Are you the person who makes decisions regarding your cybersecurity solutions?
- What is your recovery process in the event a cyber attack occurs?

What to Listen For

- No cybersecurity tools in place or they aren't sure what they have
- Only has antivirus/ malware protection
- Not enough time/resources to manage
- Compliance concerns
- Anything that is or relates to MDR, XDR, EDR, SOCaas, etc.
- Cybersecurity solutions are too expensive

What to Say

- It sounds like there's some opportunity to review cybersecurity solutions
- If you're open to it, I would like to introduce you to our partners at Ostra Cybersecurity
- We partner with Ostra because [insert your favorite reason here]

Defusing Objections

This service is more than we have a budget for. Why should I buy it?

- Educate client on vulnerability and potential threat impact
- Discuss costs to staff and buy various tools needed internally
- Compare Ostra's service to their current toolset

Why pay a premium for this service?

- You are paying for the value that Ostra delivers, vs. the cost to be able to deliver internally within your organization
- An elite level of service that typically only Fortune 500 companies can afford

Why do we need that level of protection and support?

- How much do you value your data privacy, brand, and client relationships?
- What impact would a data breach have on your company?

What do we get for that premium?

- Avoidance of malware threats; Lower risk and its financial impact
- Ransomware incidents typically last 6 days, which is costly to your business

Why should we buy from Ostra?

- No other service provided offers this level of protection for SMBs
- We provide the peace of mind enabling you to focus on your business
- We protect clients from threats they cannot

Final questions to secure the deal:

- Is your cybersecurity robust enough?
- Is your business protected from new and emerging botnet threats?
- Are you prepared to handle all these risks and issues on your own?

IF THE CLIENT ANSWERS NO TO ANY QUESTIONS ABOVE, they should seriously consider Ostra Cybersecurity.

You got the YES! Time to lock it in.

Register your deal at **partners.ostra.net**

We will reach out with next steps.