



OBJECTIVES

XD Value Proposition
Adding to your Managed Services Business
Call to Action

EXCHANGEDEFENDER: BEST SELLING PRACTICES

AUDIENCE:
EXCHANGEDEFENDER PARTNERS

www.exchangedefender.com

2020: TOP IT CHALLENGES FACED BY SMALL BUSINESS TODAY.

Keeping up with Technology

Most SMBs struggle to remain up-to-date when it comes to technology.

Growing mobile workforce

The modern workplace is now mobile and requires more security.

Protecting sensitive data

SMBs are not aware of how to best protect their business data.

Cyber threats & phishing scams

Studies show that SMBs are the most targeted for hackers.

OUR PITCH TO CLIENTS

ExchangeDefender solutions keep businesses safe, improve workforce productivity, and enable secure team collaboration via the cloud. **Security is the top priority, and top IT challenge for small business.** Our mission is to provide advanced security solutions on a SMB budget.

Safeguard your data

88% of data breaches come from email. ExchangeDefender provides advanced protection from email-borne attacks and advanced cyber threats.

Collaborate securely in the cloud

Collaboration via the cloud is key for SMB to stay competitive and ensure workforce productivity.

Power workforce productivity

Stay connected, in the office or on the move. ExchangeDefender offers key solutions like email archiving, and email outage protection that ensure business continuity.

Powerful IT, simplified for you

24/7 Managed Services, XD Support Portal, and end user dashboards available for every user, for easy service management.

EXCHANGEDEFENDER BEST PRACTICES: CLIENT TARGETING

TARGET SMBS

- Focus on 10-150 seat Small Business customers or less.
- Most success in legal, healthcare, financial services, digital and consulting services.

CHOOSE A CUSTOMER PROFILE

- SMB customers who are in need of email security and compliance solutions.
- SMB customers considering Office 365 E3 or above are ripe to move over to ExchangeDefender PRO.

USE MARKET TRENDS

- Cyber security, especially advanced email security ranks priority #1 for SMB's, and is becoming more of a business issue vs. a technology issue.
- Mandatory Regulatory Compliance for HIPAA, GDPR, SOX, PCI, CCPA, most service-based businesses must implement.
- Establishing the proper security protocols to ensure protection of customer data.
- Leverage the fact that Managed Services is now top 5 in overall priority.

EXCHANGEDEFENDER **CORE** SOLUTIONS PORTFOLIO

Our top-performing solutions are focused in the areas of: email security, email compliance, and email continuity. Every SMB (ideally) should deploy ALL of these solutions to ensure business continuity.

ADVANCED EMAIL SECURITY

Powerful email security solutions defend against email-borne attacks.

EMAIL ARCHIVING & COMPLIANCE

Long-term email archiving and storage for regulatory compliance.

CORPORATE ENCRYPTION

Secure business communications with on-demand email encryption.

EMAIL HOSTING

Full-service email with advanced security.

WEB FILE SHARING

Secure large file sharing and collaboration.

EMAIL OUTAGE PROTECTION

Live Email Archiving - access email during service interruptions.

EMAIL SECURITY

SAFEGUARD YOUR DATA.

Powerful email security solutions to defend against email-borne attacks.

THREAT PROTECTION

SPAM Protection

Advanced anti-spam engine that keeps junk senders from reaching your inbox.

Virus and Malware Protection

Advanced multi-level virus detection to protect email from viruses, trojans, and malware.

Malicious Attachment Blocking

Protects against malware and viruses in email attachments, provides zero-day protection to safeguard your messaging system.

DATA LEAK PROTECTION

Phishing Protection

Warns users of suspicious email activity. Tracks and neutralizes identity theft and forged sites.

Spoofing Protection

Protect users against email forgery designed to deceive users into giving out sensitive information.

Corporate Encryption

Auto-Detects words and word patterns assigned by an organization that triggers encryption policies, protecting from data leakage.

CONTROL ACCESS

2FA / OTP

Add an additional layer of security by activating two-factor authentication to ensure user identity.

Secure IP Range

Allow access only from specific IP ranges. Quickly setup IP restrictions in the event of a compromise.

Password Vault

The most secure password management platform with military-grade encryption, and master key protocols.

EMAIL ARCHIVING & COMPLIANCE

ACHIEVE EMAIL COMPLIANCE

ExchangeDefender Regulatory Compliance Suite enables organizations to automate email compliance by detecting and protecting sensitive content. Our solutions help achieve regulatory compliance to: IRS, SOX, CCPA, HIPAA, GDPR, PCI using **Corporate Encryption** and **Email Archiving** solutions.

CORPORATE ENCRYPTION

- **Encrypt Client Data on Demand**
Simply send an email like usual and add [ENCRYPT] in the subject line.
- **Intercept & Review / Encrypt Sensitive Data**
Automatically encrypt messages or forward the contents to the administrator for the corporate review.
- **Auto-Detect Sensitive Private Information**
Pattern-based encryption that can detect credit card numbers, social security numbers, birthdates
- **Content Filters to Restrict Sharing**
Lexicon dictionaries can contain words and word patterns that indicate someone is sending user data.

EMAIL ARCHIVING

- **10 Year Hold**
Compliance Archive gives Compliance Officers access to 10 years of mail.
- **Unlimited Storage**
Unlimited archiving storage with data protection.
- **Fast eDiscovery**
Easily sort and search through thousands of emails with our fast one-click search tool.
- **Compliance Officer**
Receive access to audit reports, it also provides administrative search and discovery for the entire organization.

EMAIL CONTINUITY

POWER WORKFORCE PRODUCTIVITY

The mobile workforce is on the rise, prepare SMB with solutions that promote secure productivity.

PASSWORD VAULT

Store and manage all business-critical passwords in one centralized vault.

WEB FILE SHARING

Simplifies collaboration, document sharing, management of large files, and folders via a secure, regulatory web service.

EMAIL OUTAGE PROTECTION

Uninterrupted access to live and archive email. Email Continuity keeps employees sending and receiving email without disruption.

PITCHING EXCHANGEDEFENDER: COMMON BEST PRACTICES

SHOWING THE IMPORTANCE OF ADVANCED SECURITY

Emphasizing how important it is to invest in **advanced email and cyber security** solutions. It is not IF but WHEN a hacking attempt will occur, as small businesses are the easiest targets for hackers due to lack of advanced security protocols.

COMPLIANCE. COMPLIANCE. COMPLIANCE

ExchangeDefender is a leading provider of email compliance to small business, we have expertise in helping businesses achieve regulatory email compliance using our **Email Archiving** and **Corporate Encryption**.

DEMONSTRATING COLLABORATION

Collaboration in the Cloud is key for businesses to stay competitive and ensure workforce productivity. Solutions like **Password Vault**, **Web File Sharing**, and **Corporate Encryption** all promote team collaboration, and are all available within one dashboard.



CALL TO ACTION

We recommend these next steps:

1. Review your client base.

The most valuable data you possess in your managed services business, are your current paying customers. Review each client, their business type, their current services with you. Determine if there is a trend in which solutions are your best-selling.

2. Search for upsell opportunities.

After reviewing your client base and what they are currently paying you for, try to match other solutions that best fit with that SMB and their needs. For example, a customer pays you for compliance archiving. but they do not have encryption. This is an opportunity to upsell.