



NOVEMBER 2024

Cybersecurity Defense Ecosystem

A powerful, independent resource for the Cybersecurity Channel Community (MSPs, MSSPs and SOCs)

Welcome to our Cybersecurity house! Our innovative ecosystem serves as a welcoming hub for our channel members, equipped with all the tools and strategies necessary to develop exceptional cybersecurity services and grow their business.

Learn more at www.cybersecuritydefenseecosystem.com

Ready to recruit 5,700 + Cybersecurity-First MSPs?



Mission & Who

Join us to equip channel partners with the ultimate resources to defeat cyber criminals! With an enhanced defense strategy, powerful tools, and exceptional training, they will become the cybersecurity champions of the future. Additionally, a dedicated team of experienced advisors is ready to guide the way!

Advisors As of October 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



Evgeniy Kharam
CISO



Gavin Garbutt
Chairman
Augmentt



Kenrick Bagnall



Greg Young
VP Cybersecurity
TrendMicro



Jay McBain
Principal Analyst
Canalys



Jeff Mesnik
CEO
ContentMX



Joy Belinda Beland
VP, Cyber Education
Summit 7



Jaap Mantel
Data and More



Julian Lee
Publisher
eChannelNEWS



Kathryn Rose
CEO
GetWise



Mark Porter
CEO
High Wire Networks



Matt Lee
Director of Security
Pax8



Mel Rico Reyes
CISO and
Business Coach



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 Royce
CEO
Troinet



More to come

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



Why the Cybersecurity Defense Ecosystem Matters to Vendors?

"Recruit top-notch cybersecurity-first MSPs to generate a wave of steady and reliable channel sales growth!"

Vendors have the opportunity to engage in partner recruitment campaigns that last 3, 6, or 12 months (see page 4 for details) currently targeting over 5,700 MSPs, MSSPs, and SOCs that are part of the CDE community (and growing every day).

We are constantly seeking more cybersecurity-focused members from our extensive [eChannelNEWS](#) database, with over 106,000 channel partners.

We plan to double our members by 2025, establishing ourselves as the largest independent force in the global cybersecurity channel partner landscape.

For a glimpse into the world of CDE, visit our [website](#)! Watch the 12 minute overview video to see the benefits for our members.



Select your campaign: 3, 6 or 12 Months

CDE Marketing Campaign Description	3 Months	6 Months	12 Months
Profile and logo 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 (one every month)	3	6	12
Number of CDE newsletter insertions	3	6	12
Number of CDE newsletter issues with your banner ad	3	6	12
Direct email broadcast of your message to CDE members	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
Number of Live Streaming Sessions	-	1	2
Complimentary VIP guest pass to attend any CDE Summit	1	1	1
Total Campaign Fee (Prepaid)	\$17,820	\$31,320	\$44,280
Monthly Payment Plan	\$6,600 (3 mths)	\$5,800 (6 mths)	\$4,100 (12 mths)



CYBERSECURITY
DEFENSE
ECOSYSTEM



eCN
eChannelNEWS



**CHANNEL
NEXT**

Techn Planet



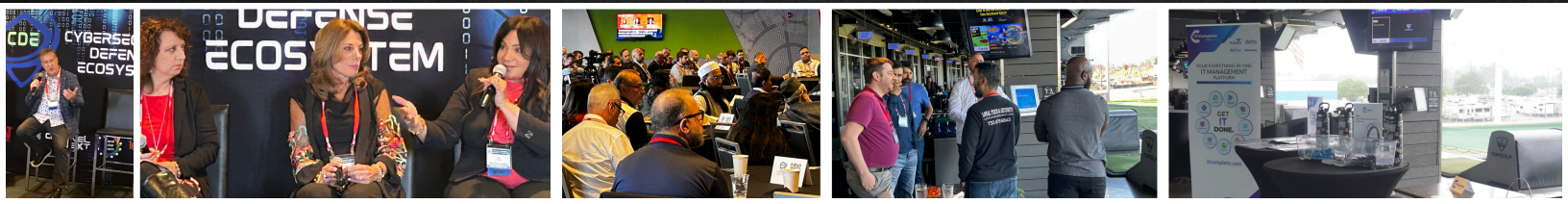
CYBERSECURITY DEFENSE ECOSYSTEM

Join the CDE crew and community at the Cybersecurity Defense Ecosystem Summits! Ask for a sponsorship kit!

- Attend with a Vendor Pass
- 3 Exhibitor levels available
- Invite your partners to meet you there
- Network with the community
- [Check out upcoming events](#)
- [Check out a review from previous event](#)

Event contact

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Cybersecurity Defense Ecosystem



Let's gooooo!



CDE@technoplanet.com

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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

