

# Overhaul Your Approach to Cybersecurity

Drive Awareness (and Revenue) with a Risk-Based Approach to Cybersecurity



ConnectWise

Identify®

## Assess Risks & Increase Security Revenue with ConnectWise Identify



### A Proactive Approach That Opens Your Customers' Eyes

Managing security is all about knowing and mitigating risks. Based on the globally adopted NIST Cybersecurity Framework, ConnectWise Identify enables you to identify critical risks that leave your customers vulnerable to a security incident. Go from a reactive, incident-based approach to security to a proactive discussion on risk tolerance decision-makers will appreciate.



### Protect Yourself by Documenting Who Owns the Risk

When you don't document the recommendations your customers decline, you leave yourself open to being held responsible when an incident occurs—even if you discussed it. Protect your business by presenting decision-makers with the attestation letter included in every risk report. It outlines the recommendations they decline and, by signing it, put them in a position to accept responsibility.



### A Low Cost, High ROI Practice for All Customers

Enterprise-level risk assessments have been around for decades but cost tens of thousands of dollars per assessment and take weeks to perform. ConnectWise Identify lets you offer a high-margin risk assessment to any customer through a SaaS application for only \$99/month.



### Know How Risky Your Customers Are to YOU

Customers who have a lot of issues—and don't take your advice—can put your business at risk. By performing a risk assessment, you gain a clearer picture of how risky customers (or prospective customers) are to your business, putting you in the driver's seat of the partnership.



### Assessment Results Drive a Revenue-Generating Roadmap

Risk assessments provide meaning, direction, and a roadmap for advanced security recommendations. Each risk assessment report in ConnectWise Identify includes remediation recommendations from former CISOs to turn into an ongoing security project your customer is more likely to buy into.



### Practice What You Preach

As a service provider, you're also at increased risk for a cyber incident. By performing a risk assessment on your own business, you not only gain clarity into your own business, but you demonstrate to your customers that you practice what you preach. ConnectWise Identify allows you to assess your risks and make an internal roadmap to evolve your security posture.

Try ConnectWise Identify for Free

Get started with two free risk assessments, one for you and one for a customer. Visit [ConnectWise.com/IdentifyTrial](https://ConnectWise.com/IdentifyTrial)



## Explore the Features of ConnectWise Identify



### Aligned with the NIST Cybersecurity Framework

Leverage the authority of the NIST Cybersecurity Framework to validate the holistic nature of your approach to cybersecurity.



### Fast & Easy to Complete Questionnaire

The SaaS-based application cuts the time it takes to perform a risk assessment from months down to minutes.



### Customer-Friendly PDR Risk Report

Have outcome-driven conversations with a downloadable report decision-makers will understand.



### Risk Profile Dashboard with Heat Map & Remediation

Easy-to-read results with a heat map of critical risks to address and remediation recommendations from long-time CISOs.



### Visibility Through Reporting

Keep track of risk profiles and risk assessments you've run across your customer base.



### Attestation Letter to Protect Your Business

Each risk report includes an attestation letter to document recommendations your customer chooses not to move forward with.



### Integration in ConnectWise Manage

Track risk assessments against existing customer records in ConnectWise Manage.

*“Using ConnectWise Identify has vastly improved our close rate selling new customer assessments, which leads directly to a higher close rate on new managed clients.”*

– Karl Bickmore, CEO, SnapTech IT

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