CHOICE CYBERSECURITY

AN MSPs GUIDE TO NIST COMPLIANCE

STEVE RUTKOVITZ

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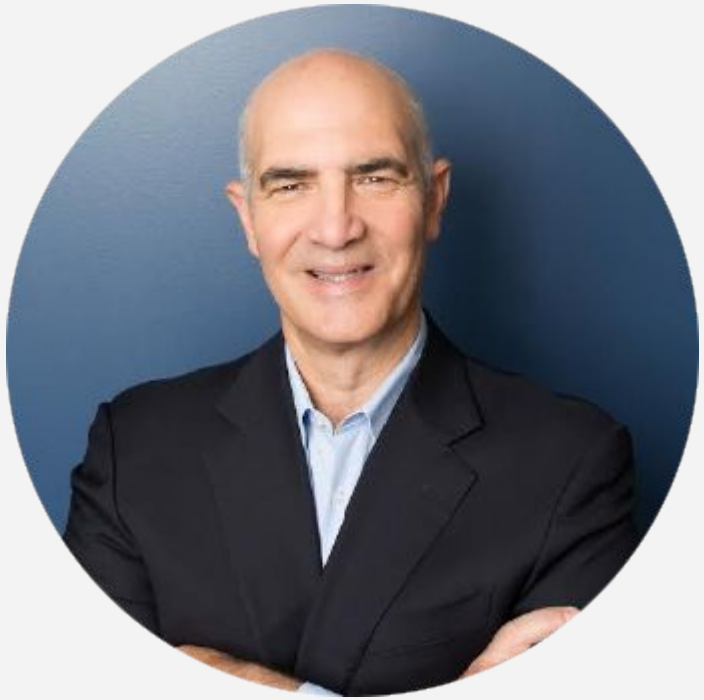

PRESIDENT & CEO

ABOUT STEVE RUTKOVITZ

For over 20 years, Steve owned and operated a very successful MSP business. With a clear understanding of the market needs, he developed an innovative IT and business process.

STEVE'S SKILLS

- Security and Compliance
- Risk Assessments
- Educating
- Management

CHOICE CYBERSECURITY

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Expertise

Having been in the MSP industry, we understand the marketplace and its needs.

Assess Address Maintain

Our proven three step process has helped MSPs improve client relationships and increase MRR.

Suite of Products and Services

With a robust suite of products and services, you can put your clients' security and compliance worries at ease.

MRR

With minimal changes to your current offerings, MSPs can increase revenue by at least 40%.

THE COMPLIANCE WEBINAR SERIES

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Why Focus on Compliance?

Each month, we will explore one compliance regarding security and best practices.

Our goal is to empower you to approach your customers in certain verticals with confidence.

A deeper understanding of a compliance offers:

- Subject matter expertise
- Trusted relationships
- Separation from the competition
- More opportunities for recurring revenue

HIPAA & HITECH COMPLIANCE NIST ISO 27001 PCI DSS GLBA COMPLIANCE finra FFIEC EU GDPR COMPLIANT

Our Proven Process

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WHAT'S REQUIRED?

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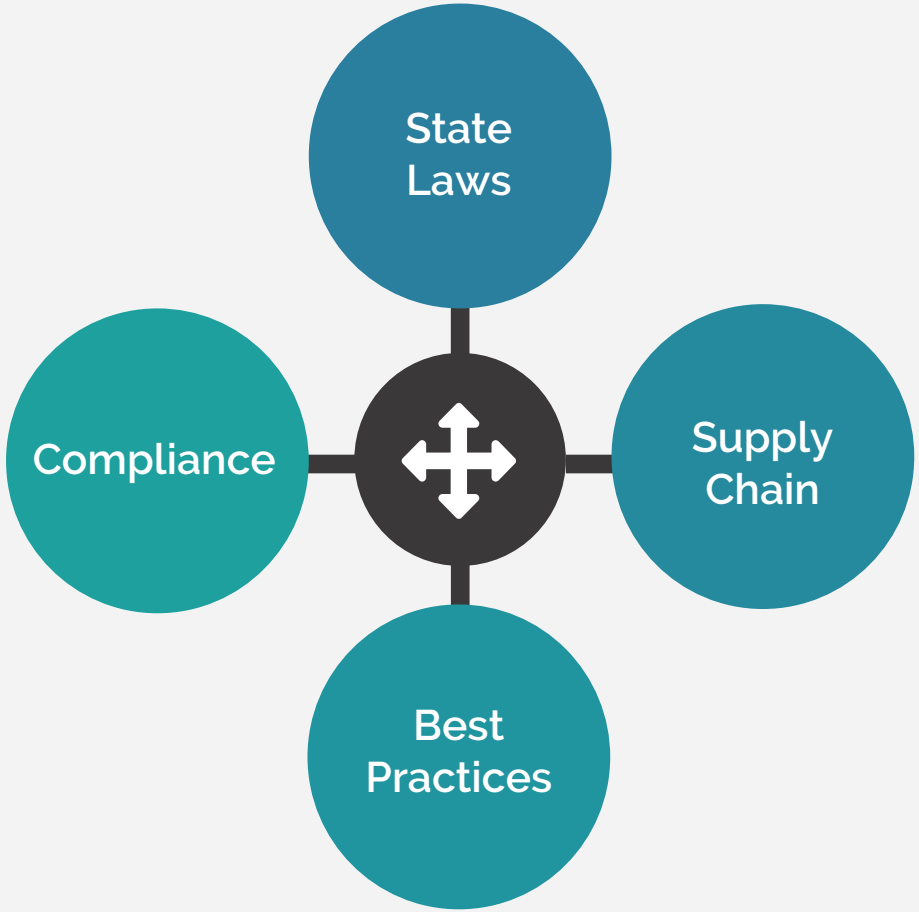
- Compliances
- Best Practices
- Self Assessments



HIPAA & HITECH COMPLIANCE NIST ISO 27001 PCI DSS GLBA COMPLIANCE FINRA FFIEC EU GDPR COMPLIANT

WHAT'S AT RISK?

1. Confidential Client Data
2. Company Brand
3. Reputation
4. Fines
5. Breaches
6. Customer Contracts
7. Data Assets
8. Client Relationships

Federal Information Security Management Act (FISMA)

Structured framework to protect government information, operations and assets

9 Steps Towards Compliance:

1 | Categorize the information to be protected.

2 | Select minimum baseline controls.

3 | Refine controls using a risk assessment procedure.

4 | Document the controls in the system security plan.

5 | Implement security controls in appropriate information systems.

6 | Assess the effectiveness of the security controls once they have been implemented.

7 | Determine agency-level risk to the mission or business case.

8 | Authorize the information system for processing.

9 | Monitor the security controls on a continuous basis.

NIST STRUCTURED FRAMEWORK

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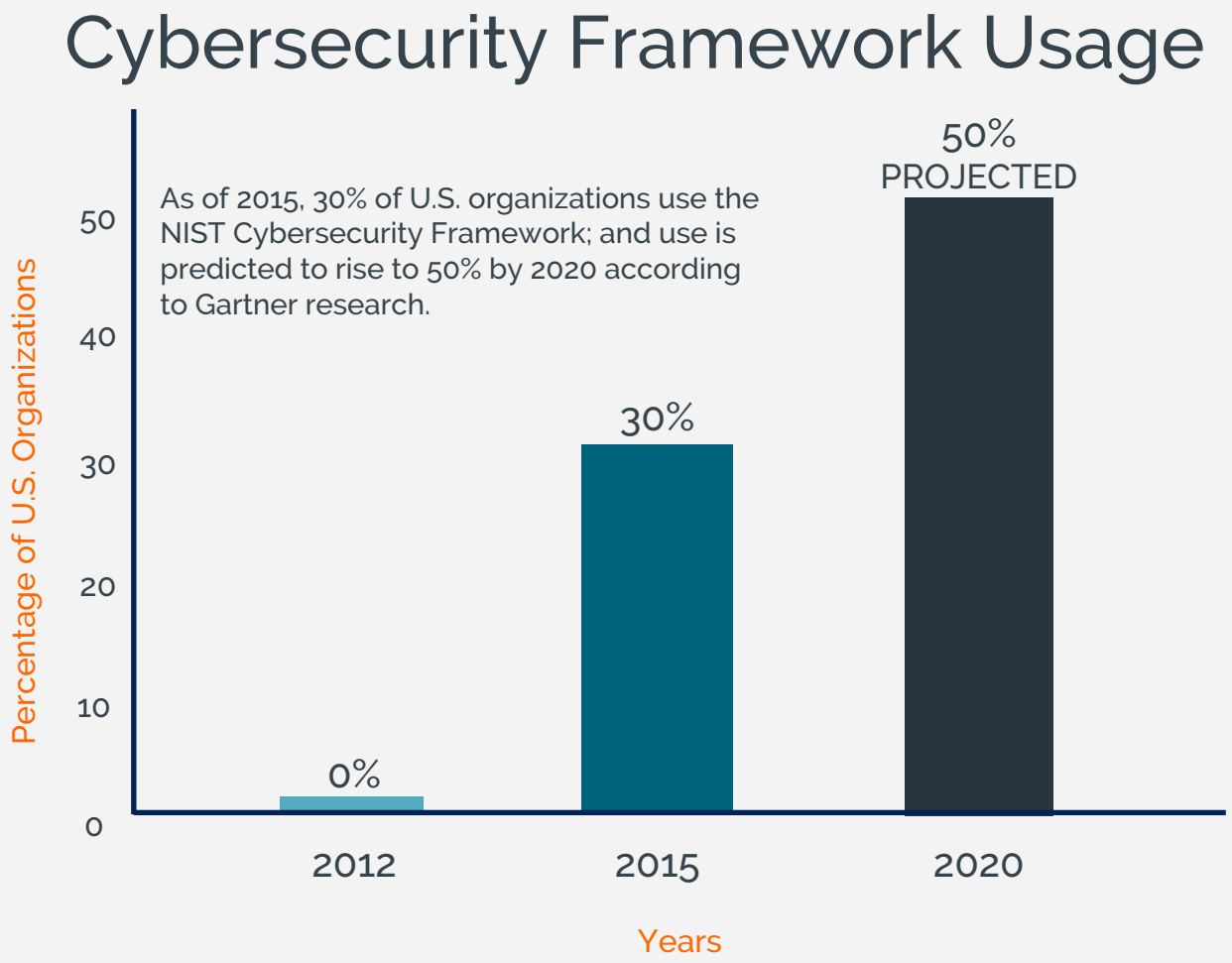
The Fastest Growing US Compliance

GROWING MARKET



Who Needs NIST?

1. Government Contractors
2. Non Profits
3. State and Local Gov
4. Businesses

RISK ASSESSMENTS

- Build a Baseline
- Uncover Gaps and Risks
- Expose Vulnerabilities
- Analyze Layers of Defense
- Identify Sensitive Data
- Missing Controls and Policies

ASSESS

NIST Structured Framework

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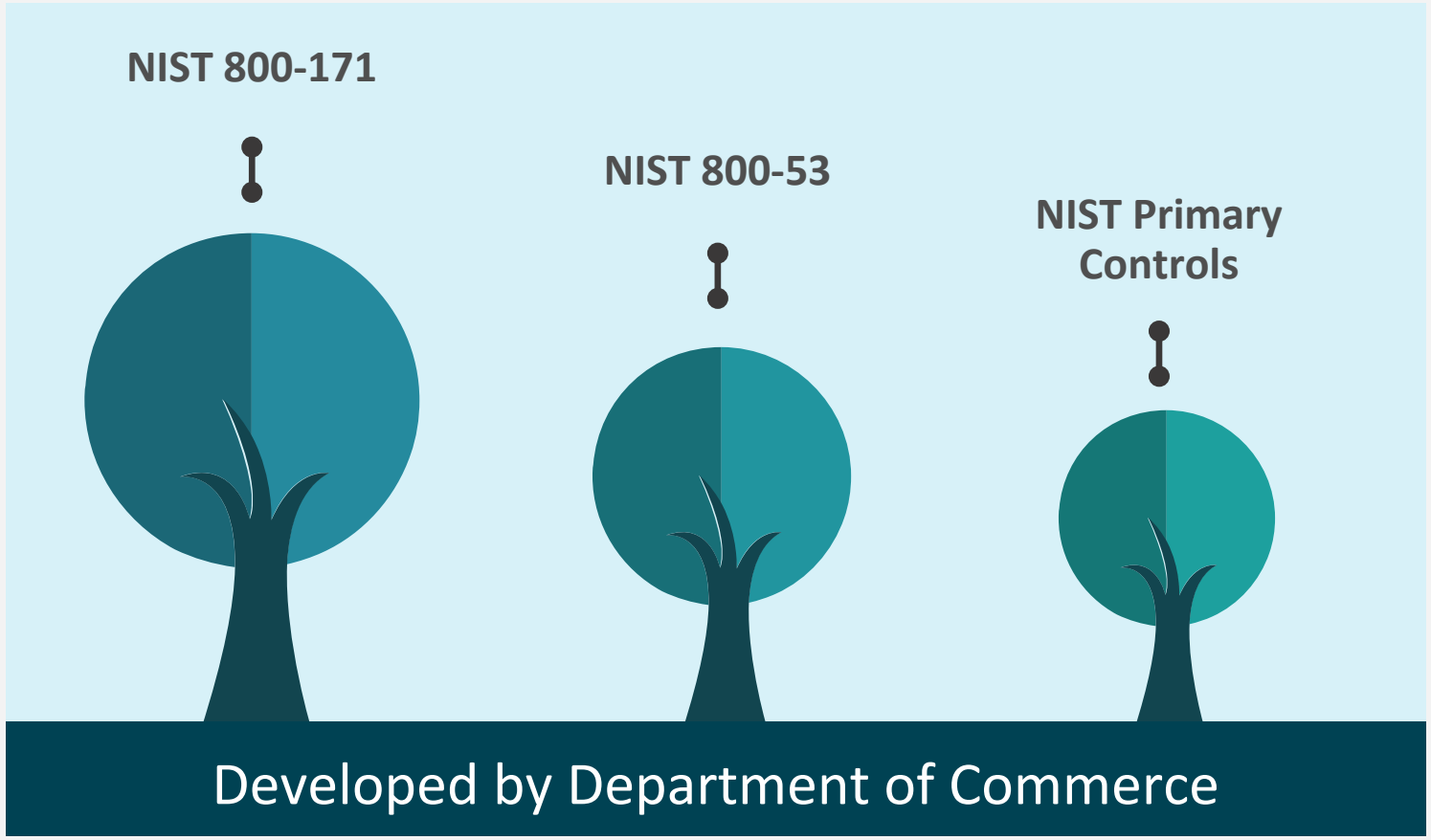

REPORT ON COMPLIANCE

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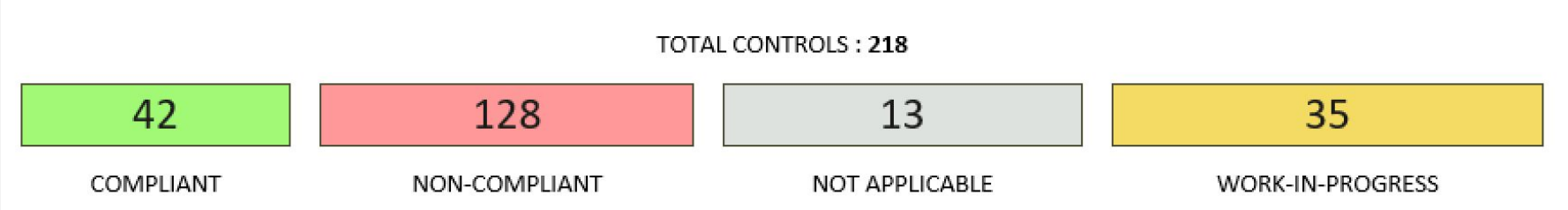
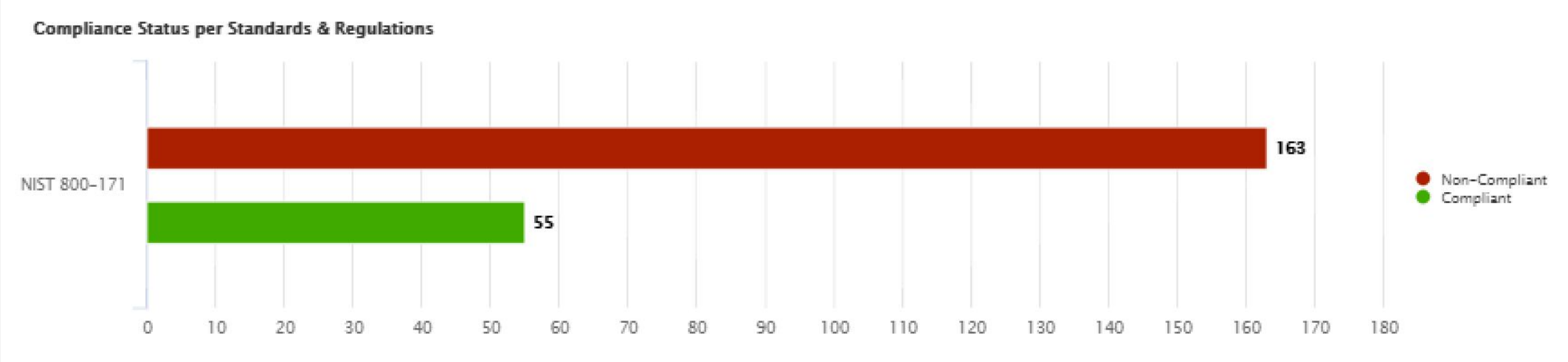
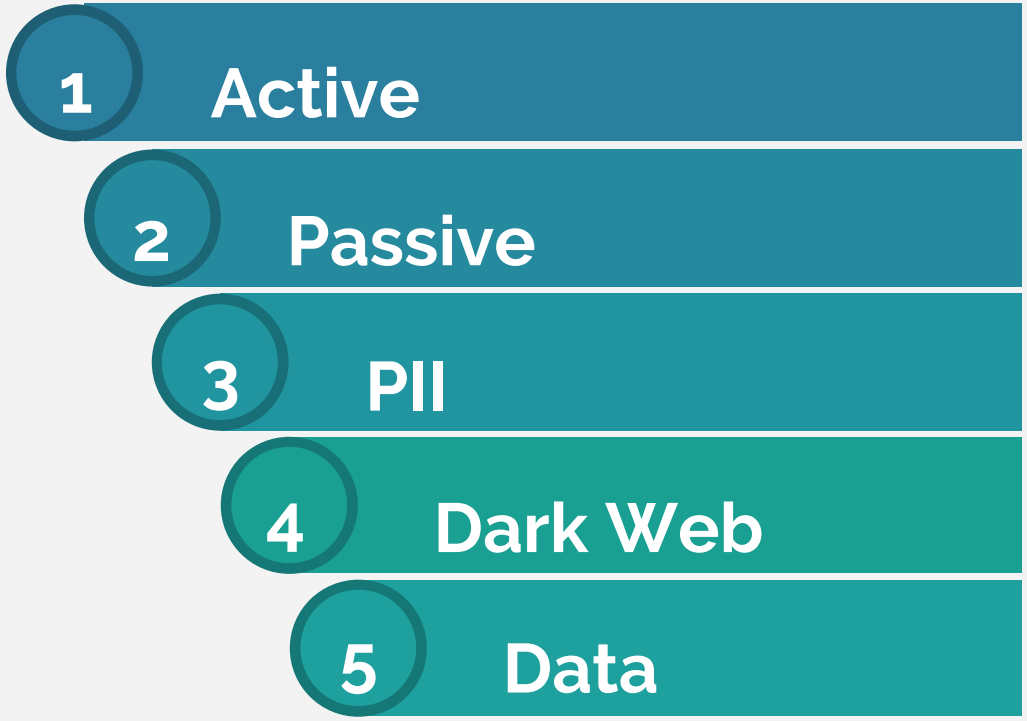




SCANS

Types of Scans



360 degree clear view of network risk

PII SCAN EXAMPLE

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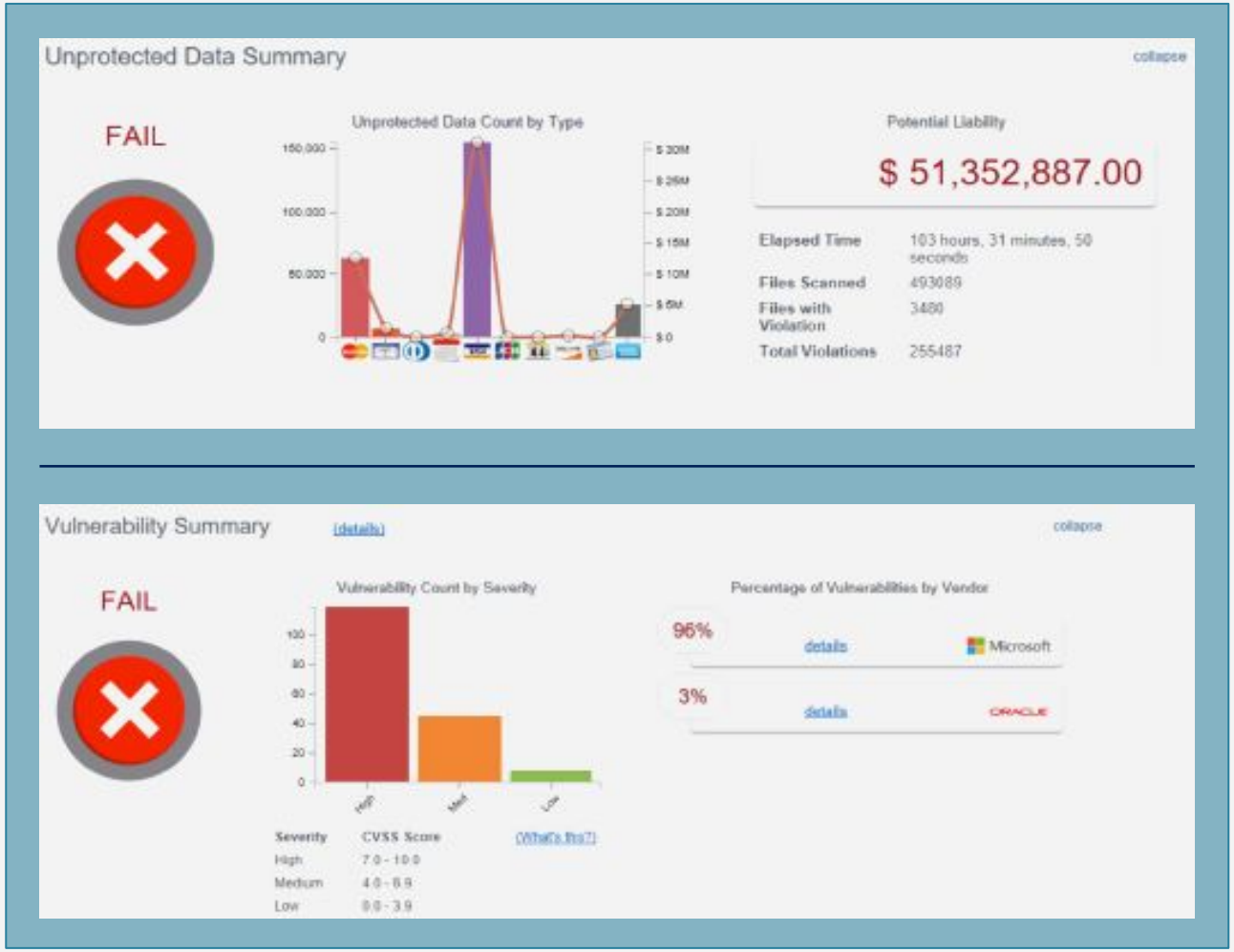
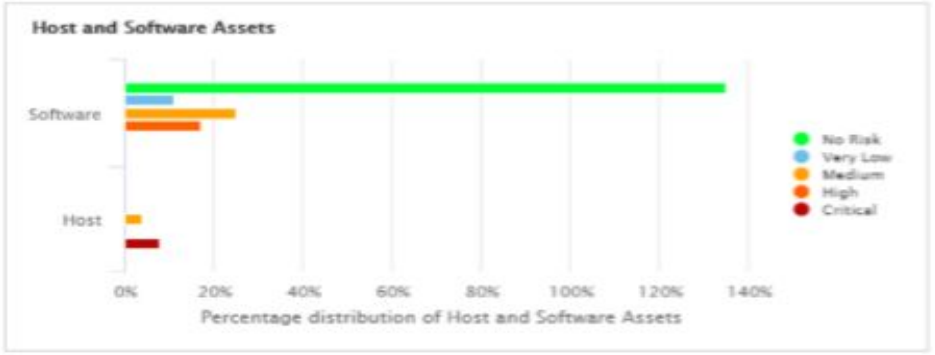


Remediations v/s Vulnerabilities



Apply **225** Remediations → To **12** Hosts → To Remediate **99.41%** of your Vulnerabilities → And Mitigate **99.6%** of your IT Risks

#REMEDIATION	RECOMMENDED REMEDIATION	% RISK MITIGATION	# HOSTS	# VULNERABILITIES	# EXPLOITS	# TOOLKITS	TIME IN HOURS
1	Upgrade to the latest version of Oracle Java	11.738	4	450	6	0	02 : 00
2	2018-03 Cumulative Update for Windows 10 Version 1703 for x64-based Systems (KB4088782)	2.768	5	202	45	0	01 : 40
3	Configure SMB signing for Windows	2.748	9	32	0	0	02 : 15
4	2018-03 Cumulative Update for Windows 10 Version 1709 for x64-based Systems (KB4088776)	2.683	2	206	37	0	00 : 40
5	2018-03 Cumulative Update for Windows 10 Version 1607 for x64-based Systems (KB4088787)	2.636	5	191	46	0	01 : 40

VULNERABILITY SCAN COMPARISON

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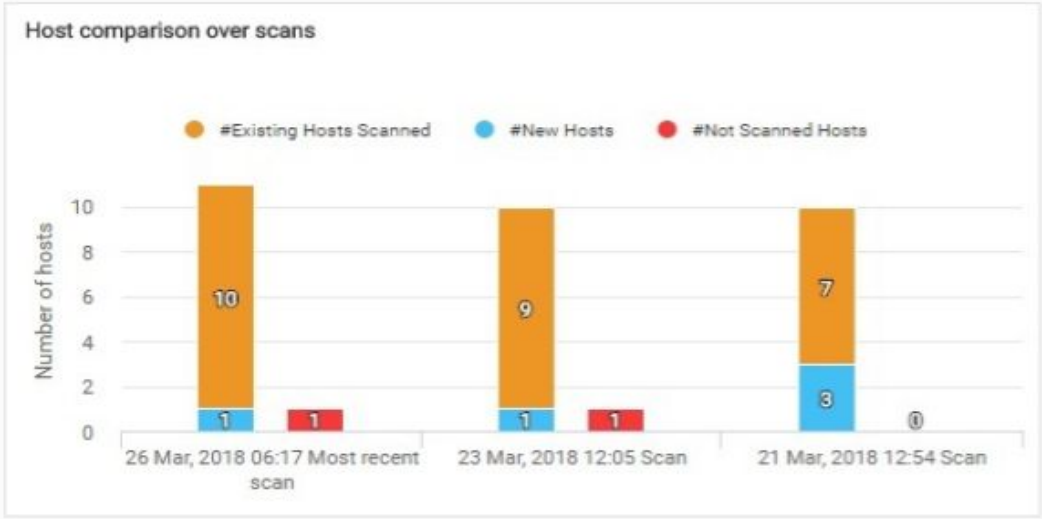
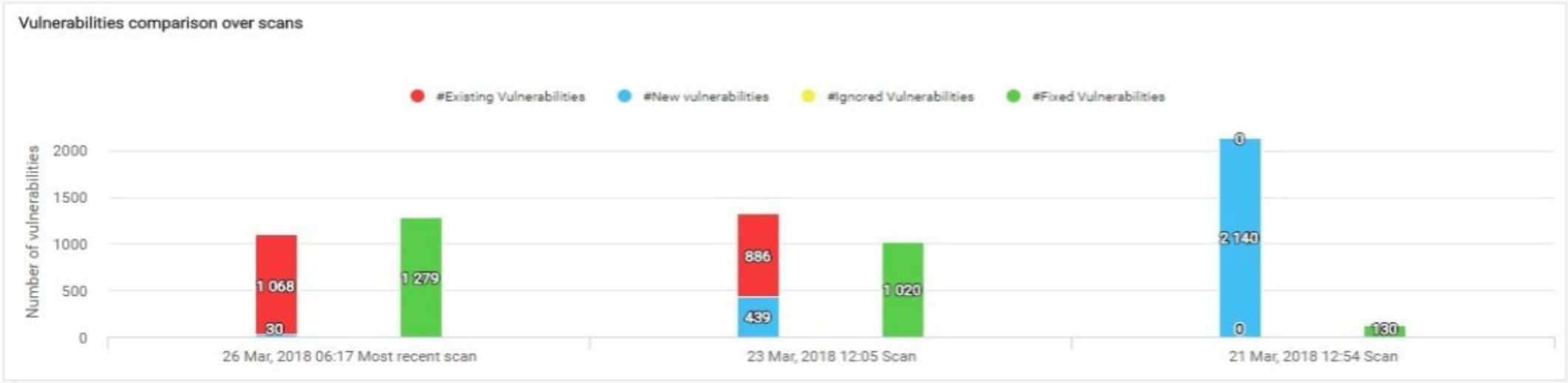
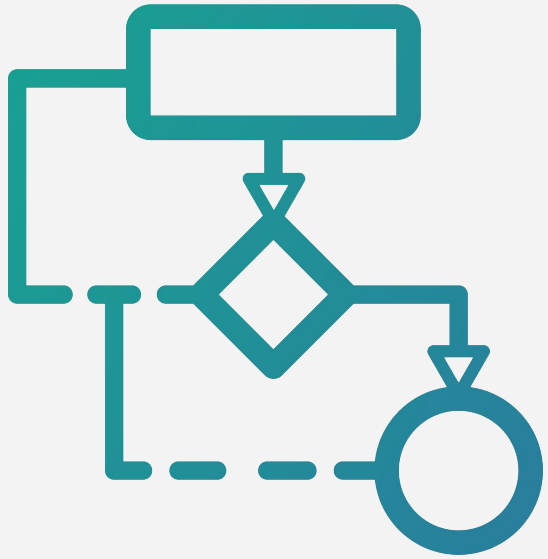




DATA AUDIT AND WORKFLOW MAP

- Industry is riddled with sensitive data not deleted, but still need to protect
- Data flow analysis shows what you can't see with a scan
  - Data workflow map follows the data at rest and in motion

- Data at rest
- Data in motion
- Third party



RISK BASELINE

- Missing Controls
- Missing Policies
- Data Flow
- Scan Results
- Assets Baseline
- Financial Risk

ADDRESS

BRING CLIENTS UP TO AN ACCEPTABLE LEVEL OF RISK

- Executive Summary
- Create New Projects
- Layers of Security 1.0 to 2.0
- Meet Client Compliances
- Best Practices

ADDRESS

HOW TO SELL SECURITY

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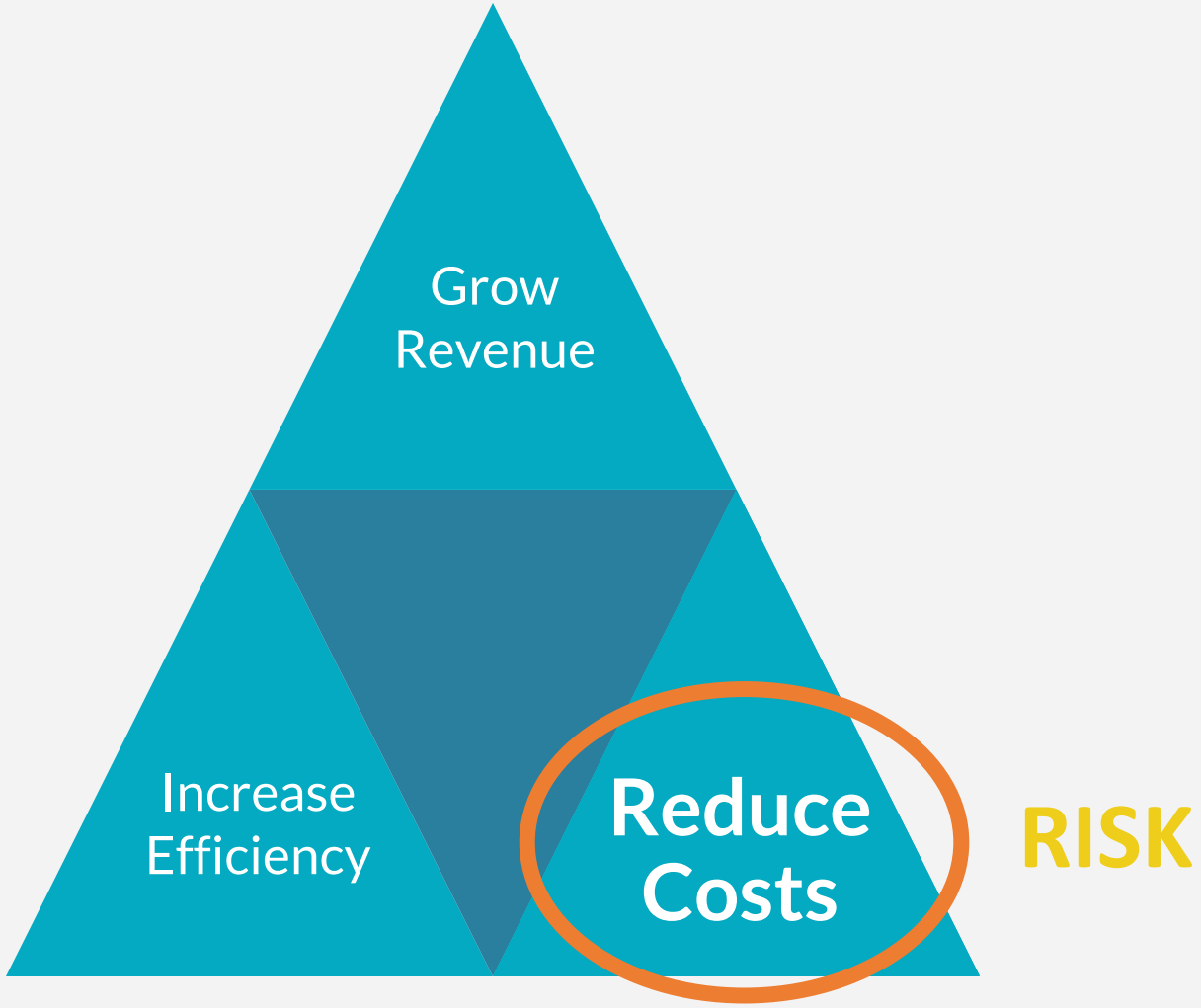

CREATING NEW PROJECTS

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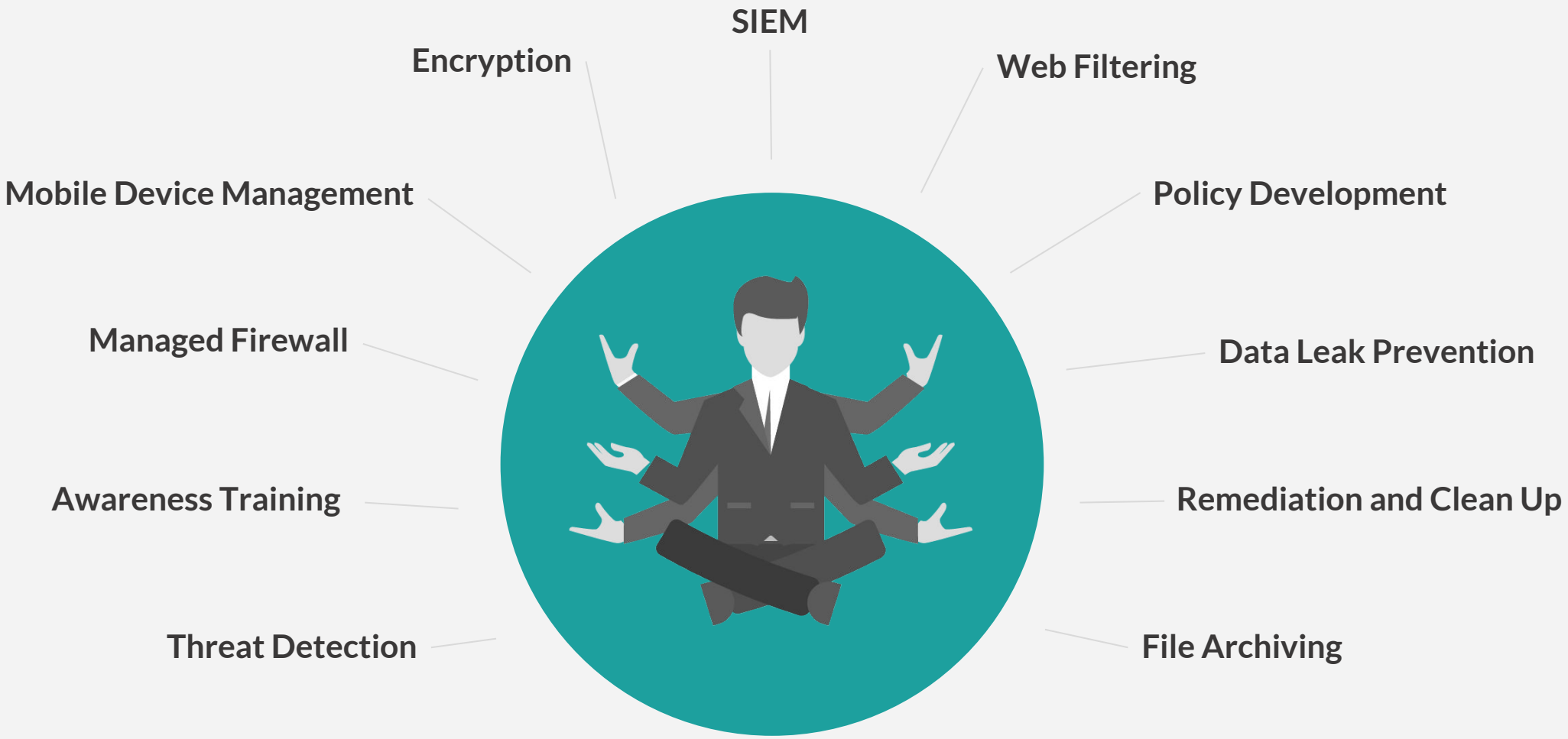


REPORT ON COMPLIANCE

25	11	150	32
Auditing & Logging	Awareness Training	Policy Development	Encryption

MOST COMMON PROJECTS

- Next Generation Firewall
- Auditing & Logging
- File Archiving
- Encryption
- Awareness Training
- PII Remediation & Cleanup
- Vulnerability Remediation
- Web Filtering
- Mobile Device Management
- Policy Development

RECURRING REVENUE

Security as a Service

Vulnerability as a Service

Compliance as a Service

Dark Web & Credential Monitoring

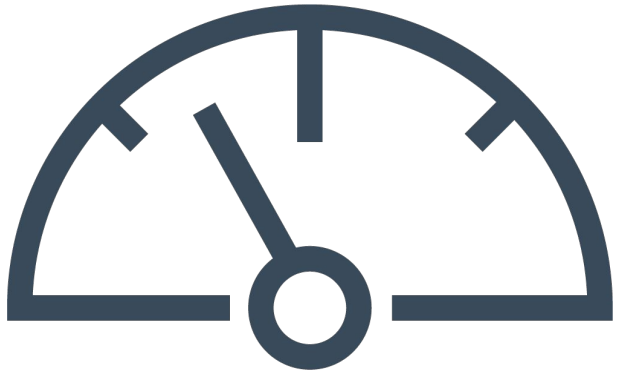
Website Monitoring

Awareness Training

Risk Assessments

MAINTAIN AN ACCEPTABLE LEVEL OF RISK

- Monthly Recurring Revenue
- Continuous Alerting and Monitoring
- Comparison Reporting



MAINTAIN

RISK ASSESSMENT REFERRAL PARTNER

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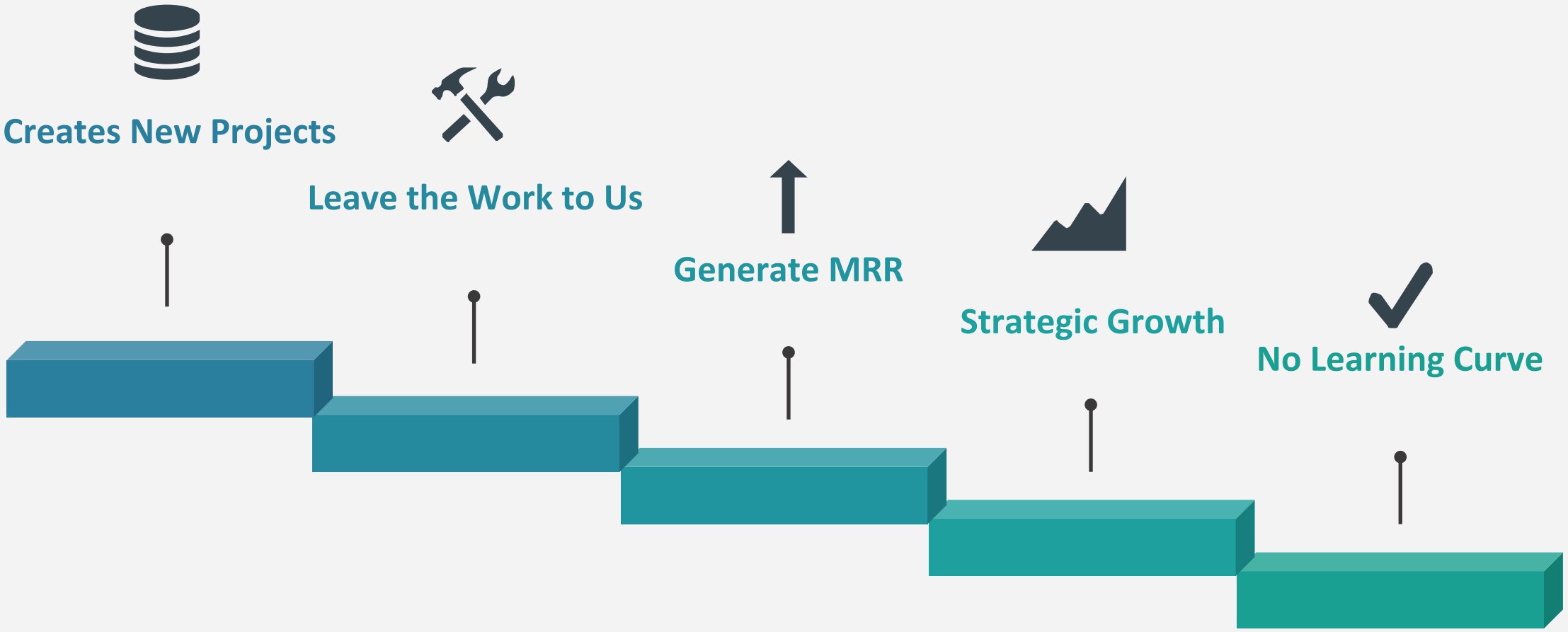

PARTNER PROGRAM

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Webinar Special!

- Branded portal: 2 factor
- Branded reports
- 500 scans (spans all clients)
- Co Branded Brochures

- Live Training
- 6 Foundation Training Modules
- $2,495 ($1,500 (500 x $3) for scans and $995 for branding, brochures and MSP Portal)

Regularly **$5,100 minimum** order for branded portal

NEXT STEPS

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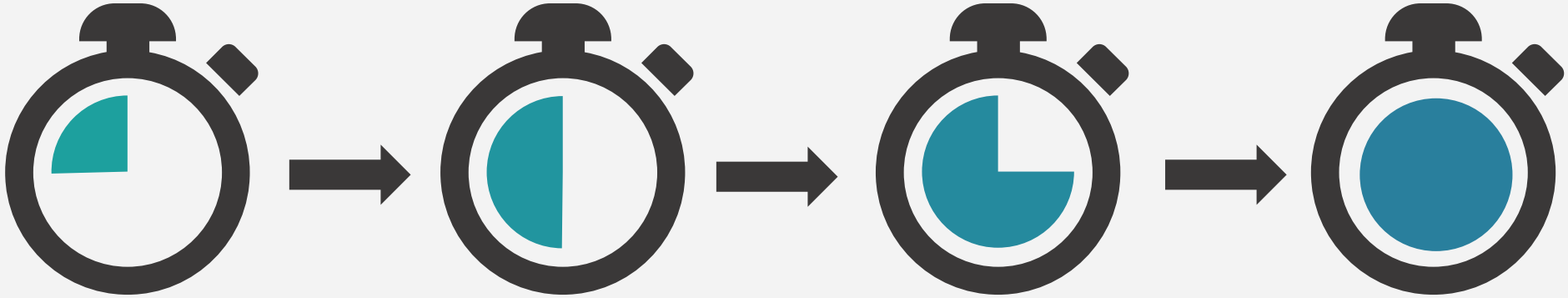

Contact Us

Discover how to grow your business

Choose One Client

Pick one client that needs Security and Compliance Services

Develop a Strategy

Create a strategy for approaching clients

Present Proposal

Provide your client with the Risk Assessment

Questions?

THANK YOU FOR ATTENDING

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Connect with us

If you're ready to expand your offerings and increase your monthly recurring revenue, let's start with a conversation.