

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 quickly and affordably 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 virtual pitch sessions during week beginning 12th April 2021 to select companies that are best qualified to become part of the Assuria SOC Partner Network.

Application form: www.techmarketview.com/ASSURIATIPP2021appform

Applications close on Friday 12th March 2021

Full terms & conditions are available on the TechMarketView website at www.techmarketview.com/ASSURIATIPP2021



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

Cybersecurity threats and attacks are surging. 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 cybersecurity attacks – **and you could be one of them!**

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

WHAT ASSURIA OFFERS PARTNERS

- Assuria's globally proven cybersecurity MDR software, including SIEM, FIM and VA
- Automated multi-tenant SOC Management Platform & 'out of the box' security controls
- Proven processes to help you deliver enterprise class MDR managed services to client organisations of almost any size
- Active support in planning, creating and running your own SOC operation
- Marketing and business materials to help you build a profitable MSSP service
- Know-how, training and support to get you up and generating revenue quickly
- Low operating costs to optimise profit

STEPS TO SUCCESS

1. Assuria helps you build your MSSP business plan and establish profitability using dedicated tools
2. Sizing, costing, skills evaluation, market analysis and sales models are used to kick off the project
3. Assuria provides unlimited technical and commercial assistance to help build a SOC and launch your MSSP business
4. We minimise the up-front investment needed and share the ongoing risk with you – we don't make money unless you do
5. We continue to support you as you grow your MSSP business

Why partner with Assuria?

- **Market success:** Delivered through its partner network, over 1,000 organisations across 20 countries protect their data with Assuria's products. Clients include defence, government and commercial enterprises, down to mid-size enterprises and SMEs in almost every vertical sector.
- **Complete solution:** Assuria brings a full technology stack and business package that can rapidly bootstrap almost any suitably skilled and ambitious company into the rapidly expanding MSSP market.
- **Business growth:** By joining the Assuria SOC Partner Programme you have the opportunity to introduce new revenue streams with existing clients and attract new customers with your expanded service offerings.
- **Versatile, proven technology:** Assuria's fully managed security service solutions are run by you to provide cybersecurity monitoring, vulnerability scanning and file integrity monitoring services to your client's Data Centre, Hybrid and Cloud infrastructures.
- **Partner support:** Assuria has a well-established planning and implementation process which uses a number of financial and sizing models and a significant amount of consulting support to take partners through to launch.
- **After launch:** Assuria will help you close business, maximise customer satisfaction and provide ongoing support.
- **It's YOUR business:** We enable you to establish or expand your own MSSP business unit. You 'own' your customers, your brand, your service levels and determine your own pricing.

Eligibility criteria

- **Ambitious growth plans:** You need to have the desire, capability and resources to establish a new MSSP business within or alongside your current operations.
- **Existing client base:** Key to a rapid return on investment is an existing client base to which you are already a trusted provider of technology or communications services or solutions.
- **Cybersecurity experience:** Ideally you should already be providing cybersecurity services or solutions to your customers and have a reasonable knowledge and appreciation of cybersecurity risks.
- **Sales team:** Your sales team should be available to rapidly target existing customers.
- **Resources:** While the rewards can be massive, building an MSSP business needs commitment to make sure it is a success.
- **Collaboration:** We're in this together and while it's not quite a joint venture we truly understand the symbiotic nature of the partnership.

If you are the Founder or CEO/MD of a business matching these criteria and are looking for accelerated growth, then fill in the application form at

by close of business on Friday 12th March 2021.

About Assuria

Developed entirely in-house in the UK, for over 15 years Assuria has provided trusted cybersecurity software solutions that power commercial Security Operations Centres (SOCs), IT Protective Monitoring services and internal SIEM services. Our software underpins one of the world's largest SOC's and our technology is used in demanding, highly classified government, defence and commercial environments spanning the UK, US, Europe, Middle East, Africa, Japan and Hong Kong. Assuria solutions meet the cybersecurity needs of organisations from SMEs to large enterprises in almost every business sector. Join us and grow! Visit www.assuria.com/tipp

About TechMarketView

TechMarketView is the most influential boutique analyst & advisory firm in the UK. Trusted by tech suppliers and tech users as they navigate change, TechMarketView analysts are known for robust analysis of suppliers and disruptive market trends, blending UK depth with forward-looking insight. Launched in 2018, the *TechMarketView Innovation Partner Programme* (TIPP) is helping some of the UK's leading enterprise software & IT services companies find innovative start-ups and scale-ups as potential partners. For more information visit www.techmarketview.com or email us at info@techmarketview.com.