

WOMEN OF THE CHANNEL™



Take Command Of Digital Risk

Q. What changes can RSA partners expect in the second half of this year?

A. Our focus in 2019 and going forward is “making it as easy as possible for our partners to do business with us.” With emails, short video clips and social media posts, we’re developing new ways for you to streamline the promotion of RSA products to your prospects and keep your teams engaged. We constantly create new content for campaigns that you can leverage through our Partner Marketing Center. Our 24-hour concierge service is available to guide you through the platform and assist with your marketing campaigns, or you can attend our weekly office hours. Also, be on the lookout for exclusive contests that we will offer to our partners that utilize our featured quarterly campaigns.

Q. What do business executives need to understand about managing digital risk?

A. As organizations embed technology deeper into their day-to-day business operations, they introduce digital risk, which refers to unwanted outcomes that stem from digital transformation and the adoption of related technologies, such as cybersecurity breaches, data privacy issues, complications with business continuity and third-party risk. Managing digital risk is not just a problem for IT; it’s a larger business issue that needs support from all employees to be successfully managed. Companies need to take a unified approach to managing digital risk so they can apply more comprehensive risk management practices to their security operations. This allows their security teams to prioritize and rapidly respond to the most consequential threats.

Q. How can RSA help your customers manage digital risk?

A. There are three basic steps to help a business get started with digital risk management:

- **Risk Identification:** Uncovering where digital risk exists in the company.
- **Risk Assessment:** Assessing the preparation level for dealing with risk in different areas of the business.
- **Risk Planning:** Identifying and implementing a rigorous process for managing, mitigating and avoiding digital risk that incorporates data and insights from affected areas of the business.

With RSA, our channel partners can tap into the collective knowledge of our community and certified experts to get customers on the right path to managing digital risk from the start.

RSA®



Michelle Pas

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