



Business Model for MSSPs Growth and Innovation





Business Model for MSSPs Overview

PennAware's business model for MSSPs helps business partners to deliver the next-generation security solutions that ensure a fast return on security investments and boosting productivity. PennAware provides a scalable and integrated solution that creates an efficient, automated process against email-based attacks. PennAware's expertise in security and its history of partnership programs with many businesses around the globe as well as the knowledge exchange between these partners have led to many achievements.

Together with our business partners, we can provide effective and strong security solutions to our people. Our MSSP program provides new services and revenue streams to security firms.

What is Provided for MSSPs?

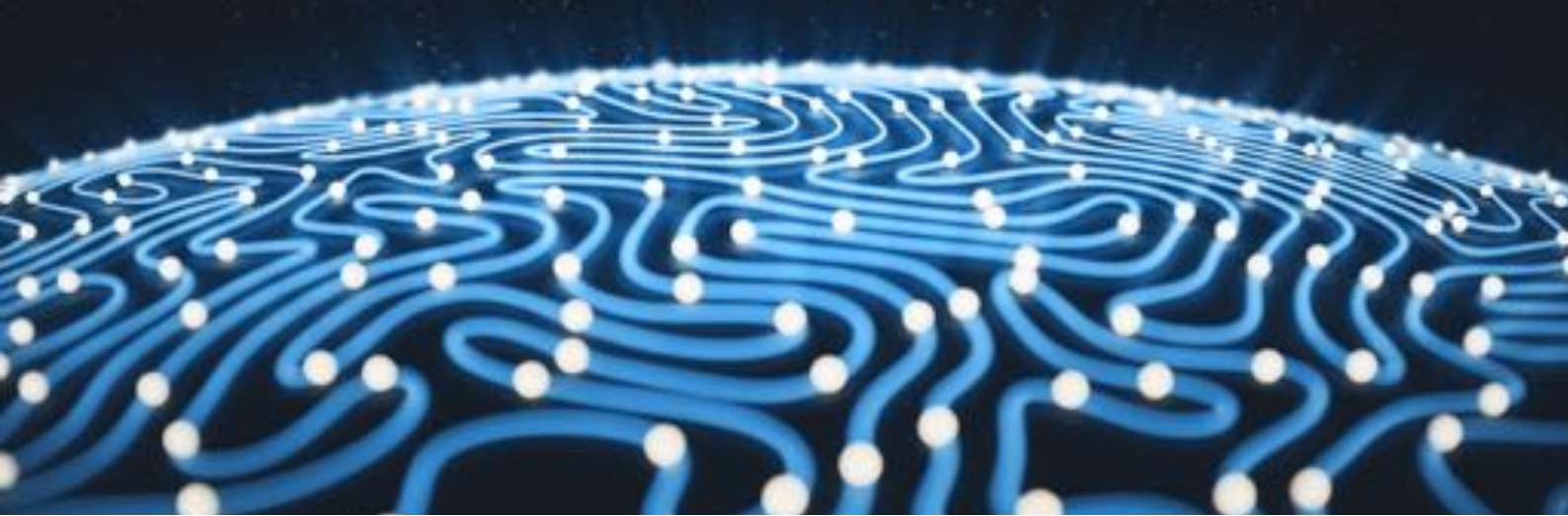
- On-premise and cloud-based email security solutions that minimize expenditures.
- While labeling all platforms, using your own logo, and creating your own brand visibility.
- The multi-tenant feature that allows you to cost-efficiently manage your customers and resellers and grow your business.
- Offering six different email security solutions including security awareness training options from best class vendors.
- Speed up ROI using our flexible management platform.
- Having absolute control of your product and license environments.
- Default and customizable report templates allow you to use the services to meet client requirements.
- Pay-as-you or monthly billing method to minimize your costs as you grow your revenue.



What Do We Provide For Your Customers?

PennAware offers a multi-layered solution managed from a single platform by bringing six different tools together:

- **Incident Response (IR):** It provides critical operations such as reporting, analyzing, searching, quarantining, or eliminating an email attack with one click. Automated investigations and rule generation options can eliminate possible threats before they reach the target users' inboxes. IR is integrated with many malware analysis tools.
- **Threat Intelligence:** Possible data leaks belonging to the clients are scanned through Darkweb and Deepweb. Therefore our clients stay one step ahead of potential attacks that may target their organization.
- **Email Threat Simulator:** It simulates real attacks in a safe inbox using various attack variants and tests the email infrastructure and the security tools the organization has. It helps to take precautions against the risks identified.
- **Phishing Simulator:** It allows to experience phishing attacks in a safe environment with the most up-to-date attack examples and tests users' behaviors with various phishing scenarios.
- **Information Security Training:** Users are instructed and prepared against cyber attacks with engaging security awareness training contents. Training pieces are provided to users with various formats like videos, cartoons, presentations, animations, interactive content, HTML5 Training, games, and other extra content.
- **Threat Sharing:** By creating an information intelligence network (with various institutions like banks, airline, insurance, hospitals and technology companies, etc.), Threat Sharing Platform allows the sharing of intelligence data (anonymously or non-anonymously) through the portal and helps to take automatic action against this intelligence data.



Why choose the PennAware Business Model for MSSPs?

- PennAware has been working with the MSSPs to provide customers a fully managed, multi-layered, peopleprocess-technology approach to protect organizations' users, critical data, and their email. The PennAware Business Model for MSSP provides a single platform that includes professional email security services like security awareness training and phishing simulation.
- Having Broad Partner Channels: PennAware is an ideal security service provider partner due to innovative and patent-pending solutions, and PennAware's MSSP partner programs designed to drive partner profitability. We have a history of successful partner activity and many years of global partner alliances stand as a piece of evidence to our dedication.
- Patent-pending Technology: PennAware has the experience with the financial commitment necessary to build and deliver modern, integrated and multi-layered email security solutions. Innovative Products and Effective Services: PennAware provides the best anti-phishing and email security tools for MSSP partners who can upsell these solutions to their current customers and attract new high-value customers by offering different and innovative customizable services using multiple deployment models.
- High ROI: PennAware's business model for MSSPs provides multiple purchasing models, allowing MSSPs to set costs with revenue, accelerating time to profitability. Also, the business partner has the ability to provide new services without spending any additional capital investments.

01

Increase Your Service Offering

PennAware offers a variety of email security services and procurement options to accommodate all budgets and business models.

02

Increase Your Customer Satisfaction

Provide multi-layered and modern proactive solutions to meet the needs of your customers by boosting their productivity.

03

Empower the Partner

PennAware's business model for MSSPs was created to provide our partners with diverse email security tools and security awareness training.

About us

PennAware protects businesses throughout the full lifecycle of email-based cyberattacks. We have developed a full spectrum suite of cyber-security defence, threat monitoring, security management and user awareness products that encapsulate an integrated approach to people, processes and technology thus reducing the threat in all areas of cyber risk. We are committed to continuous innovation and expansion of our suite of security products in order to meet the needs of a dynamic and rapidly growing networked population in a constantly evolving cyber-threat environment. Our cyber defence strategy adopts three holistic elements: people, process, and technology:

People: we focus on the “human factor”, using engaging, structured, content to raise cyber awareness and engender “active defence” behaviours.

Process: we support the development and management of user security awareness plans, monitor user compliance and Key Performance Indicators and embed cybersecurity as an intrinsic part of the corporate culture.

Technology: we scan and isolate malicious attachments and email content and provide system administrators with “one-click” management across the enterprise.

PennAware improve overall organisational security posture and mitigate cyber-risk by;

- Real-time analysis and management of email-borne threats
- Threat simulation designed to test the organisations’ security posture.
- The availability of timely threat intelligence
- Realistic, but safe, phishing simulation
- Supporting security awareness training programmes

Our internal corporate strategy creates a stimulating and innovative environment where the PennAware team has the opportunity to continually enhance their skills and creativity while contributing to growth.