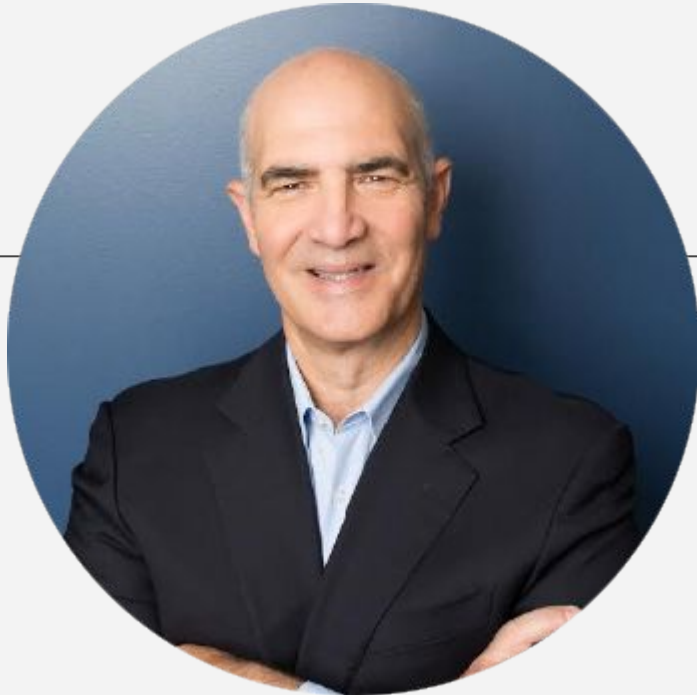




CHOICE CYBERSECURITY

An MSP's Guide to the Financial Services Industry

STEVE RUTKOVITZ



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 VERTICAL WEBINAR SERIES



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WHY FOCUS ON VERTICALS?

Each month, we will explore one vertical per month regarding security and compliance.

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

A deeper understanding of a vertical industry offers:

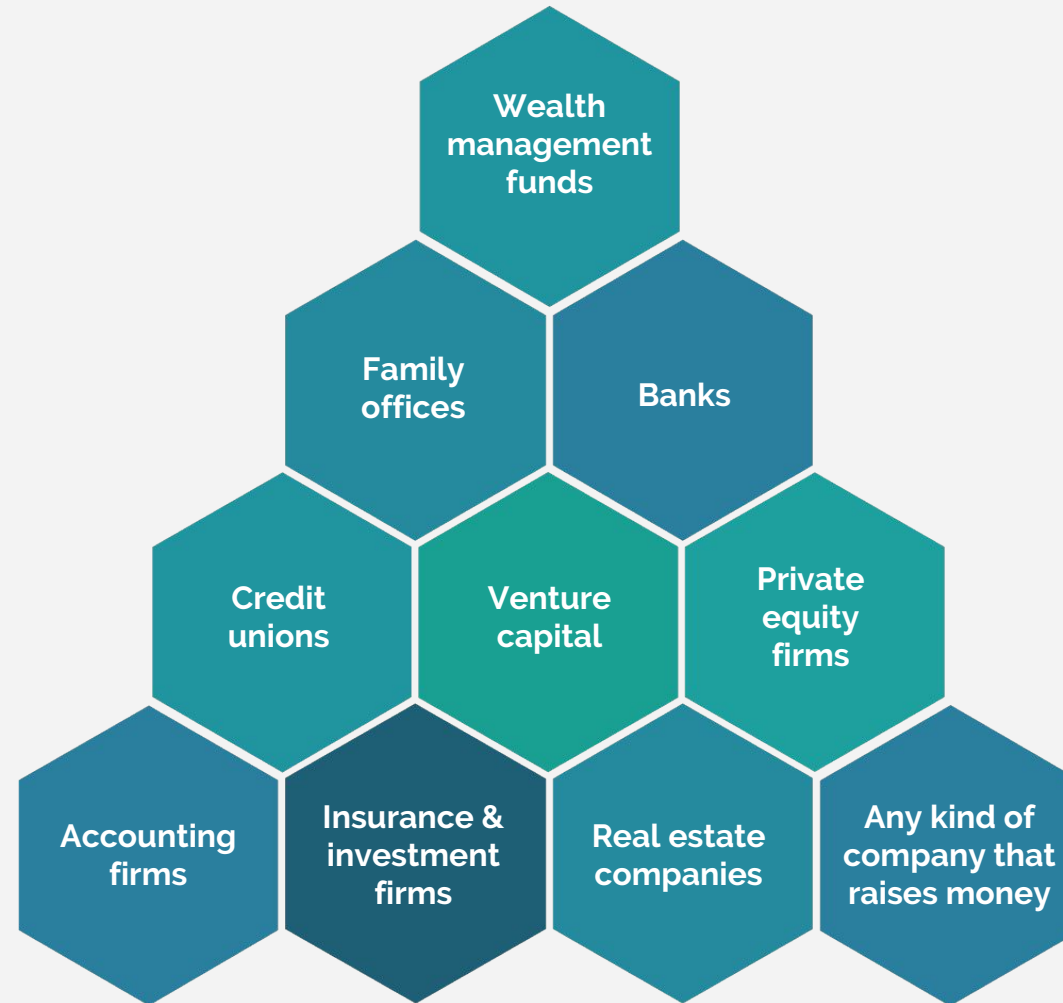
- Subject matter expertise
- Trusted relationships
- Separation from the competition
- More opportunities for recurring revenue



FINANCIAL SERVICES VERTICAL



- Financial markets in the US are the largest and most liquid in the world
- **7.3%** of gross domestic product (2016)
- Employed **6.2 million** people (2016)



WHAT'S AT RISK?



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1 Confidential client data

2 Company brand

3 Reputation

4 Fines

5 Breaches

6 Data exposure

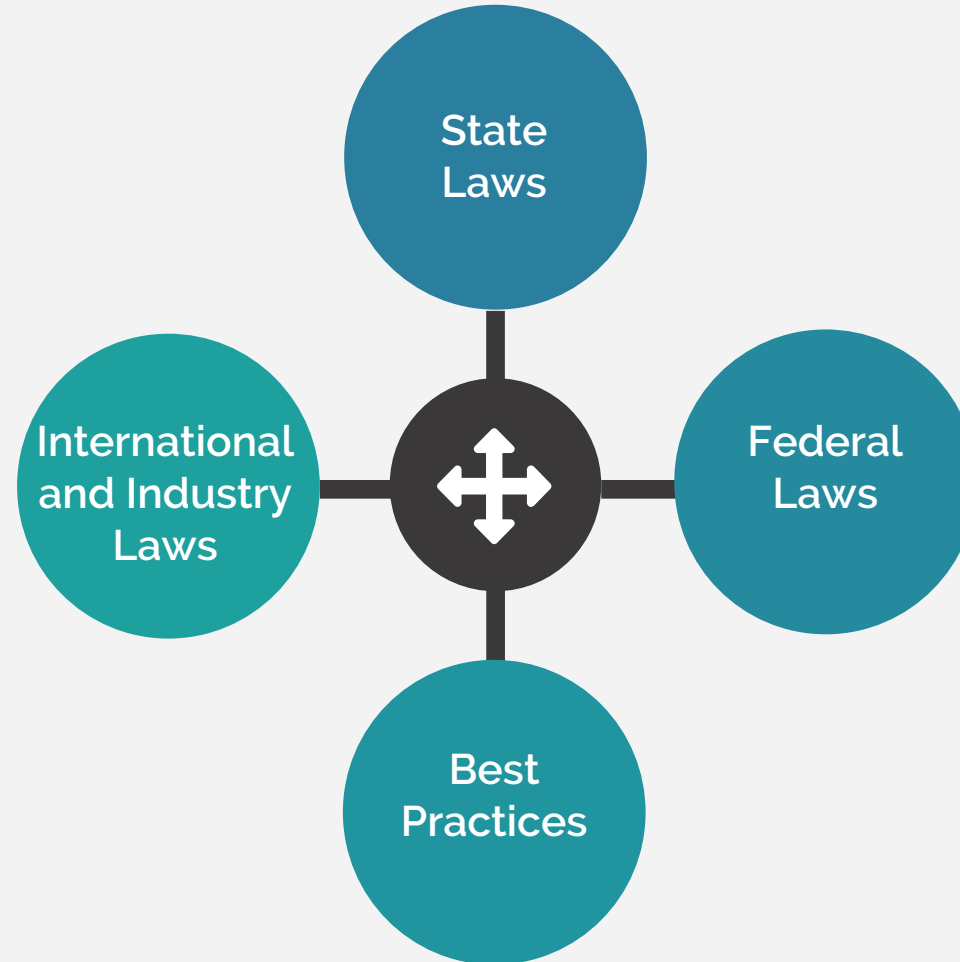
7 Data assets

8 Client relationships

WHAT'S REQUIRED?



- Compliances
- Best practices
- Self assessments





PRE-AUDIT

- Be audit ready at all times
- Collect appropriate documentation
- The more prepared you are, the less they bother you
- But the less prepared you are, the more they dig



POST-AUDIT

- Will provide you with list of “things” to fix
- Contract with organizations to fix issues
- Ensure you are up-to-date on recommended and required fixes

COMPLIANCES & BEST PRACTICES



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- FFIEC
- GLBA
- State PII Laws

• SEC

• FINRA



RISK ASSESSMENTS

- Uncover Gaps
- Expose Vulnerabilities
- Discover Address - Risk Discovery
- Analyze Layers
- Identify Necessary Tools



ASSESS

RISK ASSESSMENTS



—
**INITIAL RISK
ASSESSMENT**

—
**ANNUAL
ASSESSMENT**

**Who should perform the
assessments?**

**Independent
Contractors**



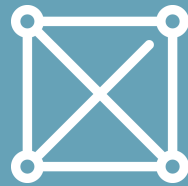
MSPs



RISK ASSESSMENT COMPONENTS



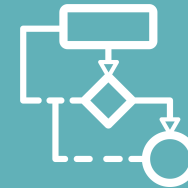
THREE COMPONENTS



Framework



Scans



Data Flow

By 2020, 50% of all companies will have a framework in place

- Provides an organized structure
 - Meets regulatory compliance and best practices
-
- Controls
 - Policies
 - Evidence
 - Provides proof of compliance

TYPES OF SCANS

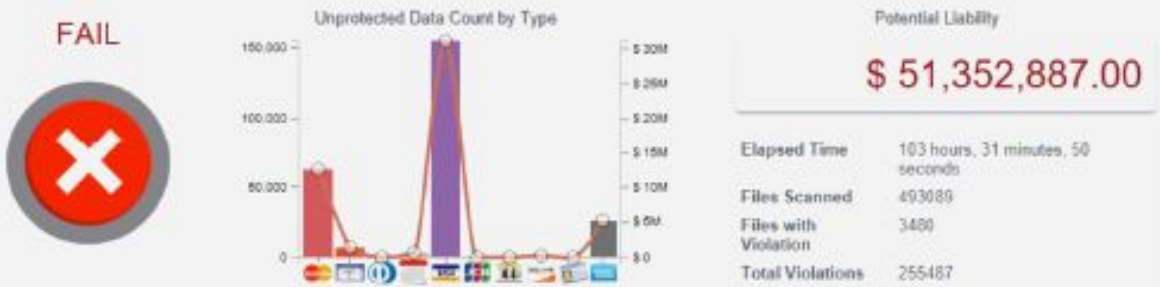
- 1 Active
- 2 Passive
- 3 PII
- 4 Dark Web
- 5 Data

360 degree clear
view of network risk

PII SCAN EXAMPLE

Unprotected Data Summary

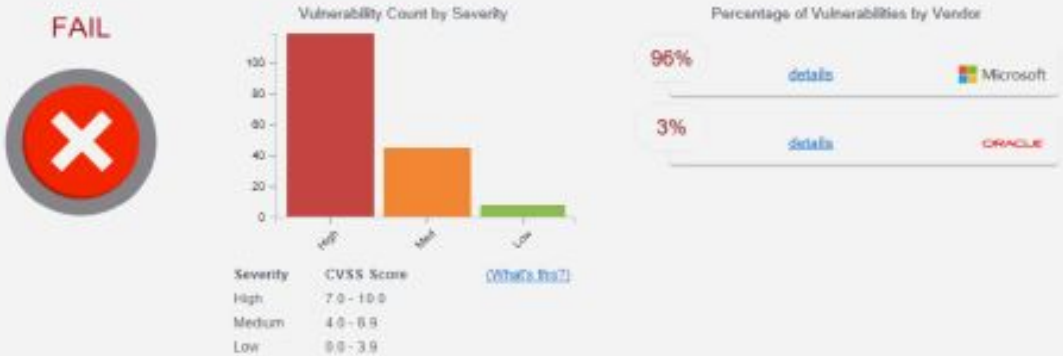
[collapse](#)



Vulnerability Summary

[details](#)

[collapse](#)



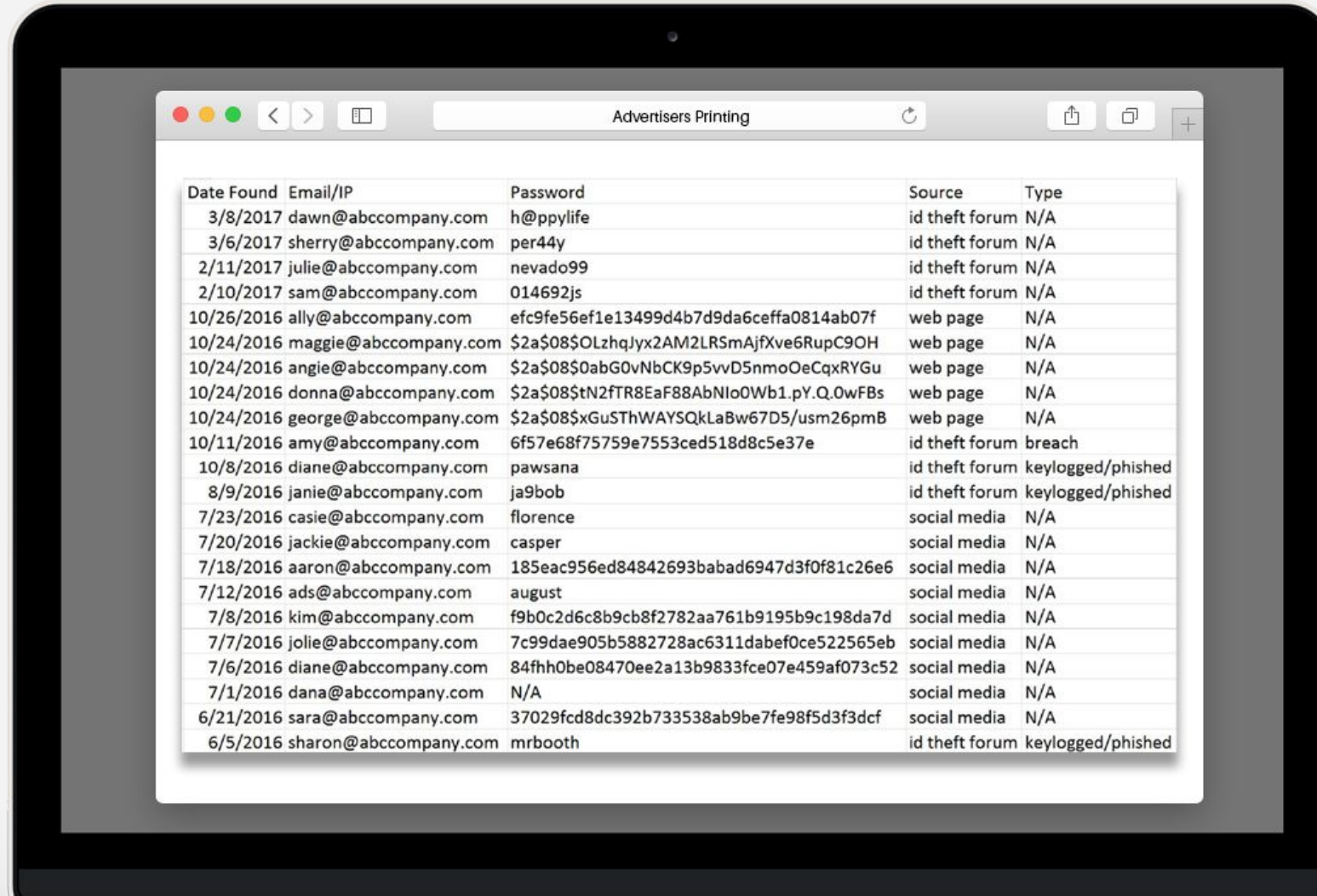
DARK WEB SCAN EXAMPLE



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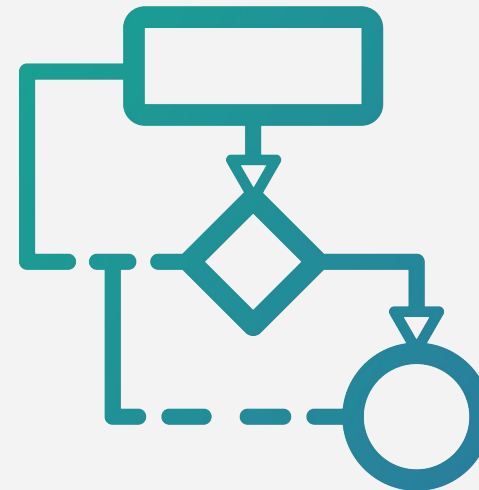
| Date Found | Email/IP | Password | Source | Type |
|------------|-----------------------|--|----------------|-------------------|
| 3/8/2017 | dawn@abccompany.com | h@ppylife | id theft forum | N/A |
| 3/6/2017 | sherry@abccompany.com | per44y | id theft forum | N/A |
| 2/11/2017 | julie@abccompany.com | nevado99 | id theft forum | N/A |
| 2/10/2017 | sam@abccompany.com | 014692js | id theft forum | N/A |
| 10/26/2016 | ally@abccompany.com | efc9fe56ef1e13499d4b7d9da6ceffa0814ab07f | web page | N/A |
| 10/24/2016 | maggie@abccompany.com | \$2a\$08\$OLzhqJyx2AM2LRSmAjfXve6RupC9OH | web page | N/A |
| 10/24/2016 | angie@abccompany.com | \$2a\$08\$0abG0vNbCK9p5vvD5nmoOeCqxRYGu | web page | N/A |
| 10/24/2016 | donna@abccompany.com | \$2a\$08\$tN2fTR8EaF88AbNlo0Wb1.pY.Q.0wFBs | web page | N/A |
| 10/24/2016 | george@abccompany.com | \$2a\$08\$xGuSThWAYSQkLaBw67D5/usm26pmB | web page | N/A |
| 10/11/2016 | amy@abccompany.com | 6f57e68f75759e7553ced518d8c5e37e | id theft forum | breach |
| 10/8/2016 | diane@abccompany.com | pawsana | id theft forum | keylogged/phished |
| 8/9/2016 | janie@abccompany.com | ja9bob | id theft forum | keylogged/phished |
| 7/23/2016 | casie@abccompany.com | florence | social media | N/A |
| 7/20/2016 | jackie@abccompany.com | casper | social media | N/A |
| 7/18/2016 | aaron@abccompany.com | 185eac956ed84842693babad6947d3f0f81c26e6 | social media | N/A |
| 7/12/2016 | ads@abccompany.com | august | social media | N/A |
| 7/8/2016 | kim@abccompany.com | f9b0c2d6c8b9cb8f2782aa761b9195b9c198da7d | social media | N/A |
| 7/7/2016 | jolie@abccompany.com | 7c99dae905b5882728ac6311dabef0ce522565eb | social media | N/A |
| 7/6/2016 | diane@abccompany.com | 84fhH0be08470ee2a13b9833fce07e459af073c52 | social media | N/A |
| 7/1/2016 | dana@abccompany.com | N/A | social media | N/A |
| 6/21/2016 | sara@abccompany.com | 37029fcd8dc392b733538ab9be7fe98f5d3f3dcf | social media | N/A |
| 6/5/2016 | sharon@abccompany.com | mrbooth | id theft forum | keylogged/phished |

DATA FLOW ANALYSIS



- Financial industry is riddled with sensitive data they often don't delete, but still need to protect
- Data flow shows what you can't see with a scan
 - Done via asking questions/self-assessments

- Data at rest
- Data in motion
- Third party



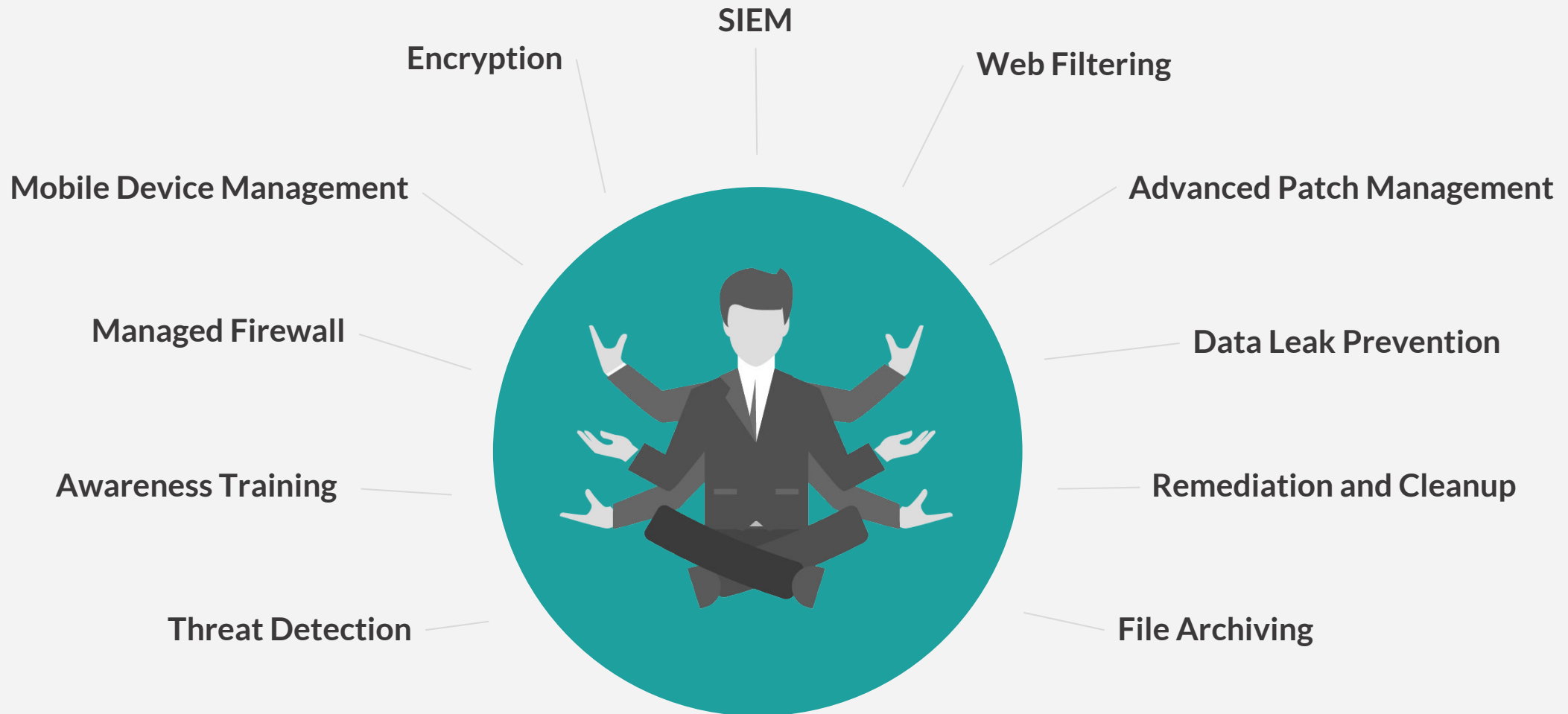
BRING CLIENTS UP TO AN ACCEPTABLE LEVEL OF RISK

- Creating New Projects
- Layers of Security
- Meet Client Compliances



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CREATING NEW PROJECTS



MAINTAIN AN ACCEPTABLE LEVEL OF RISK

- Monthly Recurring Revenue
- Continuous Monitoring Alerting and



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RECURRING REVENUE



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Security as a Service

Vulnerability as a Service

Compliance as a Service

Dark Web & Credential Monitoring

Web Monitoring

Awareness Training

Risk Assessments



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REAL-LIFE EXAMPLE

WHO?

- Wealth Management Company
- 15 Employees
- One Location
- Reports to SEC
- State PII of Maryland



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- Risk Assessment
- NIST Framework
- 15M Potential Breach

One-time: \$10K



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- Policy Creation
- Remediation and Cleanup of Vulnerabilities
- 2 Factor Authentication
- Next Generation Firewall
- File Archiving System
- Awareness Training

One-time: \$25K



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- Security as a Service
- SIEM auditing and logging
- Continuous Vulnerability Scanning
- Security Reviews with Comparison Reporting

Recurring: \$1,500/m or \$18K annually

NEXT STEPS



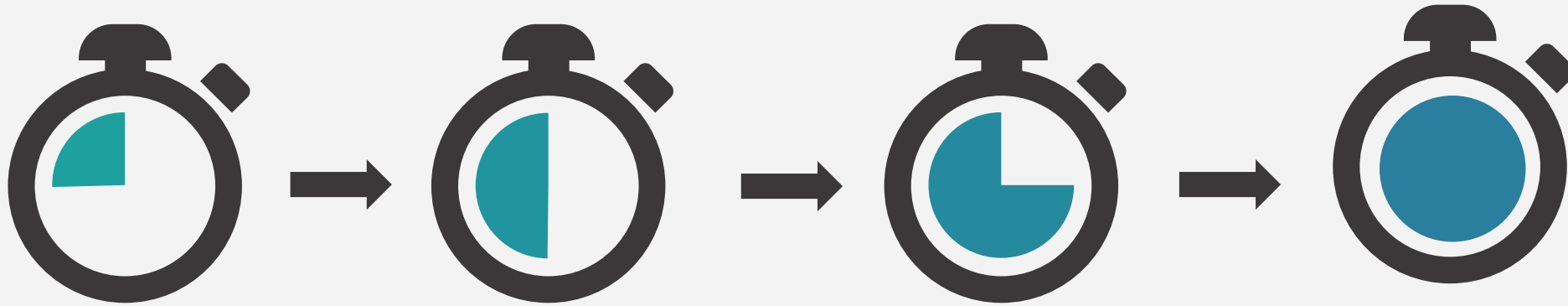
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CONTACT US

Discover how to grow your business

CHOOSE ONE CLIENT

Pick one financial services client that needs security and compliance services

DEVELOP A STRATEGY

Create a strategy for approaching these clients

PRESENT TO CLIENT

Provide your financial services client with upgrades

Questions?



THANK YOU FOR ATTENDING



CONNECT WITH US

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



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Owings Mills, MD 21117



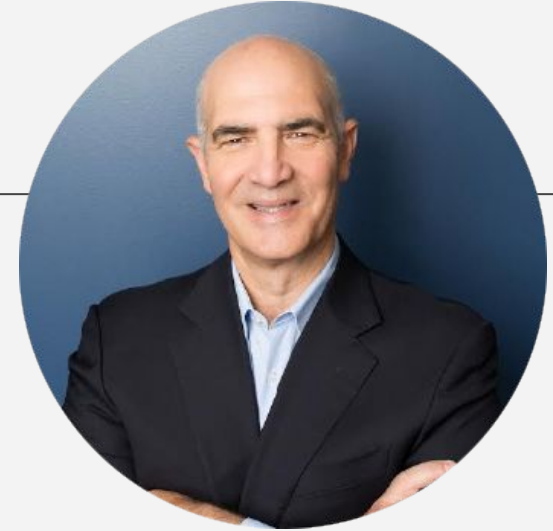
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PRESIDENT & CEO