01	02	03	04	05	06	07	08	09	10
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OCTOBER 2023

Cybersecurity Defense Ecosystem

For The Cybersecurity Channel Community (MSPs, MSSPs and SOCs)

Our cybersecurity defense ecosystem houses everything channel partners need within one ecosystem. Partners can easily sift through all the tools and solutions they need to create first-class cybersecurity managed services and grow business.

We're on the hunt for vendors with the right expertise, support, and tools to help our community members to take a bigger bite out of cybercrime.

Head over to www.cybersecuritydefenseecosystem.com and see if you're the perfect match for our cyber defense squad.

CYBERSECURITY DEFENSE ECOSYSTEM FOR THE CHANNEL

Contents

Why The Cybersecurity Defense Ecosystem Matters to vendors?

"If you want to go fast, go alone, but if you want to go far, go together!"

Grow your channel faster and more sustainable with right–fit "investible" partners. Partners who focus on cybersecurity!

Selecting the right combination of cybersecurity vendors and solutions is mission critical for channel partners to deliver best cybersecurity protection with the best practices.

All solutions undergo thorough evaluations by cybersecurity experts, freeing members from the need to allocate time, money, or resources to this task. By featuring a vendor's solution in the CDE marketplace, users can be confident that it is reliable and effective.

Once approved, vendor members can benefit from the CDE's year-round awareness and partner recruiting campaign, which reaches out to over 5,000 MSPs/MSSPs and SOCs (and growing).

Ultimately, this makes it an excellent opportunity for prospecting and expanding your channel partner network 365 days a year.

One vendor commented: "It's like an ATM machine to deposit awareness to the channel and withdraw partners all year long"

Mission & Who

The goal is to help channel partners stay ahead of cybersecurity threats with a strong defense framework, appropriate solutions, tools, and education to build and scale cybersecurity managed services.

A team of experienced advisors provides guidance and expertise in the industry.

Advisors
As of November 2023
By First Name Alphabetical Order

Adam Bennet
CEO
Crosshair Cyber

Barb Paluszkiewicz
Author and CEO
CDN Technologies

Debbie Kestin Schildkraut
(she/her/hers)
Founder/President
Kestin Impact
Consulting LLC

Desmond Russell
CEO
Partner Elevate

Gavin Garbutt
Chairman
Augmentt

Greg Sherrill
CEO
Channel Rocket

Jay McBain
Principal Analyst
Canalys

Jeff Mesnik
CEO
ContentMX

Joy Belinda Beland
VP,Cyber Education
Summit 7

Juan Fernandez
MSP Growth
Coalition

Julian Lee
Publisher
eChannelNEWS

Kathryn Rose
CEO
GetWise

Mark Porter
CEO
High Wire Networks

Matt Lee
Director of
Security
Pax8

Nim Nadarajah
Managing Partner
CriticalMatrix

Paolo Del Nibletto
Channel Chief
Jolera

Randal Wark
Channel Partner
Alliance

Shane Gibson
Sales Trainer

Sounil Yu
CISO/Author
Cyber Defense
Matrix

Wayne Roye
CEO
Troinet

?
More to come

Plus our community of MSP/MSSP/SOC members to ensure everything stays on the right track!

Membership Goals 2023-2024

We continue to qualify right-fit cybersecurity-focused partners from our current eChannelNEWS database of over 90,000 channel partners. Currently, we have have over 5,000 members and intend to double this in 2024, making this one of the largest cybersecurity-focused channel partner communities in the World.

Visit www.e-channelnews.com to see what we are currently doing in cybersecurity - subscribe for FREE!

We have vetted about 40 vendors as of October 2023 and are in the process of evaluating another 80. The goal is to land with about 50 vendors who can solve any cybersecurity solution in combination.

We currently have about 10 business service support partners to help all members in of the community to improve their best business practices. We are evaluating several more.

ROI

Each component of the ecosystem generates an incremental set of benefits and outcomes to help accelerate your growth in the channel.

Outcomes includes better awareness in the channel, better partner recruits, increased revenue per partner, reduction in time and money, greater customer success and retention through better processes, skills and tools.

We will assist you to fully leverage all components of the ecosystem. The more you do, the greater your ROI.

Getting Started

01	02	03	04	05	06	07	08	09	10
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eCN	CHANNEL NEXT	CDE	CDE	eCN TECHTALK	ContentMX	Channel Partner Alliance	Channel Partner Alliance	🎓	Techno Planet

Step 1: Are you a good match? Do you effectively solve a critical cybersecurity problem? Is your solution endorsed by CISOs or accredited CyberSecurity professionals? Are you a channel-friendly business? If yes, continue to step 2.

Step 2: Obtain approval. All suppliers in the ecosystem must first be approved by three or more chief information security officers or be independently endorsed by the Cybersecurity community. We share vendor information with our CISOs and expert community in order to get their feedback. Start by emailing contact information for at least three CISOs who may recommend your product to CDE@technoplanet.com without any commitment to become a member.

Step 3: Join the CDE. If you are approved, you may apply to join the Cybersecurity Defense Ecosystem as a vendor member. We will send you the vendor membership agreement you to review and accept. You will be given detailed instructions for onboarding and creating your company/product showcase on the CDE marketplace. Once you've been highlighted in the marketplace, all MSPs/MSSPs/SOCs will be able to easily find you, learn about you, and request to become your partner. We will also go through a specific 12-month plan for educating and recruiting community members throughout the year. Your ongoing exposure to our CDE community will raise awareness and help you find channel partners 365 days a year!

Step 4: Generate a sales demand. While educating and recruiting channel partners are crucial first steps, the exponential ROI comes from creating long-term end-user sales demand. Our CDE PartnerOn marketing automation platform, combined with fresh content, is how we assist you in accomplishing this 365 days a year. Request to see a DEMO.

Step 5: Look into the additional benefits and add them as you see fit. Your partners can be trained and certified on your solution. You can conduct market research. You can provide your partners with sales training. You can assist them in joining a peer group. And there's so much more...

ANNUAL MMBERSHIP PARICIPATION FEES

CDE Marketing Service Description	Included
Profile on CDE Website (unlimited updates)	☑
Categorization and listing in directory	☑
Landing page for CDE inquiries + signup page	☑
Products uploaded/maintained on ChannelRocket platform	☑
2 min preview for your profile on CDE website (Quarterly)	☑
45-minute deep dive demonstration (2x per year)	☑
Joint press release (2x per year)	☑
Monthly 10-minute news interviews /user cases/updates	☑
CDE Newsletter Insertion (Monthly)	☑
eChannelNEWS Insertion (6x per year)	☑
Banner ad on website + newsletter (4 weeks)	☑
Book A Demo (Monthly)	☑
Live Masterchat or Webinar session (2x per year)	☑

CDE Marketing Service Description	Included
Monthly Sharing on social media (LinkedIn)	☑
Monthly Educational/Certification courses listing/promotion	☑
One guess pass to attend all CDE Summits across USA	☑

Optional Activities	Cost
CDE Summits in USA in select cities	25% Off
ChannelNEXT events in Canada	25% Off
Research Survey	TBD
Partner Relationship Elevation	TBD
Certification management on ChannelRocket platform	TBD
Marketing Automation Content	TBD
Selling Risks Sales Training	TBD
Peer Group Sponsorship	TBD

MONTHLY MEMBERSHIP FEE: $4,083
(10% OFF IF PREPAID ANNUALLY)

ASK FOR SPONSORSHIP KITS FOR EVENTS AND OTHER ACTIVITIES NOT INCLUDED

CYBERSECURITY DEFENSE ECOSYSTEM FOR THE CHANNEL

Cybersecurity Defense Ecosystem Summits (CDES)

CDES channel events offer opportunities for networking, learning, and collaboration.

Vendor members can attend all events for free and receive discounts on exhibiting.

Non-member vendors can purchase a guest pass and limited exhibitor spaces are available.

Contact CDE for more information.

Check out the upcoming events at our ChannelNEXT website.

Event Contact

Marie-Claude Rouleau
marier@technoplanet.com
905.839.0603 ext. 247

News Media

01

01 FREE	02 FREE	03 FREE	04	05	06	07	08	09	10
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Discover the best cybersecurity solutions on eChannelNEWS. With over 4,300 Cybersecurity vendors in the World today, we have currently only approved less than 50 for the CDE. It's our gateway for finding the latest and greatest solutions for our members. Subscribe for FREE!

For more than two decades, eChannelNEWS has been a trusted news resource for channel partners. You can literally explore thousands of solutions to solve a just about any IT problem.

Once a product has been identified and approved for the CDE, and the vendor agrees to participate in the CDE, the members hold the power to keep them in the ecosystem. Members can rate, comment on, and provide feedback to vendors. Vendors with poor ratings or significant, unresolved complaints may be suspended.

Cybersecurity Events

02

01 FREE	02 FREE	03 FREE	04	05	06	07	08	09	10
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In-Person Events

Many opportunities are available for Members at the Cybersecurity Defense Ecosystem Summits. Vendor Members receive FREE access to all of our events and discounts if they wish to speak or exhibit.

The Cybersecurity Defense Ecosystem Summits offer a unique chance for all members to gather, exchange ideas, learn, network, and establish partnerships. In-person meetings provide the perfect environment to build relationships. Private Mastermind peer-group meetings are part of the pre and post event days.

Non-CDE vendors are also welcome to exhibit at our events, but space is limited.

Marketplace
03

01 FREE	02 FREE	03 FREE	04	05	06	07	08	09	10
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Showcase your company and solutions 365 days a year!

After you have been approved, you can leverage the CDE verified icon on the marketplace for your solutions. Vendors may update the content (copy, pics, videos) on their showcase as often as they like. Channel Partner Members can directly request to become a partner with any approved vendor.

Only channel partner members have access to the CDE back-office platform, powered by Channel Rocket. They can build cybersecurity solutions and quotes. Request pricing. Manage all of their certifications. Managed all of their services and business partners. Connect with a CISO. Get the latest news. And much more...

Access to the CDE back-office platform is free to ALL MSP, MSSP and SOC members.

CYBERSECURITY DEFENSE ECOSYSTEM FOR THE CHANNEL

Research

04

01 FREE	02 FREE	03 FREE	04 Research	05	06	07	08	09	10
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Real–time Surveys: The Key to Optimizing ROI for Marketing Campaigns

To ensure that your marketing campaigns yield the best results, it's important to conduct real–time surveys of channel partners as well as to their clients to better understand their current needs.

As such, we conduct multiple surveys to obtain the latest data from channel partners and their end–users, enabling us to tailor our approach to their preferences.

We can perform customized surveys on your behalf.

Marketing Content

05

01 FREE	02 FREE	03 FREE	04	05	06	07	08	09	10
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Simplifying Marketing with Original Content and "PartnerOn" Marketing Automation Platform:

Developing original and authentic content (including video) that truly resonates with your audience is perhaps the most challenging and expensive aspect of the marketing process.

Our team is dedicated to constantly generating and creating a library of unique content to help members educate and attract their users. With this resource, members can effortlessly locate and use the content they need, streamlining the marketing job for channel partners into a simple drag-and-drop assignment.

To learn more about our "PartnerOn" Marketing Automation Platform and how it can simplify your marketing efforts, please refer to the next page.

Marketing Automation

06

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Members may leverage our PartnerOn marketing automation platform (by ContentMX) for FREE. https://www.contentmx.com/partneron-cde

When partners combine effective content generated by A.I. or written by experts with a powerful marketing automation platform, they will drive growth.

When vendors sign up to this sales demand generation program, we will continually generate new content every week to target end-users. Members access this content for all of their marketing campaigns.

Ask to see a demo of how channel partners can easily build and execute powerful marketing campaigns every week!

Peer Group

01	02	03	04	05	06	07	08	09	10
FREE	FREE	FREE							
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07

Unlocking the Power of Peer-Groups with MasterMind by The Channel Partner Alliance.

The power of teamwork is undeniable, especially when you're working with like-minded individuals. Our exclusive MasterMind peer-group format is designed to help your business thrive.

With MasterMind, you can work alongside eight of your peers in a private group to tackle business obstacles and cultivate growth, 365 days a year. You can sign up for a FREE trial before committing to a permanent group, either in-person or virtually.

Participating in a peer-group is one of the most impactful business-building activities you can undertake as a business owner. Even vendors can support their partners to join a MasterMind group and experience the benefits of collaborative problem-solving and growth.

Sales Training

08

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Enhance Your Sales Skills with "Selling Risks" Training Course

Our exclusive "Selling Risks" training course is designed to help sales representatives increase their cybersecurity sales and close deals more efficiently. We can customize the course to incorporate your solutions into the playbook and process, and you can sponsor a pre or post-day course at one of our events. Alternatively, you can add it to your partners' event or offer it remotely to all of your channel partners. Improve the sales capabilities of your partners with our "Selling Risks" training course today!

CDE CYBERSECURITY DEFENSE ECOSYSTEM · CDE · eCN eChannelNEWS · Channel Partner Alliance · CHANNEL NEXT · Techno Planet

CYBERSECURITY DEFENSE ECOSYSTEM FOR THE CHANNEL

Education

09

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The Importance of Continuing Education!

Do you have cybersecurity training or certification courses? Submit them for FREE to be showcased on our platform! This will help direct users back to your learning platform to take the course. For more information on how the Channel Rocket Back Office Platform can help you and your partners track and monitor all certifications and training, please inquire.

Our marketplace's education section features a variety of cybersecurity and business coaching courses to help members improve their cyber and business skills. Members can even take advantage of special membership discounts. Plus, members can provide feedback and course ratings.

This is a FREE service for our members.

Discounts

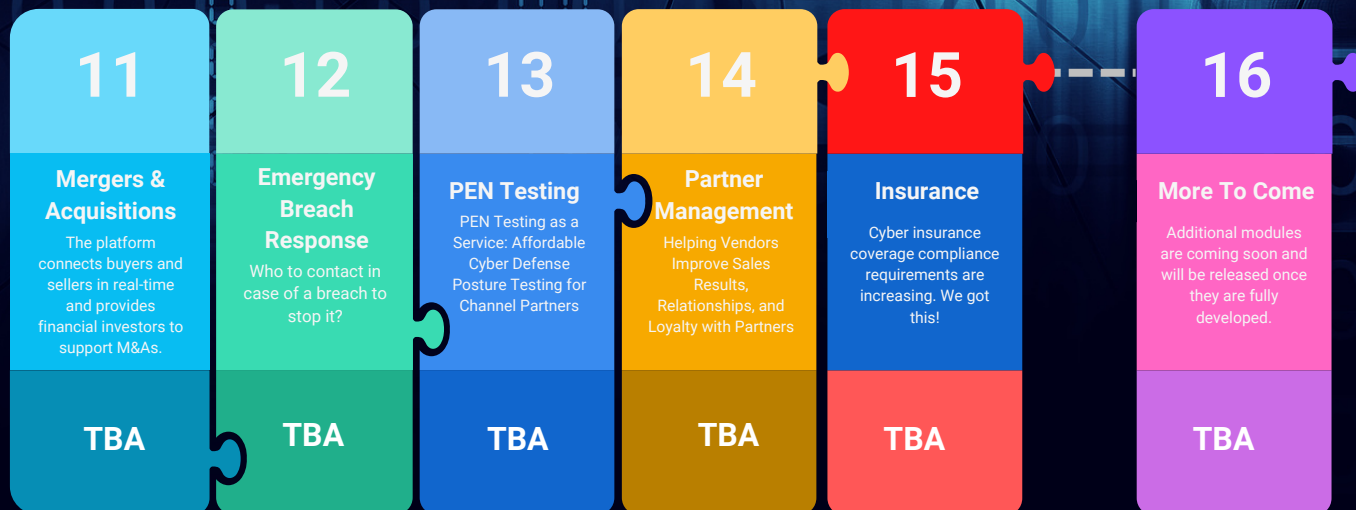| 01 FREE	02 FREE	03 FREE	04	05	06	07	08	09	10
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Exclusive Discounts and Perks

We are continuously in talks with vendors and suppliers to provide our members with exceptional discounts, rebates, and MDF to reduce their expenses. By offering these incentives, vendors motivate our members to conduct more business with them.

At our ecosystem, we pride ourselves on being impartial, allowing us to provide our members with the most desirable benefits.

Discover the 30 years of TechnoPlanet's history and the individuals who support the CDE mission.

More Components of the Ecosystem Coming

11 — Mergers & Acquisitions
The platform connects buyers and sellers in real-time and provides financial investors to support M&As.

TBA

Matching buyers and sellers anonymously to evaluate business opportunities before deciding to move forward.

12 — Emergency Breach Response
Who to contact in case of a breach to stop it?

TBA

Our emergency incident response partner will be able to put a fast stop to the breach so you can focus on repairing the damage.

13 — PEN Testing
PEN Testing as a Service: Affordable Cyber Defense Posture Testing for Channel Partners

TBA

We are partnering with industry leaders for PEN-Testing-as-a-Service, which can be used for compliance requirements or to assess your defense capabilities. Also good for poet cyber breach forensics and mediation.

14 — Partner Management
Helping Vendors Improve Sales Results, Relationships, and Loyalty with Partners

TBA

This platform aims to bridge the disconnect between vendors and their partners in order to create more effective partnerships, leading to greater success and sales for all parties involved.

15 — Insurance
Cyber insurance coverage compliance requirements are increasing. We got this!

TBA

Our insurance partners will aid members in evaluating their cybersecurity compliance obligations, as well as those of their clients, to procure the right insurance coverage.

16 — More To Come
Additional modules are coming soon and will be released once they are fully developed.

TBA

The ecosystem's construction is ongoing, with new benefits continually added as more ways are discovered to assist the community.

Cybersecurity Defense Ecosystem

Vendor Contact

www.cybersecuritydefenseecosystem.com

CDE@technoplanet.com

Marie-Claude Rouleau
marier@technoplanet.com
905.839.0603 ext. 247