

5-STAR WINNER Partner Program GUIDE

A Unified Security Solution You Can Build Your Business On

Q. AlienVault recently released the findings of a study to examine the potential return on investment organizations may realize by deploying the AlienVault USM platform. What did the study find?

A. It's natural for a buyer to question what kind of return they can expect from an IT investment in security. That is why we commissioned Forrester Consulting to conduct the Total Economic Impact™ (TEI) study¹. The key findings indicate that organizations will realize substantial return on investment with AlienVault, specifically:

- 80 percent faster threat detection and response
- 6X return on investment (ROI) over three years
- Payback in less than three months
- 2,000 hours saved on compliance audits (94 percent reduction)
- 80 percent improvement in security operations staff productivity
- \$40,000+ annual savings in threat intelligence expense

Q. How large is the opportunity within the channel for threat detection and what should solution providers do to strategically position themselves to capitalize?

A. The market for partners to deliver services to help companies address the threat explosion is expected to be nearly \$45 billion by 2022, according to Market Research Engine. Customers lack the budget, personnel, technology and know-how to address the rapidly changing threat landscape. Identifying where gaps exist is the first step to filling them, and that's where partners are critical.

Q. Describe how AlienVault helps MSSPs/MSPs offer solutions that augment existing portfolios, generate new revenue streams and maintain margins?

A. AlienVault's USM Platform allows solution providers to build services offerings that help their customers defend against breaches. A multitude of complementary technologies, like firewall and anti-virus, play in the same space. Companies that have invested in these perimeter solutions need security services to help them detect and respond to threats. Because of AlienVault's programmatic approach to the services community, we have made it margin-rich to pursue this space. Our pay-as-you-grow licensing model enables partners to be as committed as they want to be.

We add new enablement resources regularly and continue to invest in technology to help our partners succeed. We recognize that while our partners have many things in common, each type of partner has a unique need. Our goal is to address as many situations as we can at a high level with room for individual partner-level customization.



Mike LaPeters
VP Global Channels



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Become an AlienVault partner at <http://www.alienvault.com/partners>.