



Security 102 for Sales

Selling Security Solutions

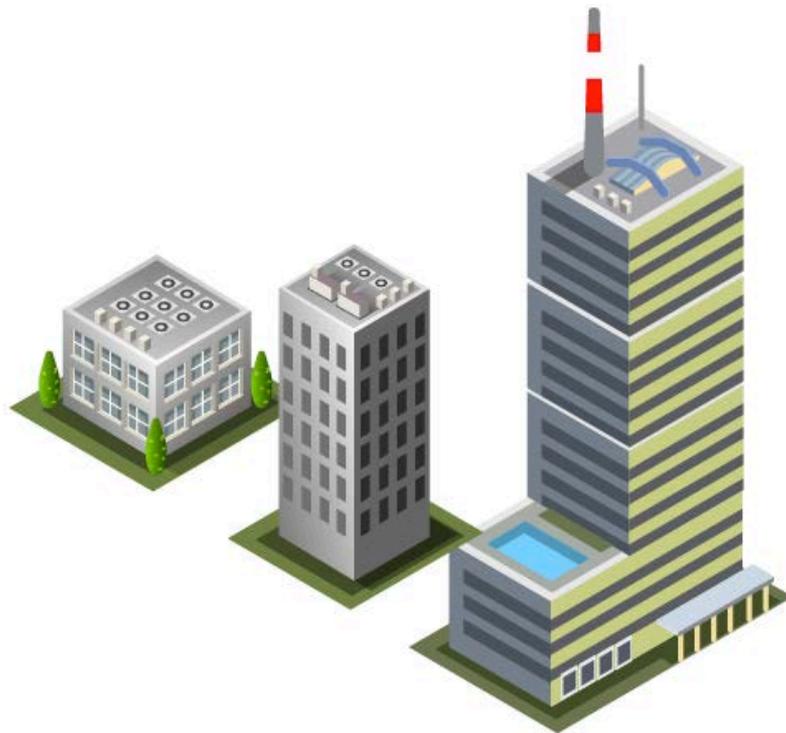
- Challenges and opportunities in today's security landscape
- Fueling the fire – the thriving security market
- Discovering unique customer needs
- Starting security conversations
- Three keys to opportunity
- Summary – the growing opportunity security



Challenges and Opportunities in Today's Security Landscape

Hackers target businesses of all sizes

- Desire vital information about customers, finances and other valuable data
- Take over company PCs – without the knowledge of the business



Regulatory agencies subject businesses to extra scrutiny and compliance

- Non-compliance results in significant fines and actions
- Forcing businesses to complete risk assessments and vulnerability scans on partners
- Companies are concerned about gaps in security
- Compliance ≠ Secure

Increased threats open the door to security opportunities

- C-suite wants to mitigate risks
- Improve their security posture
- Opportunity to become trusted security advisor and build customer trust

Fueling the Fire

High profile data breaches put security in the national news

- **Anthem**
Second largest health insurer in the US. 80,000,000 records stolen. Names, dates of birth, member ID, SS Numbers, address, phone number, employment info.
- **IRS**
Tax records for 330,000 taxpayers used to collect bogus refunds.
- **Wendy's**
July 2016. Malware used in over 1000 restaurants to steal credit card data from customers.



Security incidents have grown in scope, frequency, and severity – and so have business costs

- Average consolidated total cost of data breach has grown from \$3.8 million to \$4 million
- Average cost for each lost or stolen record containing sensitive and confidential information, increased from \$154 to \$158
- Fines from regulatory agencies, legal costs, the costs add to burden
- Even a small security incident can damage to a company's reputation

Investments in security are growing:

- \$71.1B in 2014 to \$76.9B in 2015
- IT spending will soar to \$101 billion in 2018, and hit \$170 billion by 2020
- According to IDC, area for growth are Security Analytics (SIEM) by 10%, Threat Intelligence by 10%, Mobile Security by 18% and Cloud by 50%.
- DLP is the fastest growing security segment at 18%
- Explosion of mobile, cloud, and IoT fueling rapid growth

Tech Data's Security Solutions

Web Server Security	Endpoint	Mobile	Security Intelligence	Application
<ul style="list-style-type: none"> • Alert Logic Web Security • F5 Web App Firewall • HPE WebInspect 	<ul style="list-style-type: none"> • Check Point Endpoint Security • Cisco FireAMP • HPE Voltage • IBM BigFix • RSA NetWitness Endpoint • SentinelOne Endpoint Protection 	<ul style="list-style-type: none"> • Check Point Capsule • F5 MobileSafe • HPE Aruba ClearPass (BYOD) • IBM MaaS360 • Oracle Mobile Security • VMware Airwatch 	<ul style="list-style-type: none"> • Alert Logic Defender (SaaS) • Check Point NG SmartEvent • Cisco Stealthwatch, Threat Grid • HPE ArchSight SIEM • IBM QRadar SIEM, Resilient • RSA NetWitness • Tech Data Recon™ 	<ul style="list-style-type: none"> • F5 App Security Manager • HPE Fortify • IBM Appscan

Perimeter & UTM	Data	Identity & Access	Advanced Fraud
<ul style="list-style-type: none"> • Check Point NGTP / NGTX • Cisco Umbrella, Meraki MX, Email Security, Web Security, ASA w/FirePOWER, AnyConnect VPN • F5 BIG IP • IBM XGS NW Protect 	<ul style="list-style-type: none"> • Check Point DLP / Encryption • Cisco Email/Web DLP, Cloudblock • HPE Data Security • IBM Guardium Encryption & Monitor, Key Life Cycle Mgr • Oracle Advanced Security, DB Security 	<ul style="list-style-type: none"> • Cisco ISE • F5 Access Policy Manager • HPE Aruba ClearPass • IBM Security Access Manager, CrossIdeas • Oracle IAM, Label Security • RSA SecureID 	<ul style="list-style-type: none"> • F5 Websafe • IBM Trusteer • RSA Fraud and Risk Intelligence Suite



Not all businesses know where to start to protect their data

- They seek expert security guidance and solutions
- They want trusted advisors
- There is a path to success

Discovering Unique Customer Needs

One size does not fit all when it comes to security solutions, but common risks include:

- Risk of data loss due to security incident or breach
- Risk of impact to business operations or reputation
- Risk of legal or regulatory repercussions



Compliance Terms to Listen For

- **PCI-DSS** – Businesses that process or store credit card information
- **HIPAA** – Healthcare companies that access/store patient information
- **SOX** – Auditing and financial disclosures for publicly traded companies
- **GLBA** – Financial institutions and the disclosure of personal financial information
- **NERC CIP** (North American Electric Reliability Corporation Critical Infrastructure Protection) - A set of requirements designed to secure the assets required for operating North America's bulk electric system
- **NIST** (National Institute of Standards and Technology) - Special publication provides broad overview of computer security and control areas

Discovering Healthcare Customer Needs

- Incentives to move medical records from paper to electronic health records (EHR) systems
- Increasing regulatory pressure to secure protected health information (PHI)
- Demands to digitize more records, prevent unauthorized access to patient records



Discovering Financial Services Customer Needs

- Store personal information, financial data such as credit card numbers
- Federal agencies have regulations which firms must adhere to
- GLBA requirements for protecting customer data



Discovering Retail Customer Needs

- Store and manage a vast amount of consumer data
- Remain up-to-date with evolving PCI-DSS standards
- Prevent the disclosure of Personally Identifiable Information (PII)



- Manage and store customer and subscriber data
- Protect smart grids from cybercriminals
- Federal agencies have standards like Critical Infrastructure Protection (CIP)



Starting Security Conversations

When engaging with a customer, identify the influencers and decision makers

- Stakeholders from the C-suite to the data center
- Each role has specific concerns that you need to address
- Remember to ask questions and listen

- CxOs (CEO, CIO, CISO, etc.) – Focused on mitigating risk across the business
- IT Director/Manager – Concerned about security's impact on users and workflow
- IT technicians and service team – Can influence the purchase of security
- Influencers outside the IT structure – Concerned with reporting and auditing features

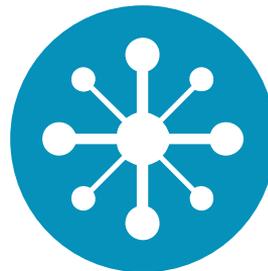


How to Talk to the Right Person

- Leverage relationships
- Learn specific concerns and motivations
- Go up and down the organizational structure
- Addressing the concerns of each person
- Become a trusted advisor

Asking the Right Questions

- What keeps you up at night?
 - Ask about security fears
- Compliance and regulatory concerns
- Data storage and access solutions
- Current state
 - Find out what the company is doing today



Where...

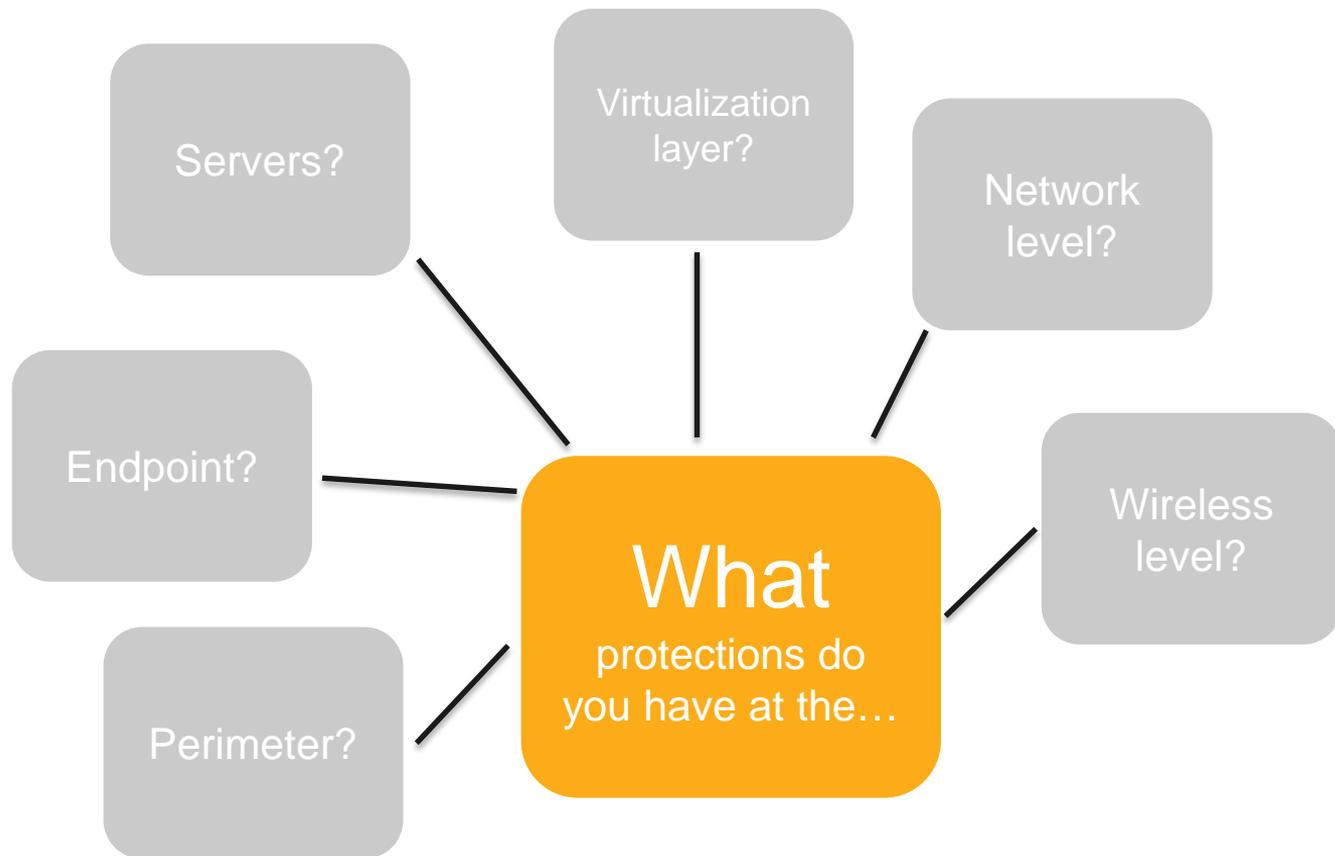
```
graph LR; A[Where...] --- B[Is the data?]; A --- C[Are the offices?]; A --- D["(and how) is the data communicated?"]; A --- E[Are the users?];
```

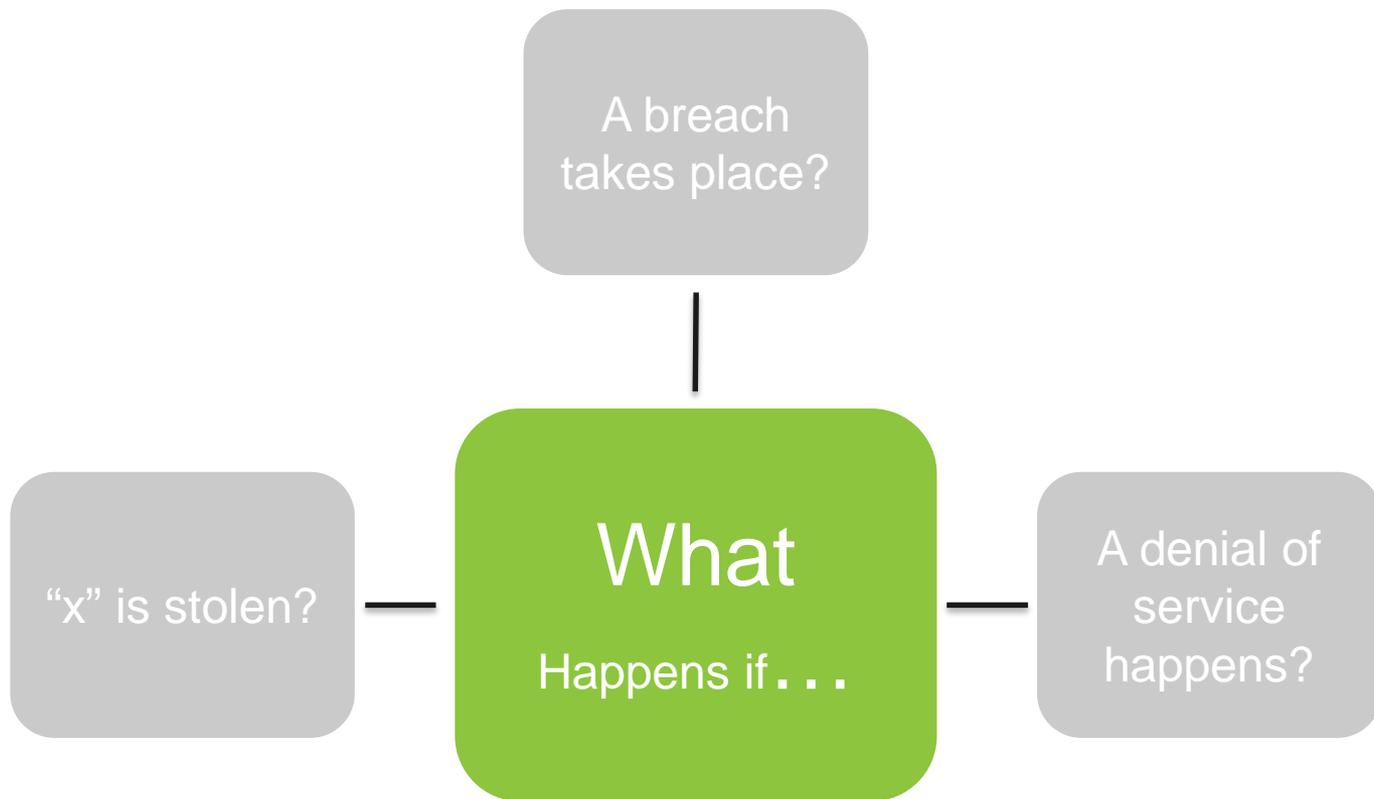
Is the data?

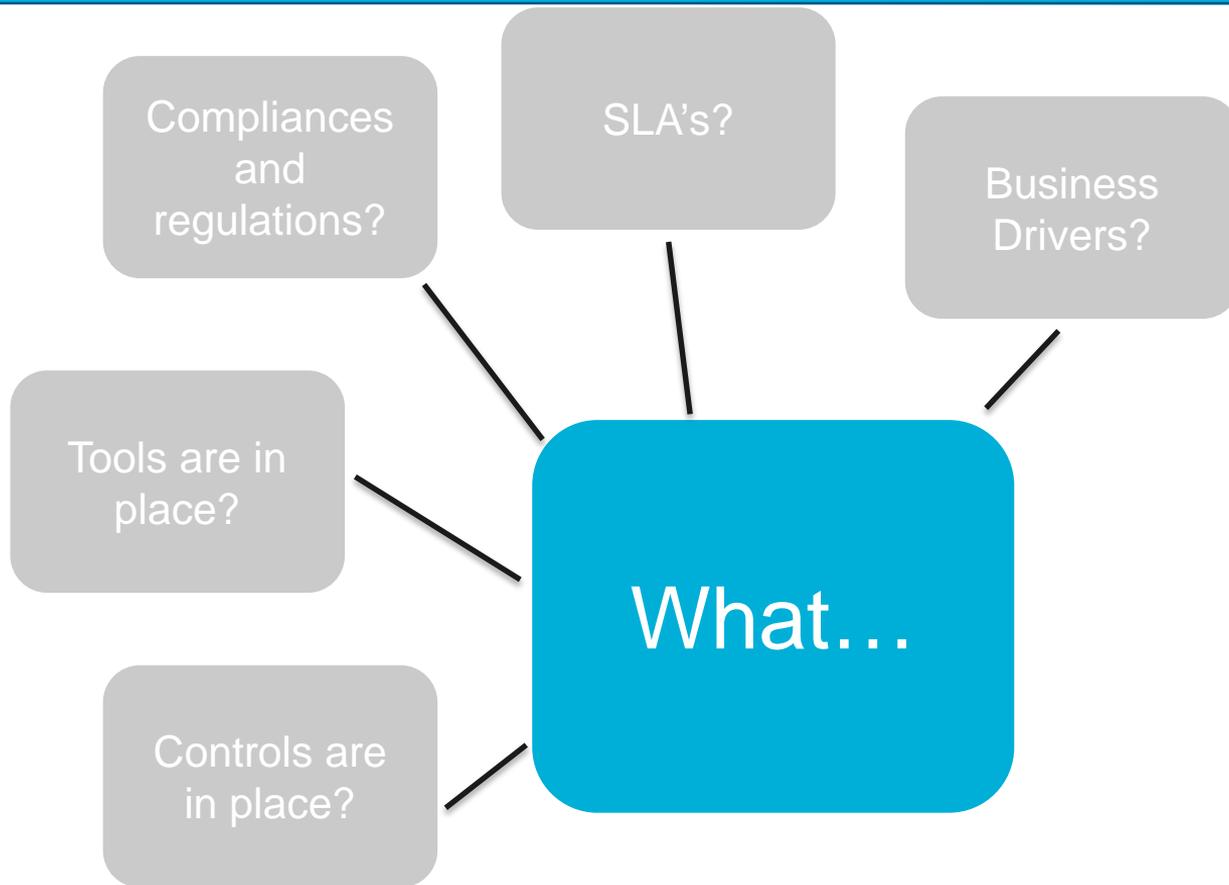
Are the offices?

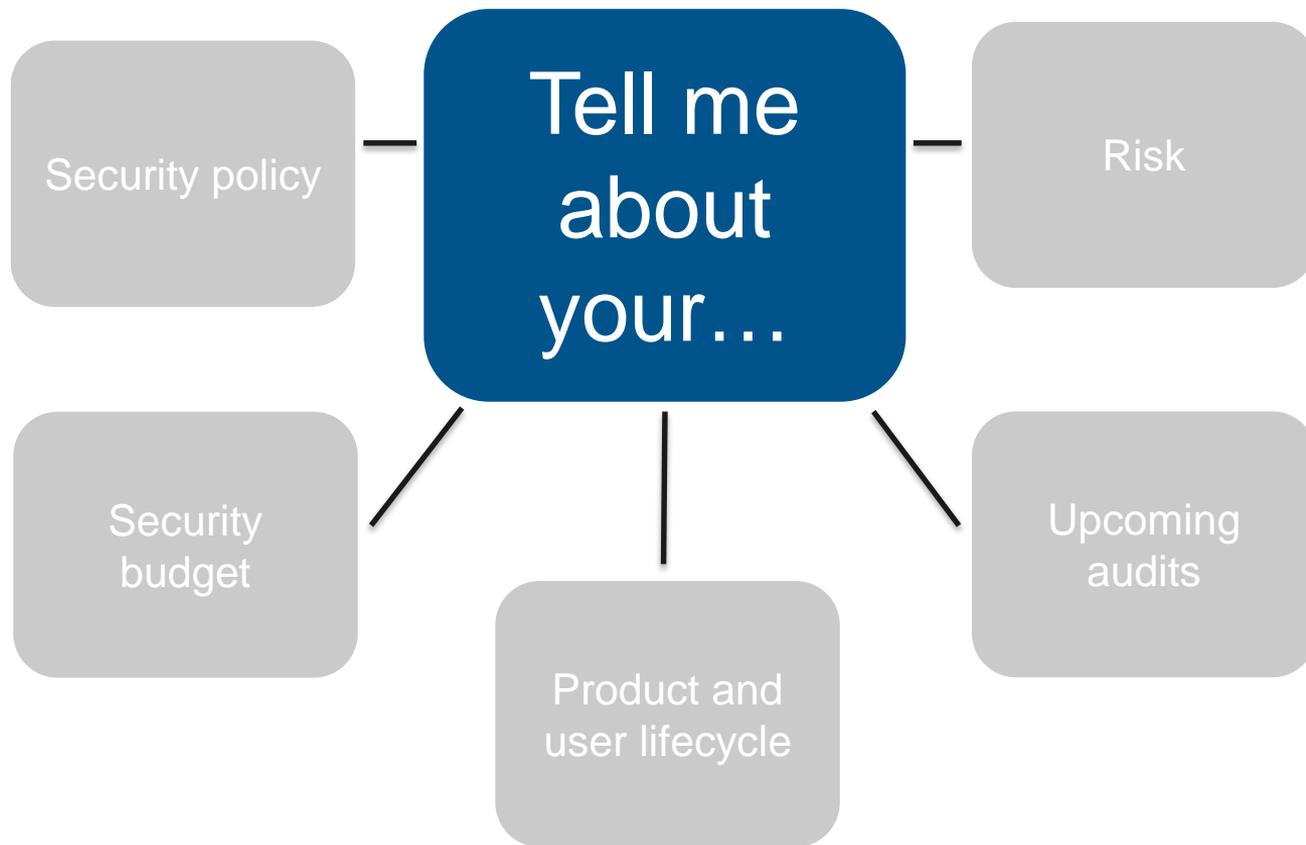
(and how) is
the data
communicated?

Are the users?









Making the Sale: Three Keys to Opportunities

Drive revenue growth and build long-lasting relationships:

1. Get educated – Learn key security terms, customer's regulatory requirements
2. Understand customer concerns – Listen to gain trust and learn about current/future challenges
3. Avoid early-stage technology discussions – Keep focus on business to gain trusted advisor status

Summary: The Growing Opportunity in Security



The Growing Opportunity in Security

- Security has moved from IT concern to an organization-wide concern
- Opportunities for solution providers to add new revenue
- Business goals are key to the right security solution
- Tech Data can help you become an expert in security



Thank You!

Visit the Knowledge Network for more information and to engage with our Security Solutions team