



APRIL 2024

Cybersecurity Defense Ecosystem

A Powerful Resource for the Cybersecurity Channel Community (MSPs, MSSPs and SOCs)

Step right into our cybersecurity funhouse! Our nifty ecosystem is a cozy home for our partners, packed with every tool and trick they need to craft top-notch cybersecurity services and expand their empire.

Dive deeper at www.cybersecuritydefenseecosystem.com

Ready to recruit 5,000 + Cybersecurity-First MSPs?



CYBERSECURITY DEFENSE ECOSYSTEM FOR THE CHANNEL

Mission & Who

Let's arm our trusty channel partners with the ultimate superhero gear to crush cyber baddies! With a supercharged defense plan, nifty tools, and top-notch education, they'll be the cybersecurity heroes of tomorrow. Plus, a dream team of seasoned advisors stands by to lead the charge!

Advisors
As of January 2024



Adam Bennett
CEO
Crosshair Cyber



Barb Paluszkiwicz
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
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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



Greg Young
VP Cybersecurity
TrendMicro



Mel Rick Reyes
CISO and
Business Coach



Evgeniy Kharam
CISO



More to come

Plus the feedback we get from our community of thousands of MSP/MSSP/SOC members to ensure everything stays on track!



CYBERSECURITY DEFENSE ECOSYSTEM FOR THE CHANNEL

Why the Cybersecurity Defense Ecosystem Matters to Vendors?



"Recruit top-notch cybersecurity-savvy MSPs to kickstart a wave of steady and reliable sales growth!"

The Cybersecurity Defense Ecosystem (CDE) is like a supercharged hub for cybersecurity-savvy MSPs, offering a year-round boost in size, strength, and smarts!

Vendors can dive into partner recruitment campaigns lasting 3, 6, or 12 months (check page 4 for all the juicy details) targeting a whopping 5,000+ MSPs/MSSPs and SOCs who call CDE home (and the family keeps growing).

Each part of the ecosystem packs a punch, bringing in extra perks and ROI to fuel your growth in the channel.

We're always on the hunt for more cybersecurity-focused members from our mega [eChannelNEWS](#) database with 95,000+ channel partners. With our current 5,000+ members, we're gunning to double up by 2025, aiming to be a powerhouse in the global cybersecurity channel partner scene.

For a sneak peek into the CDE universe, swing by our [website!](#)



CYBERSECURITY DEFENSE ECOSYSTEM FOR THE CHANNEL

Select your campaign: 3, 6 or 12 Months

CDE Marketing Campaign Description	3 Months	6 Months	12 Months
Profile on CDE Website	3 months	6 months	12 months
Video Preview of your company on CDE website	3 months	6 months	12 months
Number of 10-minute news interviews	3	6	12
Number of CDE Newsletter Insertions with banner ad	1	2	4
Number of news articles published on eChannelNEWS	3	6	12
Duration of Banner ad on eChannelNEWS + newsletter	1 months	2 months	3 months
Include any call -to-action in your campaign	YES	YES	YES
Number of Sharing news on social media (LinkedIn)	3	6	12
45-minute Video/Podcast including email broadcast	1	2	3
One VIP free guest pass to attend number of CDE Summits	1	2	3
Number of Live Streaming Sessions	-	1	2
Product categorized and maintained on ChannelRocket platform	Call	Call	Call
Product categorized and maintained on IASSET platform	Call	Call	Call
Product listing with monthly content production in ContentMX platform	Call	Call	Call
Monthly Campaign Fee	\$6,600	\$5,800	\$4,100
Total Campaign Fee (Prepaid)	\$17,820	\$31,320	\$44,280

Cybersecurity Defense Ecosystem

<p>01</p> <p>News Media</p> <p>Trusted source of news to discover and showcase the latest in cybersecurity solutions</p> <p>eCN eChannelNEWS</p>	<p>02</p> <p>Events</p> <p>Effective in-person and virtual events to learn and connect channel partners with vendors and experts - Guided by an A-Team of contributors</p> <p>CHANNEL NEXT</p>	<p>03</p> <p>Marketplace</p> <p>One-stop e-marketplace to browse, learn and buy the best curated cybersecurity solutions and related services</p> <p>CDE</p>	<p>04</p> <p>Research</p> <p>Marketing research platform to get real-time data from end-users and channel partners to maximize ROI</p> <p>CDE</p>	<p>05</p> <p>Content</p> <p>Solution-based content designed to target end-users for marketing campaigns and build thought leadership</p> <p>eCN TECHTALK</p>	<p>06</p> <p>Marketing</p> <p>Marketing Automation platform to create and deliver top-shelf marketing campaigns 365 days a year</p> <p>ContentMX</p>	<p>07</p> <p>Peer-Groups</p> <p>Learn best practice business skills with coach-led sessions and peer-group collaborations to grow business</p> <p>Channel Partner Alliance</p>	<p>08</p> <p>Sales</p> <p>Customized Sales skills training for selling cybersecurity solutions and risks management in today's digital-first economy</p> <p>Channel Partner Alliance</p>	<p>09</p> <p>Education</p> <p>Professional educational development and certification in cyber security (multiple providers)</p> <p>Graduation Cap</p>	<p>10</p> <p>Organizer</p> <p>30 years in channel partner development 100% PURE channel Your best interest is the only mission.</p> <p>Techn Planet</p>
<p>11</p> <p>Mergers & Acquisition s</p> <p>A platform to connect buyers and sellers in real-time with financial investors to support M&As</p> <p>Now Available</p>	<p>12</p> <p>Breach Alerts</p> <p>Platform to notify the community at the first sign of a cyber breach anywhere in the World</p> <p>M B PR</p>	<p>13</p> <p>PEN Testing</p> <p>PEN Testing as a Service to help every channel partner to affordably test their cyber defense posture for vulnerabilities.</p> <p>CROSSHAIR</p>	<p>14</p> <p>Partner Management</p> <p>Assist vendors to get more from results, stronger relationships and loyalty from partners</p> <p>PartnerElevate™</p>	<p>15</p> <p>Insurance</p> <p>Compliance requirements for adequate cyber insurance coverage is on the rise.</p> <p>Now Available</p>	<p>∞</p> <p>More To Come</p> <p>Several other modules are in the works and will be released when they are 100% ready.</p> <p>Coming Soon</p>				

Let's go!



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“We’ll help you to select the right campaign for your needs and we will send you a detailed list and schedule of the activities we will do to execute flawlessly!”

www.cybersecuritydefenseecosystem.com



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