



DENYER

19 **PROVEN WAYS**

MANAGED SECURITY SERVICE PROVIDERS
(MSSPs) CAN GROW THEIR BUSINESS IN 2019



CHARLES DENYER

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HEY MANAGED SECURITY SERVICE PROVIDERS (MSSPs), YOU'VE GOT CLIENTS, BUT YOU WANT MORE...

Which means you're more than likely competing with other MSSPs offering similar services and going after similar clients. The end result is competing on price.



Growing your business is not about competing on pricing alone, it's about offering new, innovative products and services. It's also about using cybersecurity, data privacy, and regulatory compliance as your competitive advantage.



For MSSPs that can develop these products and services – and take them to market (which is actually quite easy!), you'll experience real growth and long-term revenue streams. How do I know this? Because I help companies every day in leveraging cybersecurity as their true competitive advantage. Here's 19 proven ways that MSSPs can grow their business in 2019 – and beyond, according to Charles Denyer, one of the world's foremost experts on cybersecurity & data privacy.

1 LEVERAGE SECURITY AS YOUR NEW TRUST FACTOR

As humans, we can confidently “trust” that many things in our lives will operate with a degree of normalcy. We trust the mail to come from the USPS. We trust the grocery store will have fresh eggs and milk to buy. I could go on. The more we subconsciously trust, the more we gravitate to such businesses that we come to rely on.

Therefore, it’s no surprise that the basic element of trust in today’s world of security is good cybersecurity measures. Sounds easy, but many MSSPs miss the boat on this. How so? Their organizational message with their website, product brochures, sales talk – and much more – is often void of the true message of cybersecurity. Remember something very important as an MSSP. Your clients – and prospects – many not come out and say it, but security is paramount – absolutely critical – when it comes to choosing an MSSP. Cybersecurity – or even at a higher level, let’s just call it “security” – that’s the first and fundamentally – most important trust factor.



And what is security, really? It’s about everything that falls under the large, expansive umbrella of “**Information Security**”. It’s about strong access controls. It’s about backing up data securely. It’s about having incident response measures in place if a breach were to occur. It’s about dozens of other fundamental security practices that MSSPs should be employing – if they want to secure and grow their business.

IS SECURITY A MAIN SELLING POINT?

NO, NOT ALL THE TIME, BUT WITHOUT SECURITY, YOU HAVE ZERO TRUST.

2 LEVERAGE PRIVACY AS ANOTHER TRUST FACTOR

MSSPs can grow their business by leveraging data privacy as a trust factor. At a higher level, let's just call it "privacy". Simply stated, customers expect, want – and demand – that their data is safe and secure at all times, which is essentially part of the SECURITY Trust Factor also. And even more than that, customers want safeguards in place knowing that their data will not be shared with other entities, unless explicit consent is given. Familiar with the **General Data Protection Regulation (GDPR)**? It's a massive piece of EU legislation that essentially comes down to data security and privacy for customers.



In North America, there's a plethora of data privacy laws and regulations that have been around for years. Some are well-known, such as the provisions within HIPAA. Others are not as well-known, such as the Privacy Principles from the AICPA. Regardless, MSSPs are expected to be abide by such measures, and customers fully expect their data to be private and not shared with unauthorized parties.

LEVERAGING PRIVACY AS A TRUST FACTOR FOR MSSPs REQUIRES TWO (2) CRITICALLY IMPORTANT ELEMENTS:

1ST Understanding and adhering to privacy laws and regulations regarding customer data.

2ND Having comprehensive information security policies, procedures & practices in place to protect customer data at all times.

3 LEVERAGE COMPLIANCE AS YET ANOTHER TRUST FACTOR

Ok, so customers expect – and essentially demand – SECURITY and PRIVACY, and one of the best ways to showcase these trust factors is through compliance. There’s a multitude of laws, regulations, and frameworks that businesses need to comply with – some you’re familiar with, others you may not be.

SHOWCASING COMPLIANCE AS A TRUST FACTOR IS A HUGE WIN-WIN. HOW SO?

1ST As an MSSP, performing your own annual compliance audits shows just that.

2ND It gives you the opportunity to offer a wide-range of products and services to customers looking to build their own trust factors.

COMPLIANCE



4 BE THAT TRUSTED ADVISOR TO YOUR CLIENTS

Your clients have varying needs when it comes to their business. After all, they've come to rely on you for a number of critical services and solutions, so your offerings shouldn't stop there.

IMPORTANT QUESTIONS TO ASK YOURSELF:

What else can you provide?

What other value do you have as an MSSP that you can offer?

YOU WOULD BE SURPRISED AT THE PROFESSIONAL SERVICES YOU CAN GIVE TO CLIENTS ONCE YOU REALLY STOP AND THINK ABOUT IT.



5 DOMINATE THE REGULATORY COMPLIANCE LANDSCAPE

The world is awash in regulatory compliance, and it's only going to continue to grow, become more complex – and costly – for businesses all throughout the world. No, it's not all doom and gloom for your business, it's an opportunity of a lifetime, provided you can implement a robust and proven set of services and solutions to your clients. In fact, while most whitepapers and publications are talking about the same old ways for MSSPs to grow their businesses, the compliance landscape is a relatively new window of opportunity.

Some of the opportunities in the compliance landscape are well-known, and many MSSPs have been wildly successful in implementing them, but others are not so well-known, and they're hidden gems, so let's dig in.

1 Offer Scoping & Consultative Services for many of today's major compliance mandates, such as PCI DSS, SOC 1/2/3 audits HIPAA, GDPR, and much, much more.

2 Offer compliance documentation to your clients, specifically – policy and procedures templates (more on that below).



COMPLIANCE

6 BUILD A “TRUE AND REAL” COMPLIANCE ZONE

What's a Compliance Zone? It's a comprehensive set of offerings that help clients manage their massive regulatory compliance reporting mandates. While most MSSPs talk about tools and solutions they have for helping their clients meet today's demanding compliance mandates, very few actually do it successfully.

HERE'S SOME EXAMPLES OF HIGHLY SUCCESSFUL COMPLIANCE ZONES:

Regulatory Compliance Managed Security Services Zones: Building & deploying an infrastructure that allows clients to house their data in a secure and compliant environment is a big need in today's world. Businesses are struggling immensely with rising compliance costs, so why not offer proven services and solutions for helping reduce their headaches and expenses, while giving them some serious security that they demand – and expect.

Cloud Compliance Zones: Not there yet when it comes to infrastructure costs and manpower for building your own compliance zone? Not a problem, build it out in the likes of Amazon AWS, Microsoft Azure, and Google GCP and manage it for your clients. Don't want to go this route yet? Not a problem, how about offering services that design, deploy, and then manage a client's compliance reporting in the cloud? There's a number of ways to skin the compliance cat, you'll just need to determine what's the best fit.

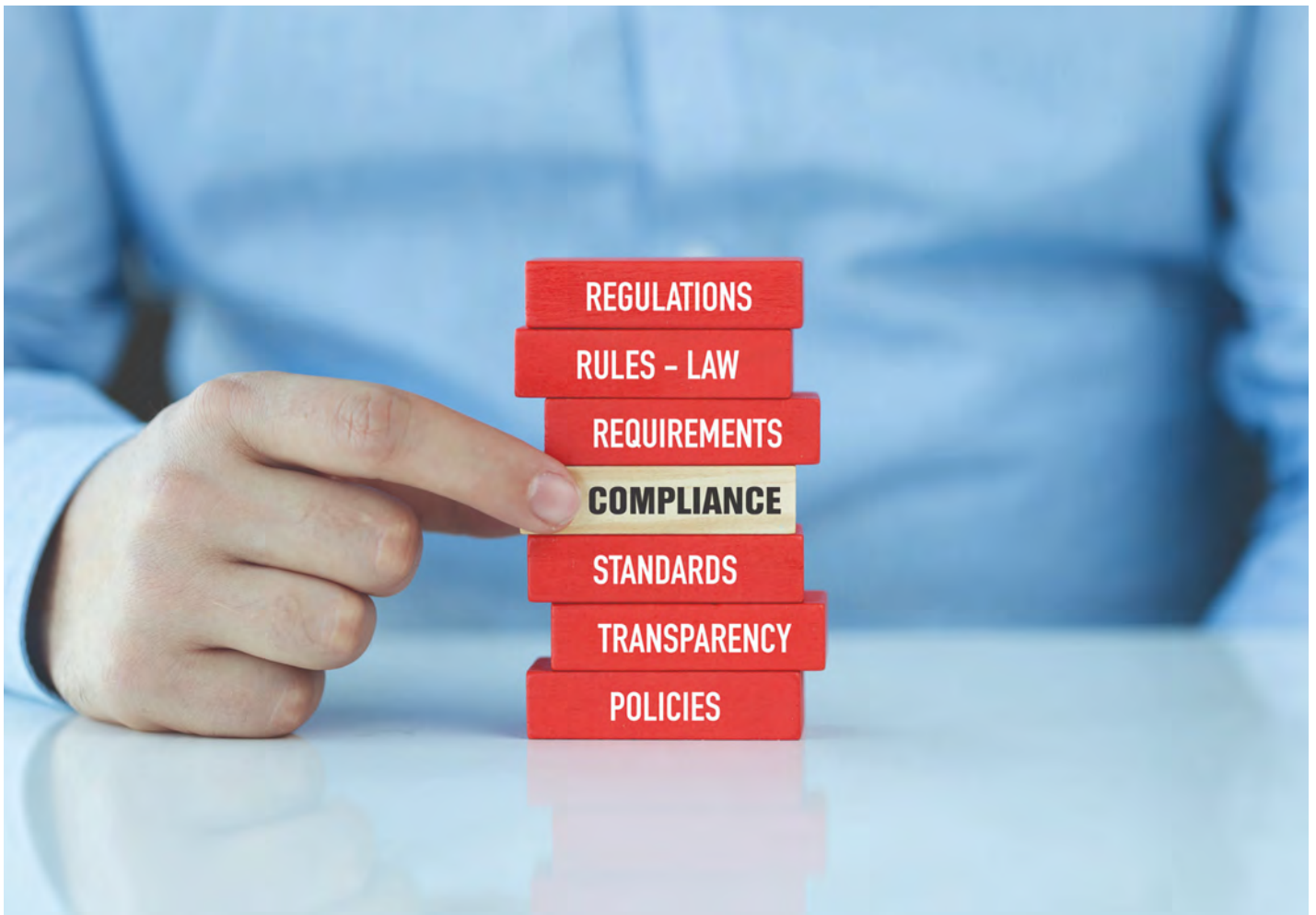
Therefore, separating the pretenders from MSSPs who build a “**TRUE and REAL**” Compliance Zone encompasses the following:

Design and Architect: What compliance services and solutions can you offer that truly are in need from your clients and the marketplace? Do you have the skillsets internally for designing, architecting, taking to market – then supporting – such a Compliance Zone? These are questions you need to be asking – and if you're serious about making money on regulatory compliance – then these are questions you need answers to also.

Marketing: Effective marketing for a Compliance Zone is much more than simple words of wisdom and some 11th hour made brochures by an intern. To market a true and real Compliance Zone, you need boots-on-the-ground sales people, you need dedicated in-house reps, you need product demos, you need YouTube videos, and much, much more.

6 BUILD A “TRUE AND REAL” COMPLIANCE ZONE

Build and Deploy: You’ve designed and architected the product? Great, now’s the time to build it and deploy it to your customer base. You’ll need capable, experienced, and well-trained engineers who can handle this task, and who can also manage your compliance zone moving forward.



Also, keep in mind that there are literally dozens and dozens of security companies that will want you to use their products and solutions for building out a compliance zone. And interestingly, the vast majority of white papers and articles I find on how MSSPs can grow their business originates from these very providers pushing their products! Be cautious and choose your vendors wisely.

7 WHITE LABEL INFORMATION SECURITY DOCUMENTS

HERE'S A QUESTION FOR YOU...

WHAT'S ONE OF THE MOST TIME-CONSUMING, DEMANDING, AND MUNDANE MEASURES THAT ALMOST ANY BUSINESS HAS TO UNDERTAKE?

It's developing the seemingly never-ending list of information security policies and procedures. From growing compliance mandates to insurance requirements – and more – InfoSec documentation is a big piece of the puzzle for any successful business in today's world.

So, why not offer policy templates for sale? Don't have them? Simply reach out to any number of providers who offer them for sale online and request a fee for white labelling them under your own name? It's an easy process, can yield significant revenues, and provides yet another income stream.

STOP AND THINK OF ALL THE DOCUMENTATION THAT BUSINESSES NEED FOR REGULATORY COMPLIANCE.



- PCI DSS
- HIPAA
- SOC AUDITS
- FISMA COMPLIANCE
- FEDRAMP & MORE



it's a laundry list, and it's a goldmine for MSSPs.

8 OFFER INFORMATION SECURITY POLICY WRITING SERVICES

Offering InfoSec policy templates is one thing – and many of your clients will happily say yes to such services, but don't forget about the lucrative fees available for actually writing the documents. For all the clients that will happily buy a set of templates from you, the vast majority will also want you customize them – after all – who has time to write policies and procedures – probably not your clients, so you can surely it add it on as a professional services offering.

POLICY WRITING CAN BE LUCRATIVE **– TO THE TUNE OF \$250 + PER HOUR!**



9

OFFER ANNUAL RISK ASSESSMENT SERVICES

Almost every company needs some type of risk assessment performed each year, so why not build an online risk management portal where clients can simply perform their risk assessment online, save it, and send it to whomever they need to send it to, such as auditors, etc., From PCI DSS compliance to SOC audits, HIPAA compliance – and more – businesses are being required to perform annual risk assessments, so why not jump onto to the risk assessment train and create a niche service for your clients.



MAKE RISK ASSESSMENTS A PART OF YOUR COMPLIANCE AS A SERVICE (CAAS) OFFERING.

(SEE #15 BELOW!)

10 OFFER THIRD-PARTY VENDOR DUE-DILIGENCE AND ONGOING VENDOR MANAGEMENT SERVICES

Today's service economy is a great example of how everyone is outsourcing some type of service to another business – call it the new norm. Because of this, businesses are being required to monitor and perform regularly scheduled due-diligence measures on their outsourcing providers.

WHY NOT OFFER SERVICES FOR HELPING YOUR CLIENTS MANAGE THEIR THIRD-PARTY VENDORS?

YOU CAN THEN INCLUDE IT IN A COMPLIANCE AS A SERVICE (CAAS) OFFERING (SEE #15 BELOW!).



11 OFFER PROFESSIONAL CONSULTING SERVICES

Earlier, I spoke about dominating the compliance landscape (#5), and a big part of that can be had by offering scoping & consultative services. Specifically, clients need help in understanding today's growing regulations, how they impact their business, how to stay compliant, along with so many other issues.

OFFER CONSULTING SERVICES TO YOUR CLIENTS. AND HELP KEEP THEM COMPLIANT WHILE INCREASING YOUR REVENUE.

Think of the talent you have at your organization, and then translate it into a professional consulting services division. Imagine billing rates up to \$400 + per hour. Well, it's there for the taking.



12 OFFER VIRTUAL COMPLIANCE OFFICER SERVICES

Your clients need help with regulatory compliance – big time – so why not offer professional services for relating to many of today’s growing laws and regulations.



**THINK PCI DSS, SOC AUDITS, GDPR,
FISMA COMPLIANCE, AND MUCH MORE.**

You can easily create various level of services consisting of fixed blocks of hours each month, and with prices ranging from \$200 to \$400 per hour.
This is a great revenue enhancer for MSSPs.

13 OFFER DATA PROTECTION OFFICER (DPO) SERVICES

Similar to virtual compliance officer services, why not offer outsourced Data Protection Officer (DPO) services? The General Data Protection Regulation (GDPR) is one of the most fundamentally important – and consequential – pieces of compliance legislation ever to be issued, and the GDPR requires a DPO be in place in certain circumstances. Many virtual DPO's I talk to are brining in heavy fees for monthly services.

**IF YOU CAN AUTOMATE THE SERVICES WITH A CAAS PORTAL
YOU CAN CREATE SOME TRULY AMAZING HOURLY BILLING RATES.
(AGAIN, SEE #15 BELOW)**



14 OFFER SECURITY AWARENESS TRAINING

I'm amazed at the money left on the table by MSSPs when it comes to security awareness training. Here's a recent example that should be an eye-opener.

An MSSP I recently consulted with has **225** clients with a total, aggregated number of **11,275** employees. In today's market, average pricing for security awareness training is roughly **\$40** a year, per employee. Do the math & that equates to **\$451,000** of potential avenue revenues if they can build and sell a security awareness training program to their clients.



DON'T LEAVE MONEY ON THE TABLE.

OFFER SECURITY AWARENESS TRAINING PROGRAMS TO YOUR CLIENTS.

Your clients need a place to store and organize their policies and procedures. They need a place to upload and share documentation relating to risk assessments, incident response reporting, security awareness training – all the compliance requirements that businesses are being faced with today. Why not build what I call a **“Compliance as a Service (CaaS) model”**, a tool that gives your clients all the features they need for today’s compliance reporting?

**BUILDING A CAAS TOOL IS MUCH EASIER
AND QUICKER THAN YOU THINK...
AND THE ROI IS IMMENSE.**



16

OFFER AN ALL-IN-ONE SECURITY, PRIVACY & COMPLIANCE TOOLSET SOLUTION FOR SPECIFIC TARGET INDUSTRIES

I once had an MSSP come to me frustrated about business growth. He was competing on price, and still not winning new clients. After some deep digging and soul searching, we decided to formulate a strategy for going after accounting firms that included the design and development of a comprehensive toolkit that met a CPA's needs for growing security, privacy, and compliance needs – and their customer's downstream needs. Let's just say it was a smashing financial success.

**OFFER A COMPREHENSIVE, STRATEGIC ALL-IN-ONE TOOLKIT.
AND CREATE SUCCESS FOR YOUR BUSINESS & YOUR CLIENTS.**



17 RE-SELL SECURITY PRODUCTS

Many of today's MSSPs are building their own toolsets and offering them to clients, but a growing number are also reselling Security Information and Event Management (SIEM) tools, such as AlienVault, and other security related tools. It all comes down to how deep you are getting involved with your client's operations. If you're doing managed applications, managed desktops, then it's a good idea to partner and re-sell software for anti-virus, anti-malware, and others.



**RE-SELL ANT-VIRUS & ANTI-MALEWARE SOFTWARE
TO GIVE YOUR CLIENTS AN ADDED LAYER OF SECURITY.**

When was the last time you really took a good, hard, objective, unbiased look at your entire brand image?
Probably quite some time...

ASK YOURSELF THESE BASIC QUESTIONS:



Are we positioning ourselves in the best possible manner for growth?



Do we have a strong Internet presence that consists of both paid advertising and organic search engine optimization (SEO)?



Do we have strong Call-to-Actions (CTA) on our website for obtaining target leads?



Are we developing and curating new & useful content on a regular basis – specifically – white papers, blogs, webinars?



Are we listening & learning from our competitors, and fine-tuning our marketing message to outpace the competition?

**IF YOU DON'T HAVE A TOP-NOTCH ONLINE MARKETING CAMPAIGN,
YOU'RE DEAD ON ARRIVAL IN TODAY'S COMPETITIVE ARENA.
YOU KNOW IT. I KNOW IT. AND YOUR COMPETITORS KNOW IT.**

All businesses have needs, so take the time to truly listen to what your clients are saying. What are their concerns? What keeps them up at night? What tasks could you be helping them with for creating higher levels of efficiency for them? The more you listen, the more you'll learn, and the more opportunities you'll have for selling them on additional products and services. Trust me on this!

OBTAIN A COMPETITIVE ADVANTAGE THROUGH CYBERSECURITY

**WANT TO WORK WITH CHARLES?
LEARN ABOUT HIS SIGNATURE SERVICES**

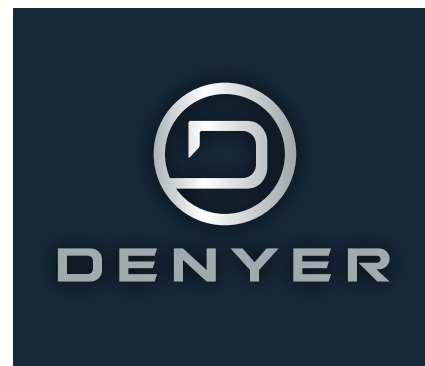
GET STARTED TODAY ►

ABOUT CHARLES DENYER

Charles Denyer is a best-selling author, in-demand speaker, and one of the world's foremost experts in cybersecurity, data privacy, regulatory compliance, and domestic national security issues.

He's helped thousands of businesses around the world in designing & implementing a wide-range of information technology and cybersecurity solutions. He's also helped these very businesses grow by identifying their niche, launching new services, and ultimately obtaining a true competitive advantage in the marketplace.

Charles works with CEO's, entrepreneurs, business owners – anyone with a true passion for securing & growing their company in today's challenging & complex business arena. He has over two decades of real-world experience with information technology, cybersecurity, data privacy, regulatory compliance, national security & other related issues. Charles also consults regularly with top political and business leaders including former Vice Presidents of the United States, Secretaries of State, ambassadors, high-ranking intelligence officials, CEO's, entrepreneurs, civic leaders, and others.



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