



GO-TO-MARKET
**Cloud Managed Security
Service Offering**

2022 Edition

AUGMENTT TECHNOLOGY



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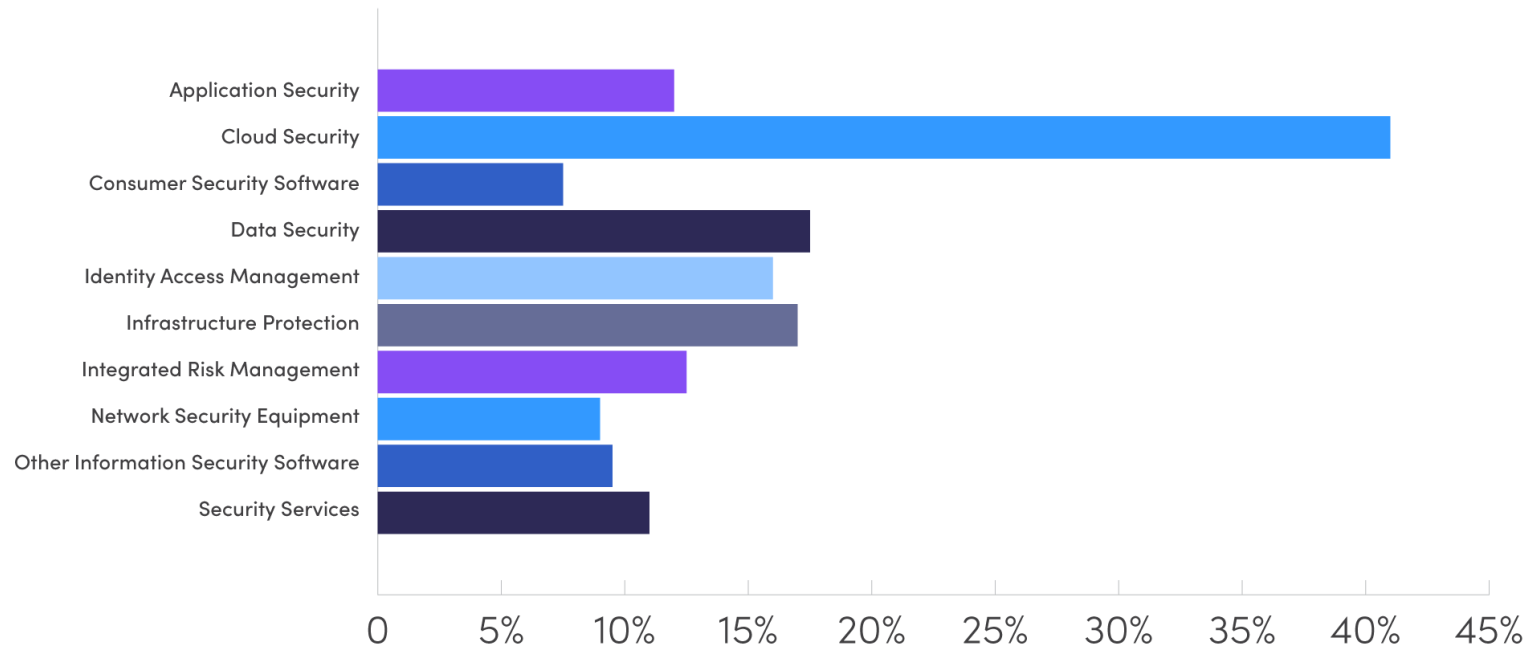
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Security budgets are soaring

There has been a recent surge in IT spending when it comes to security budgets in recent years. Overall, we've seen a double-digit growth across multiple categories of security, particularly in cloud security.

With no shortage of industry stats showing how data breaches are increasing (e.g., by as much as 775% since 2017) and with client demands surging right alongside, Managed Services Providers (MSPs) have an opportunity in front of them.

Security Budget Growth 2020–2021 (%)



Information security and risk management end user spending by segment, 2020–2021 (in USD millions)

Why MSPs should build a comprehensive security service

What organizations need now more than ever is a comprehensive Managed Security Service delivered by their MSP. Augmentt Secure gives MSPs the insights and capabilities they need to:

- Generate compelling threat reports for customers to demonstrate the need for an enhanced security service
- Conduct posture audits that easily monitor customer policies such as multi-factor authentication enrollment so MSPs know exactly where to act
- Produce and share customer-facing QBR reports that show clients in detail how MSPs are protecting users and data while charting the improvements over time



MSPs must better protect their customers—and themselves

Growing your business proactively with an advanced Managed Security Service is critical for two reasons:

1. Customers who aren't paying for in-depth security services still expect MSPs to go above and beyond their contracts and assume that everything is fully protected, both inside and outside the network.
2. Should a major data breach or successful cyber-attack occur, those customers may very well sue or fire their MSP. These days, even a minor data loss can harm an MSP's reputation or lead to contract non-renewal, or worst of all, litigation.



How to maximize security revenues and win new clients

MSPs face a dilemma on how their customers and prospects perceive data loss, ransomware, and other threats that seem to be vaguely *out there somewhere*, while the actual scope of the problem remains almost impossible to visualize and quantify.

But what if these organization could be shown a clear picture of the truth?

What would change if MSPs had the ability to pinpoint for customers and prospects the various threats impacting them right now with **a no-cost security threat report** that is easy to generate and share?

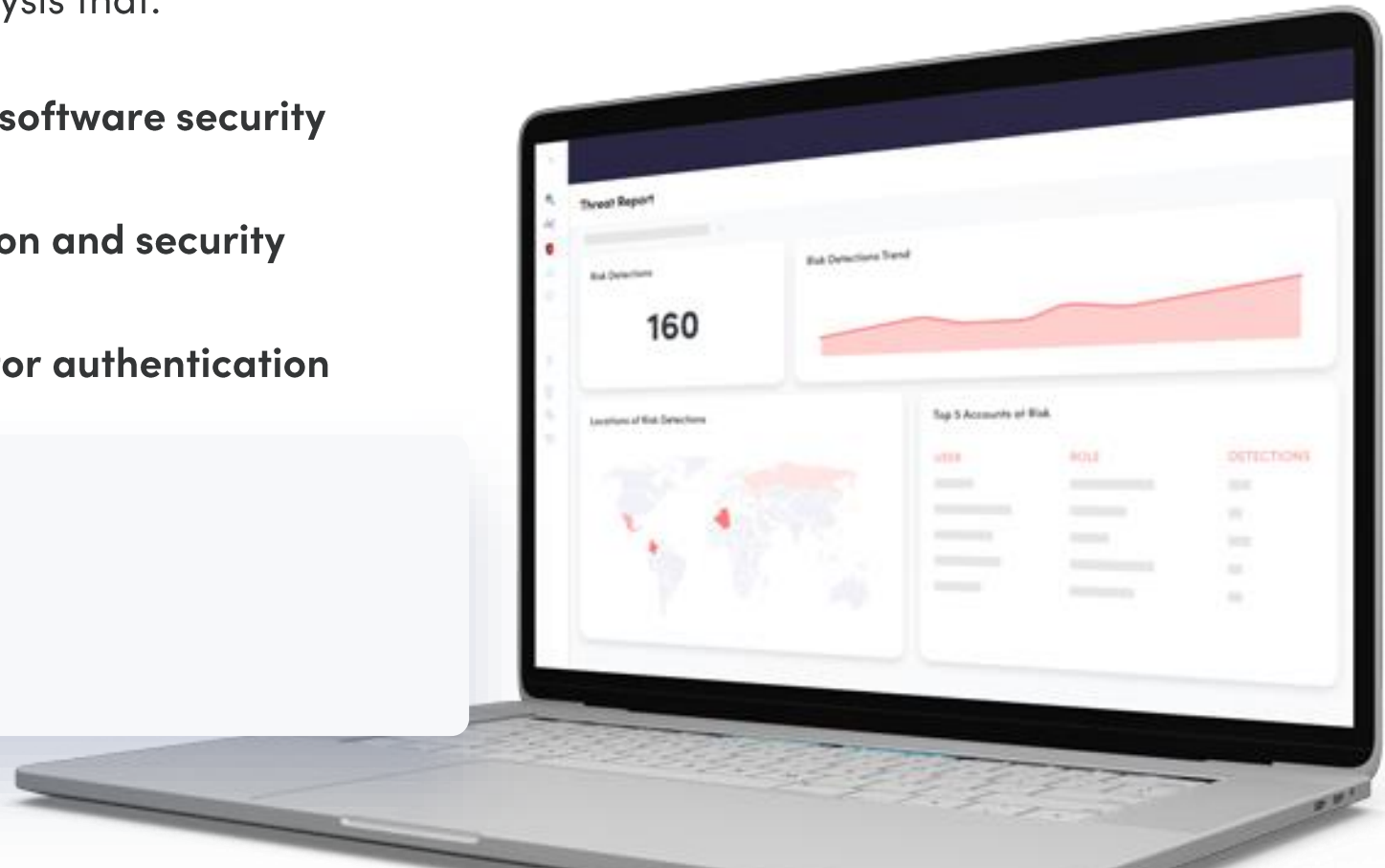


Augmentt Secure Threat Reports: *a highly compelling sales tool*

Threat reports can provide concrete evidence of how customers and prospects need additional security services because it lets MSPs document and show a CEO that, for instance, there are 47 recent hacking attempts on the organization's Microsoft365 account.

When generated for customers and prospects, the Augmentt Threat Report can bring risk into sharp focus with analysis that:

- Shows prospects the last 90 days of software security threats
- Highlights certain users, configuration and security policies that are at risk
- Highlights users not using multi-factor authentication (MFA)



A more efficient way to deliver better security and monitor progress

MSPs need that single-view of security policies across tenants and an efficient way to ensure customers are adopting multi-factor authentication (MFA) and other industry-standard policies.

Augmentt Secure provides MSPs that multi-tenant view to demonstrate the enhanced value that they bring.

Compared to other platforms and methods, Augmentt Secure provides a better, global view of configuration and a more efficient way to monitor security settings. It also provides a suite of built-in tools so that MSPs can quickly:

- Conduct security posture audits and customize configuration for optimal threat response
- Easily monitor customer protocols such as adoption of multi-factor authentication (MFA) so MSPs know exactly where to act

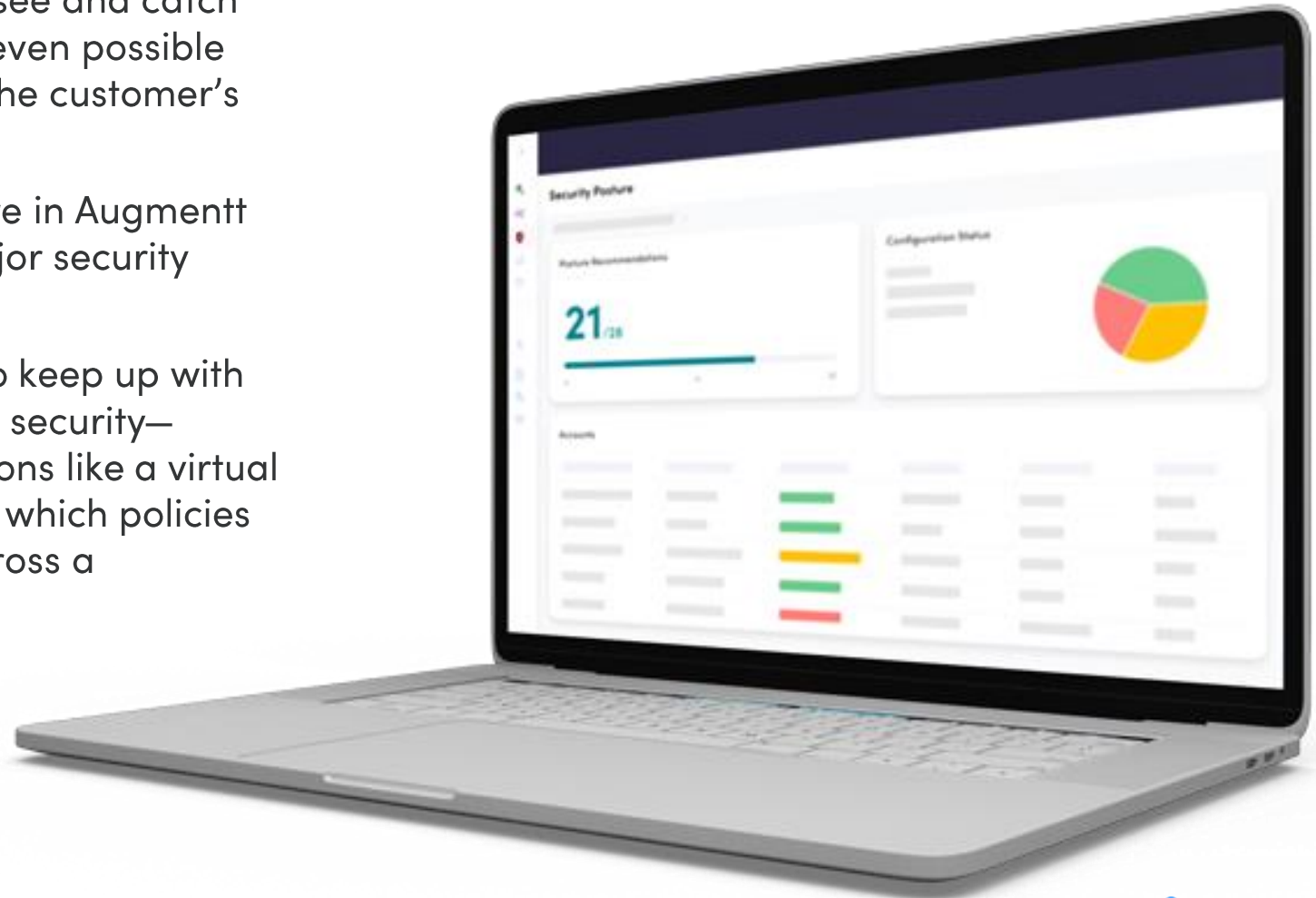


See, then act, with expert security audits on demand

Most customers expect MSPs to see and catch every security threat, but is that even possible without thorough knowledge of the customer's vulnerabilities?

The Security Posture Audit feature in Augmentt Secure lets MSPs identify the major security holes that need to be plugged.

Now MSPs don't have to hustle to keep up with the latest best practices for SaaS security—because Augmentt Secure functions like a virtual security analyst, showing exactly which policies are in place and which aren't across a customers' environment.

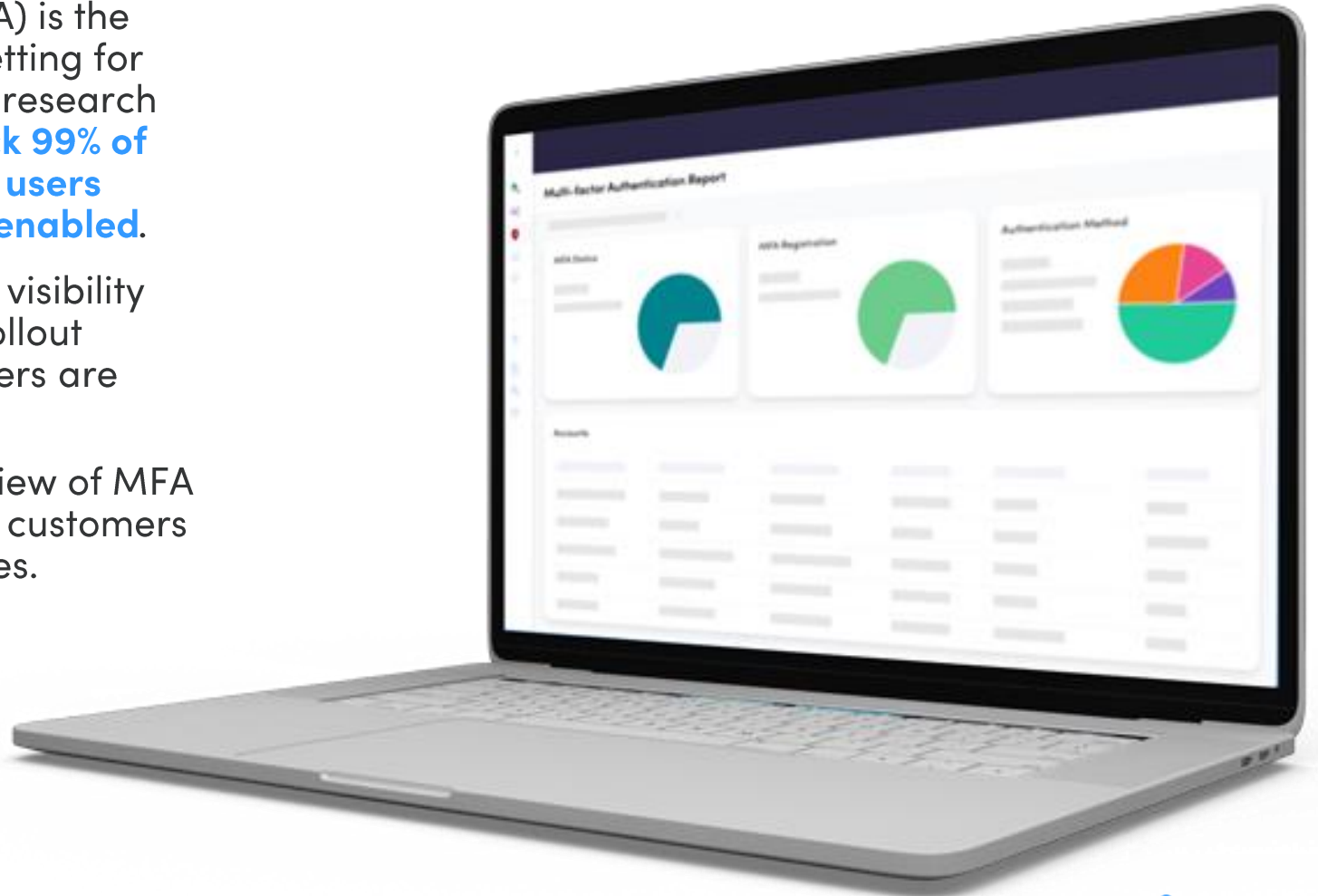


Closely monitor the most important security setting: MFA

Multi-factor authentication (MFA) is the single-most important security setting for SaaS software. Recent Microsoft research showed how **MFA alone can block 99% of security breaches, yet only 2% of users across organizations have MFA enabled.**

Augmentt Secure gives you clear visibility across all tenants to track MFA rollout progress and shows how customers are stacking up against their peers.

This real-time and at-a-glance view of MFA adoption also monitors how your customers compare to industry best practices.

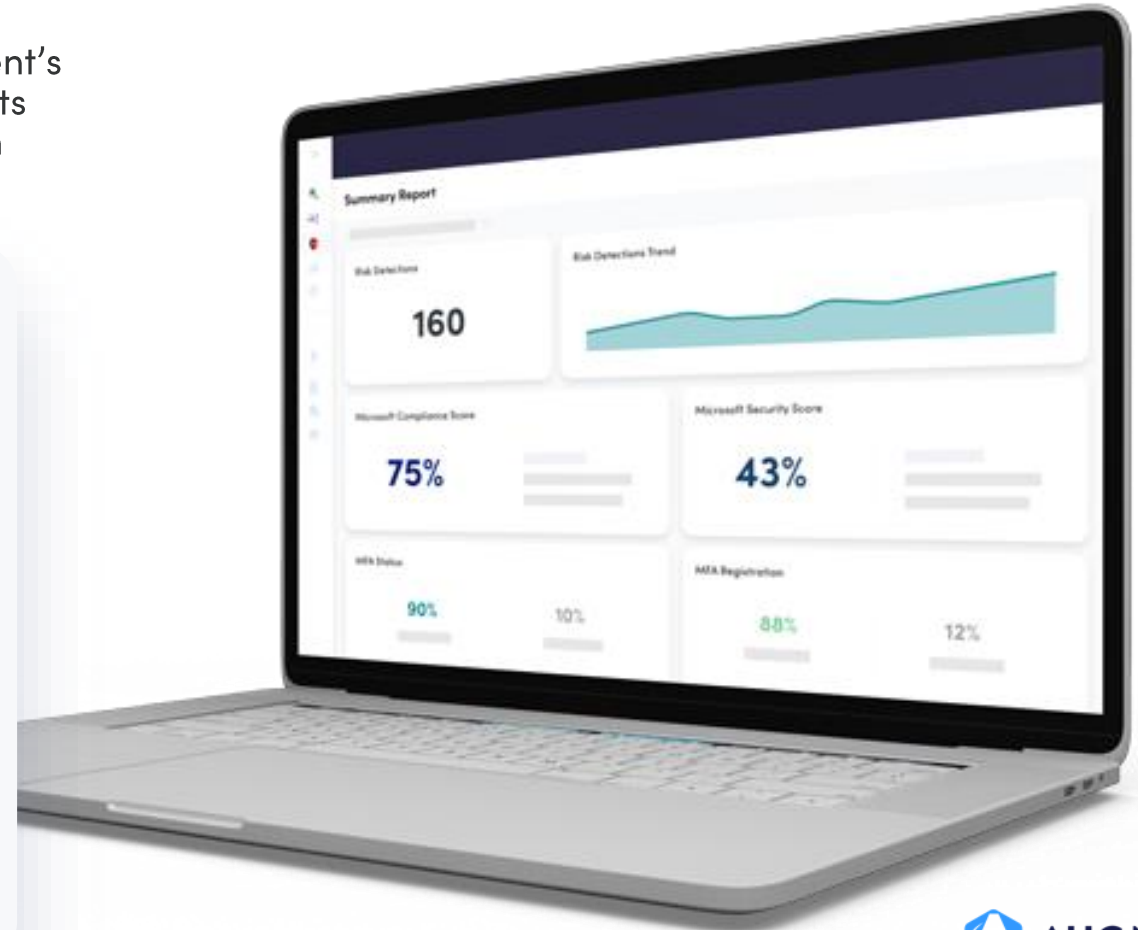


A clearer way to track success and demonstrate ongoing value

With Augmentt Secure generate timely executive reports to show customers exactly how they're being protected and how things are getting better over time. Now MSPs can know with confidence that their customer environments are much more secure and can demonstrate concretely value.

With customer-facing reports, MSPs can share with client's monthly progress updates featuring easy-to-read charts and data trends that demonstrate the MSP's value with metrics including:

1. Risk detection (90-day trend)
2. Microsoft security score
3. Augmentt posture status
4. MFA trend
5. Detailed list of posture items
6. Detailed list of MFA
7. Detailed list of data-loss policies
8. Detailed list of risk detections
9. Top five risk detections by users
10. Top five risk detections by department



Security that's proactive, value that's concrete

Forward-thinking MSPs will go further with **Augmentt Secure**, a complete managed security service designed specifically for MSPs in a cloud-centric world. This breakthrough platform enables them to:

- **Assess risk associated with lack of data loss prevention policies**
- **Audit security configurations and policies across all your customers**
- **Show customer facing reports that demonstrate prevented threats and ongoing value**

With Augmentt Secure, MSP security services go from reactive, vague, and inefficient, to proactive, timely, and concrete.



To learn more about leveraging **Augmentt Secure** and arrange a product demo, contact our sales team at sales@augmentt.com or [book a demo today](#).

Free Audits & Free SaaS Services Training

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About Augmentt

Augmentt provides a SaaS Application Management Platform designed specifically to help MSPs quickly and efficiently manage their customers' entire SaaS ecosystem. Augmentt provides its MSP partners with a complete SaaS service enablement framework designed to help MSPs build successful SaaS Services revenues around their SME customers.

At Augmentt we love SaaS ... almost as much as we love IT services partners.

Augmentt's founders have 35 years of combined Channel experience, most of it spent building, marketing and selling Cloud and SaaS applications to the MSP community. During that time, we have witnessed the unprecedented adoption of SaaS. This new model has significant benefits, but it also has many challenges – Augmentt was created to address these.





Get in touch with Augmentt
to discover your opportunity
info@augmentt.com

augmentt.com