

# TIPP for Scaleups

For growth businesses looking to boost their market visibility  
 The highly effective way to find channel partners and enhance your profile

## FIVE STEPS TO FINDING YOUR PERFECT PARTNER

### PARTNER PROFILING

We help you build a compelling proposition to attract the best candidates

### PROGRAMME MARKETING

We promote your brand through all our marketing and social media channels

### CANDIDATE SELECTION

You can select as many candidates as you wish to meet

### ONLINE MEETINGS

We help you prepare your meeting strategy to make most impact

### CHOOSE YOUR PARTNER

We promote your successes with your new partners

## TYPES OF PARTNER WE CAN FIND

### Channel Partners



**Product/Service Reseller**  
 'Naked' and/or 'Value Add'



**Go-to-market**  
 Joint sales and marketing



**Implementation services**  
 Solution and/or systems integration

### Product/Service partner



**Point solutions/services**  
 Fill gaps in your solution/service portfolio



**Technology developers**  
 Integrate leading-edge, differentiating technologies into your solution or service



**Platform providers**  
 Incorporate your technology in their platform

## WHAT WE BRING TO THE PARTY



### Our successes

We have an outstanding success rate in finding credible partnership candidates for our clients



### Our expertise

We give you our expert view on the candidates – and where the pitfalls might lie



### Our experience

Our long-time analysis of the market gives us access to a huge number of potential partners



### Our trusted name

Associate your company with one of the most respected brands in the tech sector



### YOUR brand visibility

We intensively promote your brand in UKHotViews and our social media channels

For further information contact [amiller@techmarketview.com](mailto:amiller@techmarketview.com)

## CLIENT SUCCESS STORY: ASSURIA

### THE COMPANY

For over 15 years, Reading-based Assuria has provided trusted cybersecurity software solutions that power Security Operations Centres, IT Protective Monitoring services and internal SIEM services to SMEs and large enterprises in almost every business sector.

### THE PARTNERS

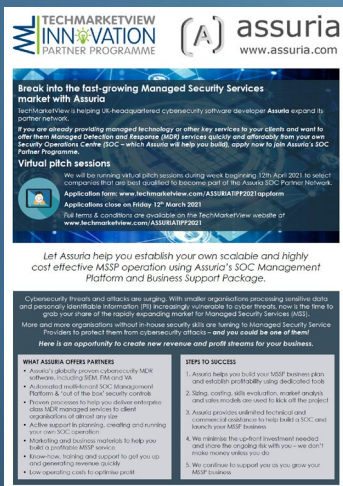
Assuria was looking to extend its partner network to accelerate growth. Ideal potential partners would be tech businesses that already offer cybersecurity consultancy or software, and managed services companies looking to add cybersecurity services to the mix.

### THE OFFER

Partners have the opportunity to add a new and profitable revenue stream in one of the fastest growing segments of the tech market. Assuria fully supports its partners to set up and manage their own Security Operations Centre.

### THE RESULT

As a result of the programme, Assuria is in discussions with several potential partners and was still receiving enquiries months after the programme closed.



**TECHMARKETVIEW INNOVATION PARTNER PROGRAMME** (A) **assuria** www.assuria.com

**Break into the fast-growing Managed Security Services market with Assuria**

TechMarketView is helping UK-headquartered cybersecurity software developer Assuria expand its partner network.

If you are already providing managed technology or other key services to your clients and want to offer them Managed Detection and Response (MDR) services (either directly from your own Security Operations Centre (SOC) - which Assuria will help you build), apply now to join Assuria's SOC Partner Programme.

**Virtual pitch sessions**

We will be running 100 of pitch sessions during week beginning 17th April 2021 to select companies that are best qualified to become part of the growing SOC Partner Network.

Application form: [www.techmarketview.com/ASSURIAIPF2021](http://www.techmarketview.com/ASSURIAIPF2021)

Applications close on Friday 12th March 2021

Full terms & conditions are available on the TechMarketView website at [www.techmarketview.com/ASSURIAIPF2021](http://www.techmarketview.com/ASSURIAIPF2021)

Let Assuria help you establish your own scalable and highly cost effective MSP operation using Assuria's SOC Management Platform and Business Support Package.

Cybersecurity threats and attacks are rising with smaller organisations processing sensitive data and personally identifiable information (PII) increasingly vulnerable to cyber threats. Now is the time to grab your share of the rapidly expanding market for Managed Security Services (MSS).

More and more organisations without in-house security skills are turning to Managed Security Service Providers to protect them from cyber security attacks - and you could be one of them!

There is an opportunity to create new revenue and profit streams for your business.

**WHAT ASSURIA OFFERS PARTNERS**

- Assuria is a publicly proven cybersecurity MDR software including SIEM, File and File
- A fully tested and validated SOC Management Platform & tool of the best security controls
- Proven processes to help you deliver enterprise class MDR managed services to client organisations of almost any size
- Active support to planning, creating and running your own SOC operation
- Marketing and business materials to help you build a profitable MSP service
- Experience, training and support to get you up and generating revenue quickly
- Low operational costs to deliver profit

**STEPS TO SUCCESS**

- Assuria helps you build your MSP business plan and establish profitable value delivered back
- Setup, testing, skills acquisition, on-boarding and go-live are used to kick off the project
- Assuria provides initial technical and commercial guidance to help build a SOC cent based on your MSP business
- We make the upfront investment needed and from the ongoing fee with you - we don't make money unless you do
- We continue to support you as you grow your MSP business

### Leveraged access to decision makers at potential partner organisations

Assuria Cofounder and CEO Terry Pudwell engaged TechMarketView to help build out his partner network, the key to the company's growth. Assuria is highly regarded by its partners but generally flies 'under the radar' in the cybersecurity services market, making it more challenging to get the attention of decision makers in potential partner organisations. TechMarketView tailored its Innovation Partner Programme to significantly enhance Assuria's market visibility in order to overcome the 'who is Assuria?' challenge and attract potential partner organisations to engage with the company. TechMarketView set up a series of 'Meet Assuria' sessions over three days for decision makers in potential partner organisations to book an e-meeting slot with Terry. As a result, Terry was able to present Assuria's partnership opportunity to decision makers in several organisations over the course of a matter of days rather than the many months this would have usually taken.



*"The 'Meet Assuria' TechMarketView Innovation Partner Programme has been a great learning experience for us. Working through the various approaches with TechMarketView has improved our own understanding of how to go to market with our Security Operations Centre platform proposition and we've strengthened our messaging as a result. I'm sure we're going to see some new partners out of this, both directly from the programme itself as well as potentially through the mailshots that we sent to our existing contacts promoting the programme. We have undoubtedly increased our visibility by orders of magnitude through the programme, and our credibility as well."*

Terry Pudwell, Cofounder & CEO, Assuria

### Want to learn more?

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