

# How to add Annual Recurring Revenue in a Hot Space

How would you like to add Managed Security Services; with margins of 20-50%; to your Managed Services business?

Do any of these represent issues for your clients' business?

- Effectiveness of current tools
- Staff Augmentation
- Noisy tools such as EDR / SIEM that need more attention to be more effective



Organizations spend inordinate amounts of money on security tools, but how effective & useful are their investments? A survey done by AttackIQ found that 53% of organizations do not know if the security tools they deploy are working and are not confident they can avoid data breaches. Like advertising which half of the spend equation is working and which half is not?

With regards to Staff Augmentation, the acute shortage of security engineers is only 3.5 million as of 2021 (According to Cybersecurity Ventures) on a worldwide basis. This number of job openings, 3.5 million, is expected to be the same in 5 years. In the US, the shortage of security engineers is 715K, out of a total number of one million jobs, 71% of all security jobs are unfilled in the US!

Security Information & Event Management (SIEM) tools are remarkably defensive, but their power is tempered by a long list of challenges. SIEMs are expensive, often distracting, require a highly specialized skillset, and reporting is inflexible. Recent research data has shown that 81% of respondents said their SIEMs generated too much noise data.

## *The Solution – Managed Security Services*

Over the last 10-15 years we have seen a major shift in the way security is sold & consumed by end users. Historically like hardware and software it was sold & consumed on-site. The present and future is about providing a mixture of managed security services and Software as a Service. The Emerging Business Group at Ingram Micro has three great vendor partners we are featuring as part of our efforts to help our clients take advantage of the groundswell called Managed Security Services.

## ActZero

ActZero is a Managed Detection & Response services provider that targets the small business to enterprise markets.. Several differentiating factors include:

- Machine Learning for less false positives and less zero-day attacks / malware
- Vital support for mobile devices
- Free Ransomware Readiness Assessment that provides an entrée to their blueprint for security controls

## adlumin™

What you can't see poses the greatest risk to your organization. Your exposures lurk in the cloud, hybrid environments, and the darknet. There are countless gaps where threats can hide before they lead to business disrupting events like ransomware shutdowns or massive data breaches.

Adlumin Inc. is a patented, cloud-native Managed Detection and Response (MDR) platform plus extended risk management and security services. The platform focuses on advanced cyber threats, system vulnerabilities, and sprawling IT operations to command greater visibility, stop threats, reduce your business risk, and automate compliance. The command center for security operations, Adlumin leverages powerful machine learning, identifies critical threats, automates remediation rules and systems updates, and provides live continuous compliance reporting. Don't let your IT organization be caught in the dark. Connect with Adlumin to leverage our Proof of Value to help close additional opportunities.

## MANDIANT

Everyone knows that Mandiant is the leader in Incident Response services and Threat Intelligence services, but they are unaware of what Mandiant offers in the prevent phase:

**Security Validation.** This solution provides visibility and evidence on how well security controls work against threats targeting your organization and quantifiable data to direct improvements to your security environment.

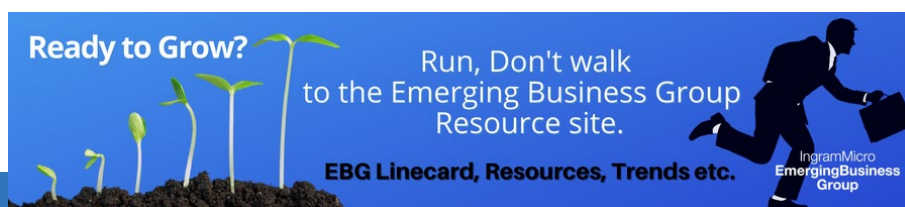
**Attack Surface Management.** Is a great service because it generates a snapshot of what the hacker sees when they peer at their next target. Organizations are constantly changing and adding new applications and services making it challenging for CISOs to keep up with a complete accurate point of view into business IT. Attack Surface Management is an early warning system for information security.

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