Starting the conversation

Conversation starters and scoping questions:

First, you need to understand who your client's key decision makers are. Who makes the decision to invest in new cybersecurity services? Who do they go to for advice? Who will be helping to implement new services? All these different personas impact the sales cycle. They all have their own priorities and accountabilities. It's important to tailor your conversations with each to maximize your impact.

CEO, CIO, and CISO:

+ How do you currently manage the risk and impact of cyber threats on your business?

+ Has your organization adopted cloud-based services to increase business productivity?

+ Are you confident you have the staff in place to detect and respond to cyber threats?

+ Are you interested in cybersecurity solutions delivered as a service?

IT Director:

+ What are your major cybersecurity concerns; do you have a plan in place in the event of an incident?

+ Does your team have the expertise to detect and respond to threats? How much of their time is spent managing the security tools?

+ Do your existing cybersecurity tools help you achieve your goals?

+ What industry regulations do you need to comply with? How do you report on your cybersecurity posture?

+ What vulnerability management solution do you have in place? Have you been able to keep it up to date?

+ How many remote sites do you haven and how are users connecting to the network?

IT Specialist:

+ What are the cybersecurity responsibilities of your team?

+ Do you have visibility in all the internal and external endpoints connecting to the network?

+ How do you currently detect internal and external threats?

+ What security products/tools do you use to detect and respond to cyberthreats?

+ What tools do you use to report on your cybersecurity posture?

+ Is your vulnerability management solution currently scanning internal and external assets?

Here are 6 reasons why Canadians are choosing ISA Cybersecurity Inc. services:

IDC					
IDC MarketScape©: "ISA is a Major Player in Canadian Security Services."‡	ISA is Canada's largest pure-play Managed Security Services Provider	ISA has offices across Canada and guarantees Canadian Data Residency	ISA has a culture built on quality, commitment and integrity*	ISA's state-of-the-art CIOC is SOC 2 Type 2 certified by AICPA	ISA is recognized as a top partner by industry leading technology vendors°

‡https://www.idc.com/getdoc.jsp?containerId=prCA45450419 *Articulated as such by the ISA Client Advisory Council. °Visit the ISA website for partnership details.

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Handling objections

Scary, overwhelming, complex... how to answer common objections?

ISA Infinity SOC-as-a-Service solutions are the first that give SMB's access to enterprise-grade cybersecurity services in a flexible way. Cybersecurity is notoriously complex. Therefore we have to understand that for many IT teams adopting cloud-based services for cybersecurity can feel overwhelming. Change can be scary. Luckily they can count on you, their partner, and us to help them.

Cyberattacks? Our company is too small to be a target!

+ All companies that have digital assets and handle or store customer data are under threat of cyberattacks.

+ In Canada, SMB's are becoming targets, often to penetrate the supply chain of a larger organization.

Our network and endpoint security tools are sufficient!

+ Can you continuously monitor alerts these tools generate and identify break-ins and advanced attacks?

+ If you haven't detected at least an attempted attack in the past month, you've missed something.

We'll hire a security engineer, we don't outsource!

+ Security analysts are more expensive and harder to find than you may expect, there's a global shortage of cybersecurity specialists.

+ You may require multiple engineers for ongoing security and the ability to handle employee churn.

New security tools to manage? I'll get lost in reporting!

+ You won't have to worry about management: after on-boarding, the ISA team will manage your Cybersecurity Service for you

+ All the insights and reporting for ISA services come together in one easy to understand portal with dynamic dashboards.

PC's have free Anti-Virus, why pay for a service?

+ Pre-installed Anti-Virus protects individual devices from known threats, not professional endpoints, part of shared environments.

+ **PROTECT EDR** comes with many features, including signature-based Anti-Virus , that proactively manages all your endpoints.

We already have robust Patch Management in place!

+ A Vulnerability Management service like **RADAR**, will audit your patching trends and management to see if necessary fixes were applied properly.

+ It's good practice to validate fixes separately to avoid conflict of interest.

We've done a positive assessment, we are compliant!

+ Security assessments are helpful and detailed snapshots of an environment; ISA performs many for their customers.

+ After an assessment, it only takes 1 user making a change, to create a potential threat. **RADAR** will catch this in the next scan.

I manage cybersecurity, if we sign up I may lose my job!

+ Many vulnerabilities come from human error; let cybersecurity specialists worry about potentially complex cybersecurity solutions.

+ You and your teams will have the time to focus on supporting your company's core business.

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Frequently Asked Questions

Part 1: The basics of the program and licensing.

What is the ISA Infinity Partner Program?	The ISA Infinity Partner Program is a program for partners to resell ISA cybersecurity services.
What kind of cybersecurity services does ISA offer?	ISA offers a wide range of Professional Services (incl. Penetration Testing, Vulnerability Assessments, and Incident Response) and Hosted Services (incl. our Cybersecurity-as-a-Service solutions like **PROTECT EDR, TRAIN,** and **RADAR**).
Is the ISA Infinity Partner Program restricted to Canada?	The program is currently tailored for, but not limited to, Canadian resellers and SMBs.
Where can I find more information on the ISA Infinity Partner Program?	You can find more information on the ISA website via www.isacybersecurity.com or by emailing infinity@isacybersecurity.com.
My customer has complex cybersecurity needs, can ISA help?	ISA builds custom cybersecurity services and can tailor to your clients' needs. Note that custom services may require you, as the client's advisor, to be more involved.
Is ISA considered a leader in the cybersecurity space?	Yes, ISA has been a leader in the Canadian cybersecurity market for almost 30 years and was named a Major Player in Canadian Security Services by IDC MarketScape in their most recent study.
Does ISA guarantee Canadian Data Residency?	Yes, ISA partners with Canadian datacenters to guarantee full Canadian Data Residency.
Descriptions of ISA services on the ISA website seem to be different from the services offered by Ingram Micro, why is this?	ISA builds and manages a large variety of cybersecurity services geared towards all customer, incl. Canada's largest organizations. Most services offered through Ingram Micro are crafted uniquely for the SMB market.
How do I sign up as an ISA Infinity Partner?	Reach out to ISA via infinity@isacybersecurity.com
What services are available through Ingram Micro?	Ingram Micro offers **PROTECT EDR**, **TRAIN,** and **RADAR** to the Ingram Micro reseller network, but can offer custom services as well.
Can I offer my customer a customized version of the services offered through Ingram Micro?	**PROTECT EDR** allows for limited customization, but there generally is no customization in the SMB services. We have custom services available for more mature clients.
How do I attain the Galaxy partnership level?	For the Galaxy partnership level, ISA invites partners who build a plan to meet an annual deal minimum. For more information, contact ISA via infinity@isacybersecurity.com.

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Frequently Asked Questions

Does my customer need to sign a legal agreement with ISA?	No, there is only an agreement for between ISA and partners. However, by deploying an ISA service for your client, you as their advisor, agree to ISA's terms and conditions as detailed in the supporting documentation of our services.
How often is the price list updated?	The price list for ISA services is subject to change at any time. Please ask your Ingram Micro representative for the most up-to-date version.
How are ISA cybersecurity services available through Ingram Micro priced?	ISA services, offered through Ingram Micro, are priced per month and per endpoint, IP, or user (pending the service). You can order a subscription for 1-year, 3-years, or opt for a pure consumption-based model (restricted to Galaxy Partners)
Why are there on-boarding costs for Consumption-based licensing, but not for 1-year or 3-year subscriptions?	Setting up a cybersecurity service for a new client has significant costs for ISA. When a client makes a commitment to ISA for a clearly defined period, on-boarding costs can be absorbed by the monthly fees, offering the client a predictable and economic monthly fee.

Part 2: Pre-Sales, Sales, and Post-Sales questions

How can I register a deal?	Register your deal by sending an email to infinity@isacybersecurity.com. The email needs to include the service, client name, expected close date, and expected size of the deal.
Does a confirmed deal registration ID expire?	Yes, if no order was placed referencing the deal registration ID within 120 days, the deal registration ID will expire.
Am I protected when I register a deal?	Once a deal registration is approved, the partner is protected for that unique opportunity.
Are renewals or true-ups eligible for deal registration?	Yes, a partners should register all opportunities: net new deals, true-ups, or renewals so ISA can protect the partner and provide the best possible discount.
Can I get an extension on my deal registration ID?	To extend an expired deal registration ID, please contact insidesales@isacybersecurity.com.
Is a successful deal registration a requirement to place an order at Ingram Micro?	No, but a valid deal reg ID is required for orders through Ingram Micro to be approved at the best possible price.
What customer information do I need when requesting a quote?	You will need to provide basic information on the end client (legal name and contact details of a contact at the client - email & phone number).
Is there special pricing for charities?	ISA offers special pricing for charities, on a case-by-case base. This pricing is not available through distribution, but the partner will receive a referral fee. Reach out to infinity@isacybersecurity.com for more information.

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Frequently Asked Questions

How can I renew a deal?	At the end of the initial committed term, the contract can be renewed based on the then current pricelist.
Can I get an extension on my quote?	To extend expired quotes, please contact infinity@isacybersecurity.com.
Will ISA reach out to my client after placing an order?	Depending on which ISA service you have ordered, ISA will reach out to the client for additional information in order to set up the service.
Are the prices listed in the Ingram Micro price list in Canadian dollar?	Yes, all prices in the ISA Infinity Partner Program are in Canadian dollar.
For the services offered through Ingram Micro, are there any physical devices that need to be deployed to set up the services?	No, the entire on-boarding is digital. The services themselves are cloud-based services that do not require the installation of physical hardware.
Are there minimum requirements my client's network needs to meet to deploy the services?	Yes, for more information please see the battle cards detailing minimum requirements for the services.
Why are there minimum requirements, aren't these services cloud-based? Why isn't an internet connection enough?	In order to run the services, a digital agent (in the case of **PROTECT EDR**) or a digital scanner (in the case of **RADAR**) needs to be deployed. In order to guarantee a smooth installation and on-going service, the devices within your client's network need to meet certain requirements. Please see the service's battle cards for more information.
How long does it take for my client to be fully on-boarded for the ISA services offered by Ingram Micro?	The on-boarding time from order to deployment can differ based on the additional information that is needed from the partner or the client for proper set up of the service. On average, on-boarding starts within 5 days of placing the order.
How does my client get insights and reporting on the services they have signed up for?	Clients are provided access to a secure portal, where reports and dynamic dashboards are presented to the client.
Will ISA reach out to my client if severe threats or vulnerabilities are discovered in their network?	Clients have access to reporting through the ISA portal. However, when severe threats or vulnerabilities are uncovered, the client will be notified.
What is the cancellation policy for ISA services available through Ingram Micro?	ISA will offer a full refund before deployment of the service starts. Once deployment has started, our regular early termination policy is active.
What is the early termination fee?	The early termination fee is 50% of the remaining Total Contract Value

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Frequently Asked Questions

Part 3: SLAs

How quickly will my question be answered by the ISA team?,	You will receive and answer within 24 hours when you reach out to the ISA team via the ISA website or by emailing infinity@isacybersecurity.com.
How long does it take for my deal registration to be confirmed or denied?	ISA will update you on the status of your deal registration before the end of the next business day.
How long will it take for deployment of a service to begin after an order is placed?	After an order is placed, and additional information is provided by the partner if needed*, deployment will start within 5 business days. The ISA team will connect with the designated contact person at the client to ensure a smooth deployment. * RADAR requires the list of IPs to be scanned. ISA will help you with collecting this information.
If my client has an issue with the **PROTECT EDR** agent or service, how quickly will the ISA team provide the necessary support?	The service levels of ISA's support team are aligned to the severity code that is assigned to all service requests, failures, and enhancement requests. The severity code indicates the impact to the Customers business, and the urgency required. These codes and their corresponding service levels are detailed in the **PROTECT EDR** Service Description, which is available to all partners via the Ingram Micro team.
If my client has an issue with the **RADAR** service, how quickly will the ISA team provide the necessary support?	The ISA CIOC is operational 24/7 by 365 with a fully redundant cloud architecture to ensure high availability (99.999% uptime) of the service. Additionally, ISA clients can call into the CIOC at any time and speak with a CIOC analyst regarding their environment and the services provided by the ISA team. The service levels are detailed in the **RADAR** Service Description, which is available to all partners via the Ingram Micro team.

Do you have more questions?

If you need additional information on ISA's SOC-as-a-Service cybersecurity solutions, the ISA Infinity Partner Program, or the partnership between Ingram Micro and ISA Cybersecurity Inc., don't hesitate to reach out to infinity@isacybersecurity.com.

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