

# Realizing the Value & Impact of Proactive & Superior IT/MSP Solutions

Webinar

Q4 2021



## Conversation Set Up

**Organizations of all sizes, across all industries are recovering from the global pandemic, yet Gartner, estimates that the total global spending on IT has grown to over \$3.9 Trillion.** Over \$120 Billion is expected to be spent on cybersecurity in 2021 and the MSP market is expected to be \$329 Billion by 2025.

**While IT and Security spending continues to grow globally, organizations and leadership teams report ongoing struggles with realizing tangible business value or return on IT and security investments.** Each year hundreds of new technology and security solutions pour into the market. Today there are thousands of IT and Security vendors in the market and tens of thousands of products, devices and business applications to choose from. With this glut of solutions, vendors, and options, how can organizations capture greater value and tangible returns on IT, Security, and MSP investments?

### TOP BUSINESS / EXECUTIVE FOCUS AREAS, ISSUES

1. Increase business growth
2. Increase profitability
3. Develop IT outsourcing strategy
4. Improve employee engagement, productivity
5. Improve speed to market, customer engagement

*Xceptional Research, TechAisle SMB, Mid Market Research, 2021*

# 2021 Top Business Issues, IT Priorities & Challenges

- TechAisle Research 2021



## IT/MSP Solution Value Acceleration Checklist



- ☐ We have a cloud strategy and utilize cloud to help us scale, grow, or pivot.
- ☐ We have updated phones, IT networks, and collaboration tools to enhance employee and customer communications and to capture the voice of the employee and customer.
- ☐ Our IT systems and applications have been aligned to our updated business goals and objectives or modified to address the “next normal”.
- ☐ We have secured and revamped our IT systems, applications, and operations to support customers buying and support preferences.



# IT Industry Realities Impacting ROI

*IT Project Failure Rates and IT System Downtime*

70% of IT Projects Fail.  
55% of PMs cite budget  
overrun as a reason for  
project failure.

The lack of clear  
goals and flawed  
requirements are the  
most common  
factors for project  
failure (37%).

44% of projects fail  
due to a lack of  
alignment between  
business and IT  
project objectives.

62% of successfully  
completed projects  
had supportive  
executive sponsors.

**Designing, building, operating, maintaining, and supporting business IT systems and applications is a time consuming, costly and complex task.** *It requires specialized skills, robust project management, and executive oversight in order to be successful. The odds are against most organizations that attempt to run IT systems, applications or major projects inhouse with minimal funding and resources.*

## Top Causes of IT System Downtime

Human Error  
**Cyber Attack**  
Equipment Failure  
Software Failure  
Natural Disasters  
Power Surge  
User Surge

## TOP 5 CYBER & COMPLIANCE CHALLENGES

1. Balancing budgets and managing cost increases
2. Volume of threat, attacks, and regulatory change
3. Driving demonstrable culture change
4. Increased personal liability on employees, executives
5. Addressing change fatigue impacting organizations

*Thomson Reuters, 2020, Victory Insights, 2021*

# Internal Gaps That Prevent Value & ROI

## Goals & Objectives:

- Business, IT, Security goals and objectives can be misaligned or not understood across various business units or functions.
- Business and IT initiatives, projects, and spending priorities might be misaligned or not understood across the organization.
- Business and IT projects might not have clear alignment to corporate goals and objectives.

## IT Program Staffing, Maturity:

- The current state of the IT and Security program maturity is understood at the leadership, management and employee levels of the organization.
- The IT, and Security team is staffed appropriately, and team effectiveness and capabilities are understood by the leadership and management teams.
- IT and Security system functionality is understood by the leadership team.







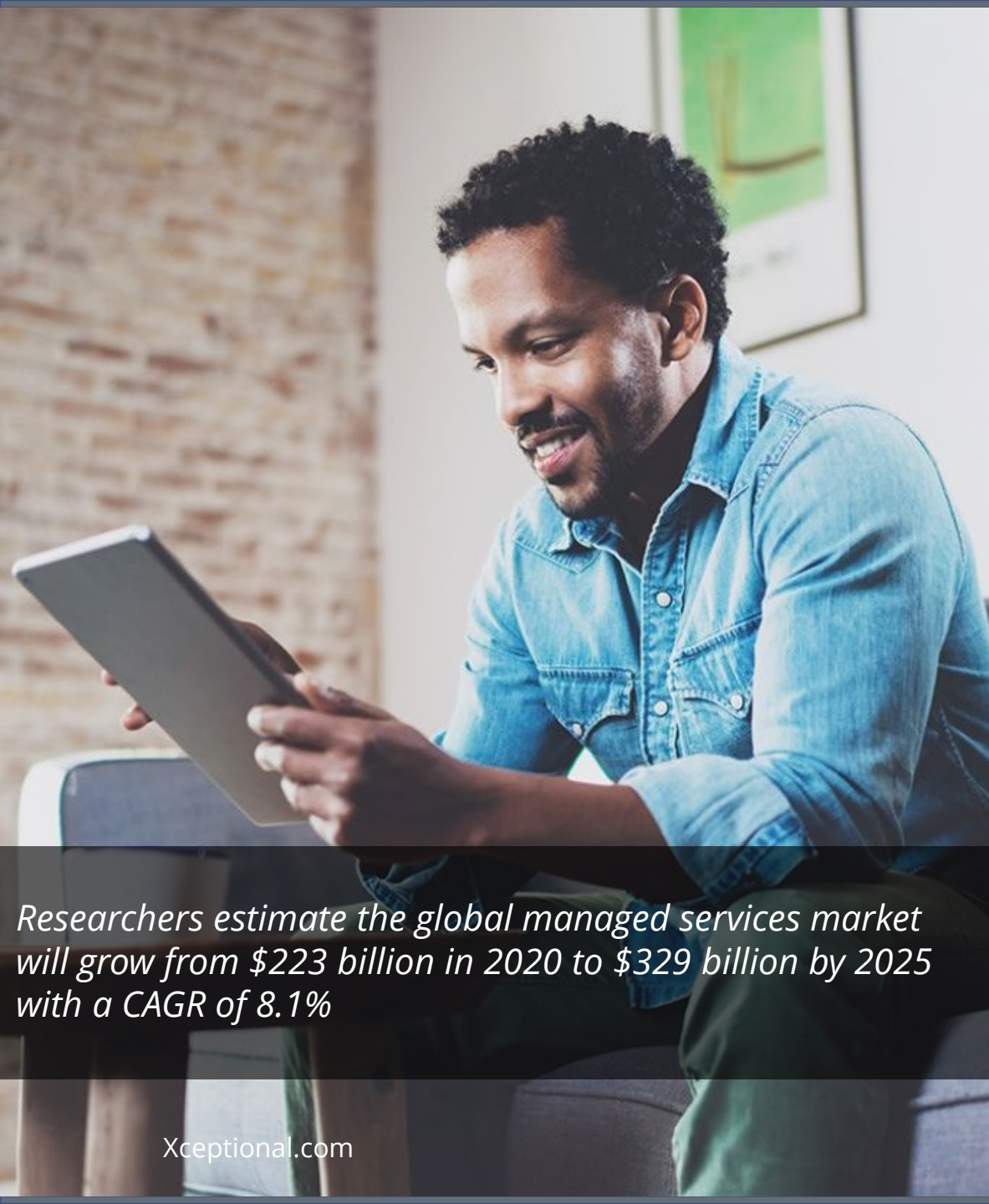
# Internal Gaps That Prevent Value & ROI

## Spend Alignment

- IT and Security investments and ongoing spending is aligned and supports business goals, objectives.
- IT and Security spending is within industry averages for your type and size of company.
- IT and Security investment and project return on investment is being tracked, measured and reviewed continuously.

## KPIs & Metrics

- IT and Security initiatives, projects, activities have specific KPIs, Metrics, defined.
- KPIs, Metrics for IT and Security initiatives and projects are being tracked, measured, reviewed continuously.
- Vendors, Partners, Suppliers of IT and Security solutions and services are reviewed, assessed and ranked in terms of the value they provide to the business.



*Researchers estimate the global managed services market will grow from \$223 billion in 2020 to \$329 billion by 2025 with a CAGR of 8.1%*

## MSP/MSSP Market Research: “The Good”

Initial cost savings  
and program &  
posture  
acceleration vs  
building internally

Greater visibility  
into issues, risks,  
threats, and  
attacks

Accelerated ability  
to detect and  
respond to  
customer,  
employee  
requests, threats  
or attacks

Increased internal  
IT, system,  
application,  
security and  
compliance  
knowledge, skills,  
and capabilities  
via MSP/MSSP

Reduction of cost  
and time  
associated with  
performing  
Hardware,  
Software,  
updates,  
maintenance

Increased  
employee  
productivity and  
effectiveness due  
to new resource  
focus, reallocation





# MSP/MSSP Market Trends

55% of MSPs Report that Most or All of their Clients Are Asking for **Security Services**

“Meeting **Security Risks**” is the Top Need of MSP Clients

The Managed Security market is projected to grow to \$50 Billion by 2023

Research shows that 83% of security teams experience “alert fatigue” and 88% have SIEM challenges

In 2020 32% of organizations **increased** their use of **outside service providers**

75% of MSPs report their clients struggle with **regulatory compliance**

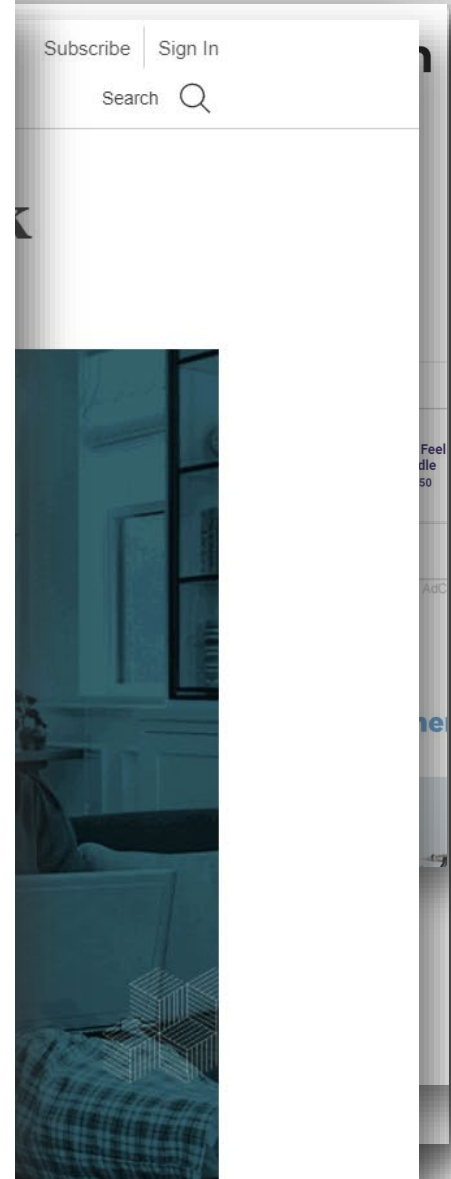




## Scripps Health Ransomware Attack Cost Increases to Almost \$113 Million

POSTED BY HIPAA JOURNAL ON AUG 18, 2021

Ransomware attacks on hospitals can cause huge financial losses, as the Ryuk ransomware attack on Universal Health Services showed. UHS is one of the largest healthcare providers in the United States, and operates 26 acute care hospitals, 330 behavioral health facilities, and 41 outpatient facilities. UHS said in March 2021 that the September 2020 ransomware attack resulted in \$67 million in pre-tax losses due to the cost of remediation, loss of acute care services, and other expenses incurred due to the attack. While the losses suffered by UHS were significant, the ransomware attack on Scripps Health has proven to be far more expensive. Scripps Health is a California-based nonprofit operator of 5 hospitals and 19 outpatient facilities in the state. In the May 2021 ransomware attack, Scripps Health lost access to information systems at two of its hospitals, staff couldn't access the electronic medical record system, and its offsite backup servers were also affected. Without access to critical IT systems, Scripps Health was forced to re-route stroke and heart attack patients from four...



SHARE



# Top Industries Under Attack & Breached 2021

\*Verizon 2021 Data Breach Investigations Report

Incidents	Total	Small (1-1,000)	Large (1,000+)	Unknown
Total	29,207	1,037	819	27,351
Accommodation (72)	69	4	7	58
Administrative (56)	353	8	10	335
Agriculture (11)	31	1	0	30
Construction (23)	57	3	3	51
5 Education (61)	1,332	22	19	1,291
1 Entertainment (71)	7,065	6	1	7,058
7 Finance (52)	721	32	34	655
8 Healthcare (62)	655	45	31	579
3 Information (51)	2,935	44	27	2,864
Management (55)	8	0	0	8
9 Manufacturing (31-33)	585	20	35	530
10 Mining (21)	498	3	5	490
Other Services (81)	194	3	2	189
4 Professional (54)	1,892	793	516	583
2 Public (92)	3,236	22	65	3,149
Real Estate (53)	100	5	3	92
6 Retail (44-45)	725	12	27	686
Wholesale Trade (42)	80	4	10	66
Transportation (48-49)	212	4	17	191
Utilities (22)	48	1	2	45
Unknown	8,411	5	5	8,401
Total	29,207	1,037	819	27,351

Incidents	Breaches	Total	Small (1-1,000)	Large (1,000+)	Unknown
Total		5,258	263	307	4,688
Accommodation (72)		40	4	7	29
Administrative (56)		19	6	7	6
Agriculture (11)		16	1	0	15
Construction (23)		30	3	2	25
6 Education (61)		344	17	13	314
10 Entertainment (71)		109	6	1	102
4 Finance (52)		467	26	14	427
3 Healthcare (62)		472	32	19	421
5 Information (51)		381	35	21	325
Management (55)		1	0	0	1
8 Manufacturing (31-33)		270	13	27	230
7 Mining (21)		335	2	3	330
Other Services (81)		67	3	0	64
2 Professional (54)		630	76	121	433
1 Public (92)		885	13	30	842
Real Estate (53)		44	5	3	36
9 Retail (44-45)		165	10	19	136
Wholesale Trade (42)		28	4	7	17
Transportation (48-49)		67	3	8	56
Utilities (22)		20	1	2	17
Unknown		868	3	3	862
Total		5,258	263	307	4,688



# Common Regulations & Compliance Frameworks

**HIPAA:** *Health Insurance Portability and Accountability Act was passed by Congress in 1996. HIPAA reduces health care fraud and abuse, mandates industry-wide standards for health care information on electronic billing and other processes; and requires the protection and confidential handling of protected health information.*

**GDPR:** *The General Data Protection Regulation 2016/679 is a regulation in EU law on data protection and privacy in the EU and European Economic Area. It also addresses the transfer of personal data outside the EU and EEA areas.*

**PCI:** *Any organization receiving payments via credit cards from patients will need to comply with the payment card industry data security standard.*

**PII:** *State regulations like NY DFS Regulation, California Consumer Privacy Act (CCPA) and others are driving strict disclosure and protection regulations on consumer personal and private information such as name, address, telephone number, email, et.*

**NIST:** *Any entity that is exchanging information with state and local government, federal agencies, higher education entities or that is supplying goods or services to these entities may be expected to adhere with one or multiple sections of the National Institute of Standards and Technology (NIST) framework.*

# Impact of Compliance Demands & Regulatory Actions on Business

**SMBs pay \$11,700 per year, per employee on average in regulatory costs.**

**The costs of regulation on businesses with less than 50 FTEs are nearly 20% higher than larger companies.**

**The costs of federal regulations on SMBs is estimated to total over \$40B annually.**

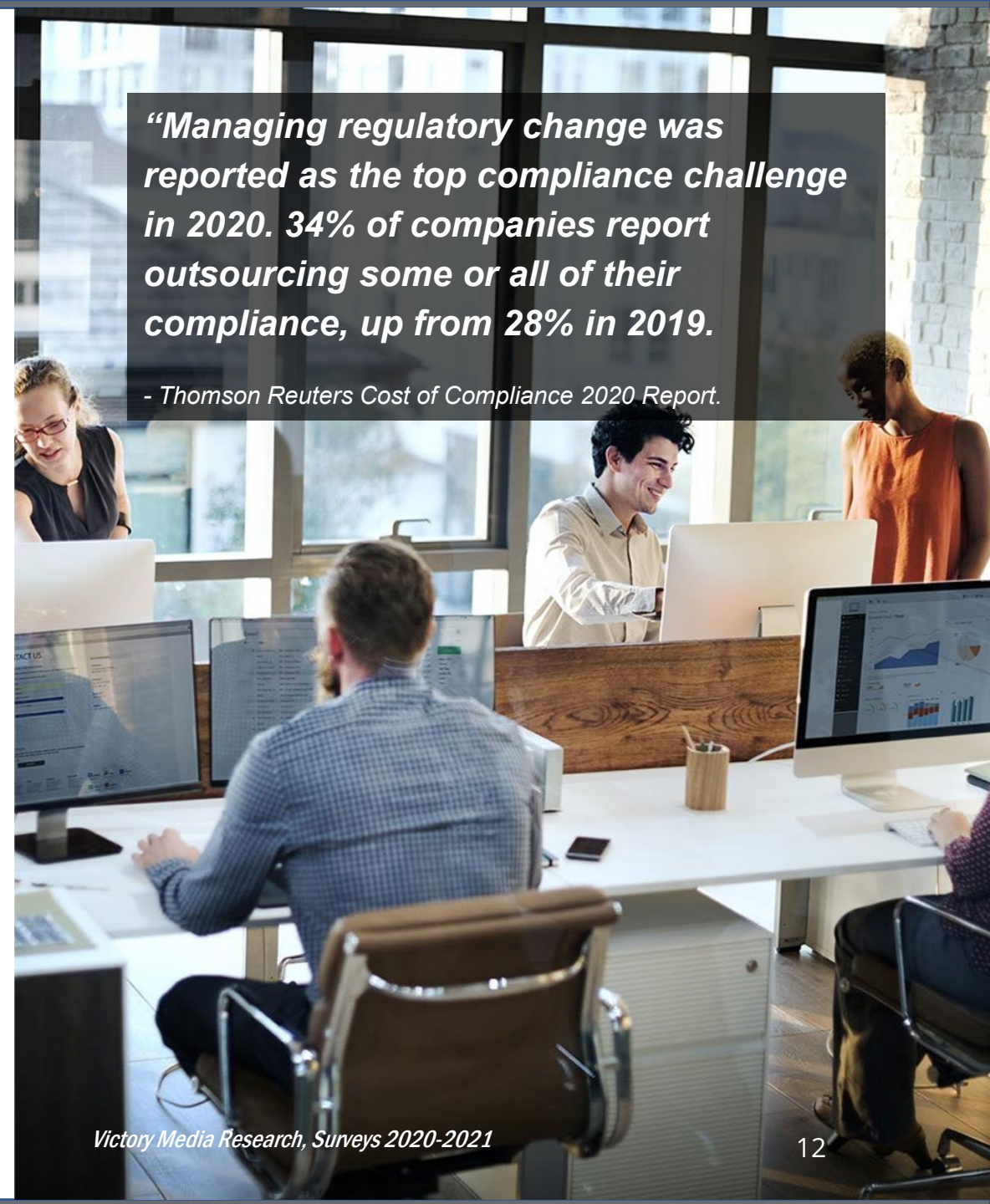
**73% of firms believe regulatory changes will increase the personal liability of senior managers.**

**More than 67% of organizations expect regulatory compliance costs to increase over the next 12 months.**

**California is the most regulated state, with 395,608 restrictions; Idaho is the least regulated, with 38,961 regulatory restrictions.**

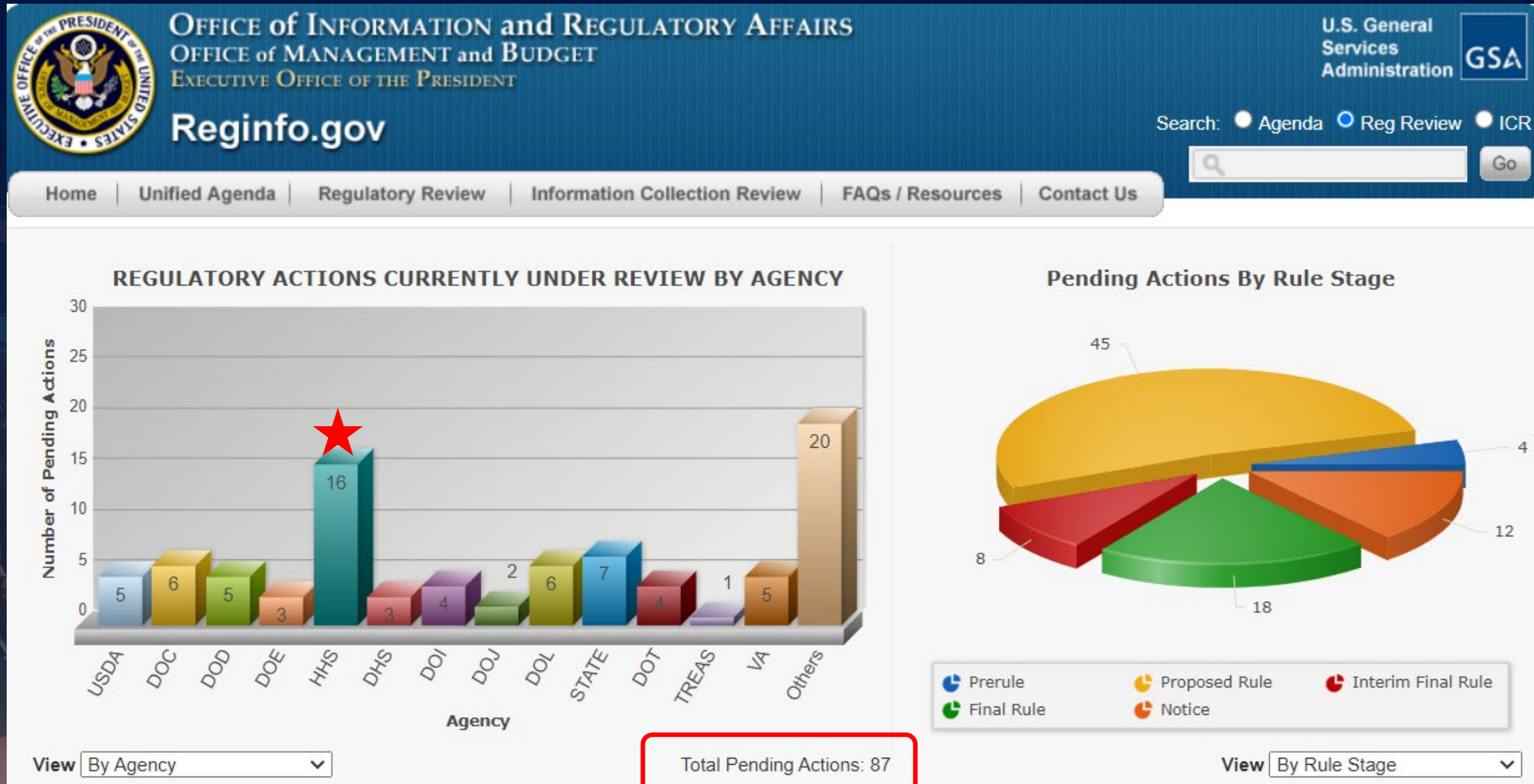
***“Managing regulatory change was reported as the top compliance challenge in 2020. 34% of companies report outsourcing some or all of their compliance, up from 28% in 2019.***

*- Thomson Reuters Cost of Compliance 2020 Report.*





# The Rate of Regulatory Compliance Change: Reginfo.gov



September, 2021

# How Customers Define Proactive & Superior IT/MSP Solutions



## KNOWLEDGEABLE

- Understanding and addressing the client's business requirements, needs, expectations.
- Understanding and addressing any security, privacy, compliance requirements.
- Modifying alerts and communications taking into consideration their IT systems, environment and business operations.

## PROACTIVE

- Inquiring about the clients needs, requirements, expectations.
- Documenting and verifying these back to the customer to ensure alignment.
- Reaching out to schedule conversations, updates, and to review trends, risks, and to discuss how to add more value to the client. Ensure delivery is proactively communicating, providing updates.

## RESPONSIVE

- Ensuring emails, support tickets, general requests are being responded to even if a partial or answer is provided.
- Documenting and reviewing service and solution enhancement requests or tickets in recurring meetings providing visibility into how the client's needs and requests are being addressed.

## COMMITTED

- Establishing goals, objectives, activities, KPIs, and metrics for the relationship that deliver value.
- Establish reporting communication, and recurring meetings to discuss topics that are valuable to the client and consistently track and report on the value and impact the service is providing.
- Being flexible and creative in terms of pricing, terms, conditions, support.

*Xceptional Networks, Victory Media Research 2020 - 2021*



# Moving From Reactive to Proactive



## TRENDS TO RECOGNIZE

- IT Project Failure Rates Are High For a Reason – These Projects Are Complex
- Hacking the Human Works - Phishing & Social Engineering Attacks, Losses Are Growing YOY
- Ransomware & Malware Attacks Are Ongoing, Automated 24/7/365
- Once Breached, Infected, Attacks Increase; No One is Too Small For Criminals, Hackers To Attack
- Regulations Will Continue to Change, Increase

## HOW TO BEGIN

- The 4 Ps: People, Program, Patching, Passwords
- Identify Crown Jewels
- Educate Employees
- Understand Your Maturity, Risks, Vulnerabilities
- Discover Your Assets, Who Has Access to Your Systems
- Patch, Update Systems, Applications, Websites
- Harden & Monitor Systems, Applications, Websites

## EVOLVE THE PROGRAM

- People (Train, Educate, Phish, Incentivize)
- Data (Privacy, Encrypt Customer, Business Info)
- Platforms, Systems (Scan, Patch, Update, Remediate)
- Brand, Enterprise (Pen Test, Risk Assessment, Remediation, Logging, Monitoring, Alerting, Incident Response, Password & Vulnerability Management)
- Partners, Vendors (Assessment, Score Card, Rank, Remediate)

## FIND A TRUSTED PARTNER

- Network Operations, Helpdesk, Device Monitoring
- End Point Detection & Response (Anti-Malware, Anti-Ransomware)
- Managed Threat Detection, Alerting, & Response (SIEM, SOC)
- Security and Risk Assessments
- Security as a Service
- Compliance as a Service





# Obstacles to Overcome

**RESOURCES:**  
Limited or lack of expert resources to develop and implement these plans.

**TECH DEBT:**  
Older technology that is outdated and potentially fragile or unstable.

**FUNDING:**  
Lack of visibility into, or lack of access to capital required for this type of change.

**PRIORITIES:**  
Too many competing priorities and not enough understanding of the value.

**RISK / REWARD:**  
Lack of insight into the risks associated with not doing this vs the business value.

**ROADMAP:**  
Understanding where, how to begin AND when the effort will be completed.



# IT/MSP/MSSP Value Evaluation & Acceleration Checklist

**Do we know if our MSP/MSSP understands our short-mid-long-term goals, objectives, priorities?**

**Do we know where and how our IT/MSP/MSSP investments are adding value to the organization?**

**Do we know how IT/MSP/MSSP/Internal teams are performing against KPIs, metrics, expectations, outcomes?**

**Do we know how to leverage our MSP/MSSP to accelerate our program and team effectiveness, or to create business value and reduce, or eliminate risk?**

**Do we create dashboards, reports, or summaries, and communicate the value of IT/MSP/MSSP investments in terms that the business understands?**

# How We Help – Accelerate Value & ROI

Architecture, Design, Implementation, Run, Manage, Maintain



## ceptional CARE

- Remote and Onsite Managed Services Support
- 24 x 7 Monitoring and Management of Desktop, Network, Phones, and Applications
- Multiple Support Levels to Fit Your Business, Budget
- Virtual CIO: Quarterly Technology Reviews and Reporting. Includes Strategic IT Planning, Updates to Plans, Standards, Maintenance, and Support Levels

## ceptional CONNECT

- Design, Deployment, and Management of Telepresence and Video Solutions
- Voice, Video, and Web-based Conferencing
- Real Time Communications on all Devices
- Cloud, Onsite, and Hybrid Communications Solutions

## ceptional CLOUD

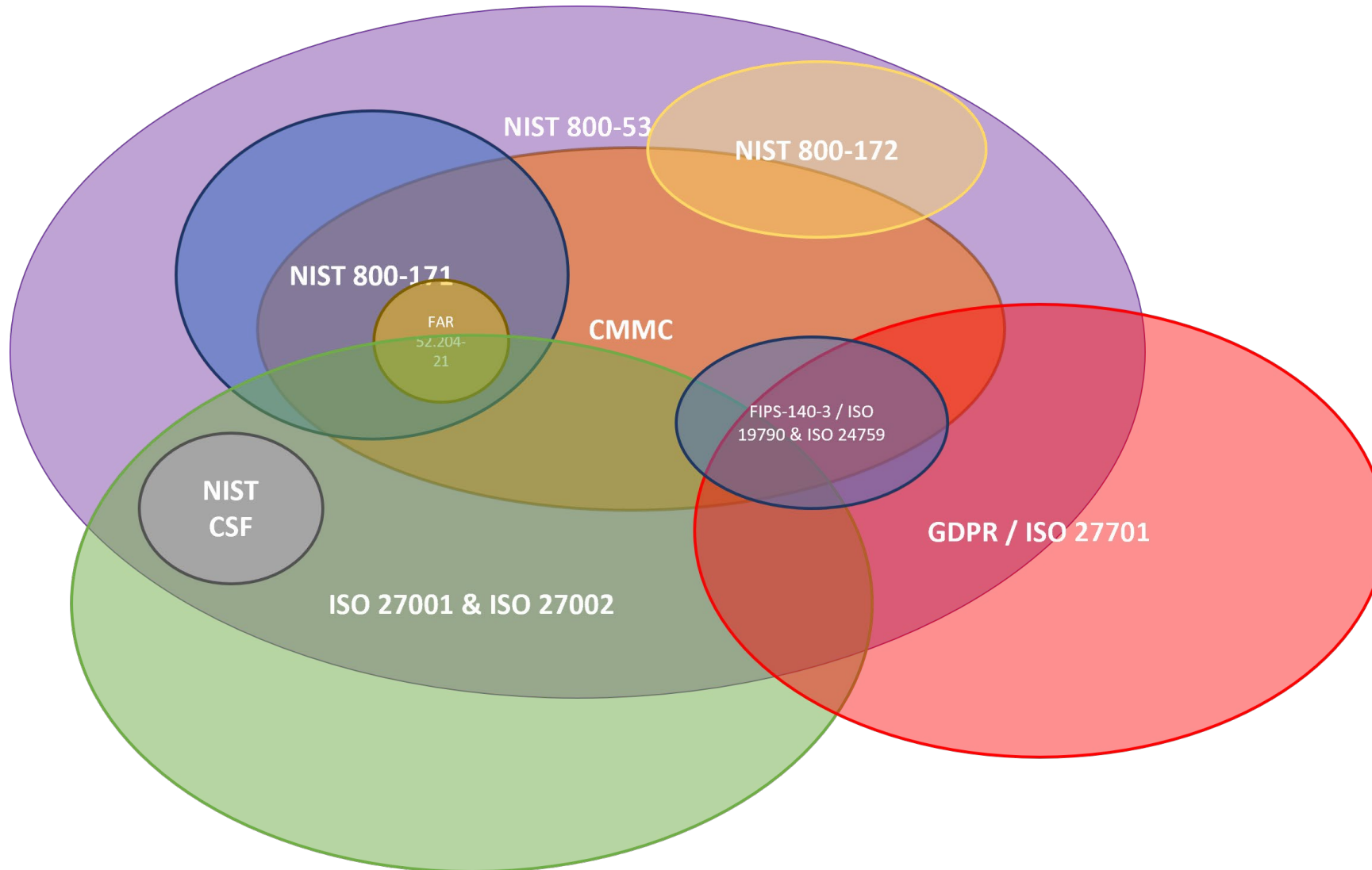
- Strategic enterprise-class Data Center and Hosting Services. IT Software, Services, Applications, Email, and Network Solutions (Hosting, IaaS)
- Storage Solutions
- Backup & Recovery Solutions (BaaS)
- Compliance as a Service Solutions (CaaS)
- Virtualization

## ceptional NETWORKS

- Networking Solutions Driving Technology and Business Operations
- Routers/Switches
- Wireless Mobility Solutions
- Security Solutions and Security as a Service
- WAN Optimization



# Federal Compliance Frameworks



- **Compliance is complex and can be costly.**
- **Very few companies have the time, resources to manage the process.**
- **Leverage Xceptional and Cisco to help reduce compliance complexity and improve your compliance readiness.**
- **Cisco's Best in Class Technologies Supported by an Award-Winning & Innovative MSP & IT Integration Company.**

# Cisco = Addressing Compliance Requirements (CMMC, NIST, HIPAA & Others)

Compliance Function or Control Area	Identity Services Engine (ISE)	Duo Adaptive MFA	TrustSec	Any Connect VPN	Umbrella DNS	Stealth-watch	Cyber Vision	Fire Power	Advanced Malware Protection (AMP)	Tetration	Meraki	Cisco SecureX and Threat Response	Talos Incident Response	Cisco Services
Access Control (AC)														
Identification and Authentication (IA)														
Audit and Accountability (AU)														
Risk Management (RM)														
Configuration Management (CM)														
Incident Response (IR)														
System and Communication Protection (SC)														
Security Assessment (CA)														
System and Info. Integrity (SI)														
Situational Awareness (SA)														
Asset Management (AM)														
Maintenance (MA)														
Media Protection (MP)														
Recovery (RE)														
Awareness and Training (AT)														
Personal Security (PS)														
Physical Protection (PE)														
Non-technical Cyber Capability														
Non-technical Cyber Capability														

# Cisco Zero Trust Technology Portfolio

Proactive IT & Security Solutions to Evolve and Improve Cyber Hygiene and Program Maturity



Product	Capability	Program Maturity				
		Basic	Intermediate	Good	Proactive	Advanced
1	2	3	4	5		
ESA/WSA	Advanced threat protection capabilities to detect, block and remediate threats					
Umbrella	Advanced defense and intelligence against threats					
Duo	Establish user trust w/multi-factor auth, SSO for SaaS and device visibility					
Cyber Vision	Threat detection/intelligence for cyber threats in the industrial networks					
AnyConnect	Remote access to network with visibility and posture compliance via agent					
SDA/ISE/TrustSec	Wired, wireless, VPN access policy with network segmentation					
Tetration	Threat detection/intelligence for threats in the private/hybrid clouds					
AMP/Threat Grid	Threat detection/intelligence with host visibility and remediation					
Stealthwatch	Threat detection with internal network and cloud visibility via flow sensors					
Threat Response	Threat visibility and rapid containment with intel-driven incident response					
Firepower	Network access, segmentation and threat detection with in-line insertions					



# Introducing: Compliance Manager

*Since 2007 Xceptional has built a reputation as a collaborative, innovative, and proactive Managed IT Services Provider that delivers superior IT, security, and compliance solutions, helping customers to achieve positive business outcomes.*

**Xceptional's Compliance Manager is a compliance-as-a-service solution that provides quarterly scanning and reporting for various regulations and compliance frameworks such as CMMC, NIST CSF, HIPPA, GDPR, ISO 27001, and Cyber Insurance.**

The Compliance Manager solution can be customized to address your unique cybersecurity and compliance requirements, and includes:

- ✓ Annual Subscription
- ✓ Compliance Manager Software Module *(by regulation licensed)*
- ✓ One-time set up support
- ✓ Quarterly Scans
- ✓ Assessment Report
- ✓ 1 Hour Report Review/Recommendations Session
- ✓ Policies, Procedures, Evidence of Compliance Documents *(by regulation licensed)*
- ✓ Additional Supporting Documents and Worksheets

*"Xceptional's 'hands-on' approach is ideal for a business with limited or no in-house IT expertise."*

- Julie Barnes, Partner at Jones Barnes LLC

***Xceptional Compliance Manager also tracks the implementation of remediation activities and corrective actions, documenting compliance improvements and adherence.***

***This proactive compliance program reduces the risk, cost, and time associated with regulatory compliance management and provides valuable support during the audit process.***

# Xceptional Compliance Manager: What's Included



## Cyber Insurance:

- ✓ Compliance Manager One-time Set Up
- ✓ Annual Subscription
- ✓ Cyber Insurance Compliance Manager Software
- ✓ Quarterly Scans
- ✓ Assessment Report Delivery
- ✓ 1 Hour Report Review/Recommendations Session

## **Reports & Assets Included:**

- ✓ Cyber Risk Analysis
- ✓ Cyber Risk Management Plan
- ✓ External Vulnerability Scan Detail by Issue Report
- ✓ Network Assessment Full Detail Report
- ✓ Compensating Control Worksheet
- ✓ Personal Data File Scan Report
- ✓ Response Verification Reports
- ✓ Additional Supporting Documents & Worksheets

## GDPR:

- ✓ Compliance Manager GDPR One-time Set Up
- ✓ Annual Subscription
- ✓ GDPR Compliance Manager Software
- ✓ Quarterly Scans
- ✓ Assessment Report Delivery
- ✓ 1 Hour Report Review/Recommendations Session

## **Reports & Assets Included:**

- ✓ GDPR Compliance Checklist
- ✓ ISO 27001-213 Auditor Checklist
- ✓ EU GDPR Policies and Procedures
- ✓ ISO 27001 Policies and Procedures
- ✓ Risk Treatment Plan
- ✓ Data Protection Impact Assessment
- ✓ GDPR Evidence of Compliance
- ✓ Additional Supporting Documents & Reports

## NIST CSF:

- ✓ Compliance Manager NIST CSF One-time Set Up
- ✓ Annual Subscription.
- ✓ NIST CSF Compliance Manager Software
- ✓ Quarterly Scans
- ✓ Assessment Report Delivery
- ✓ 1 Hour Report Review/Recommendations Session

## **Reports & Assets Included:**

- ✓ NIST Auditor Checklist
- ✓ NIST Risk Treatment Plan
- ✓ NIST Risk Analysis
- ✓ Evidence of NIST Compliance
- ✓ NIST Policies and Procedures
- ✓ Additional Supporting Documents & Worksheets

## HIPAA:

- ✓ Compliance Manager HIPAA One-time Set Up
- ✓ Annual Subscription
- ✓ HIPAA Compliance Manager Software
- ✓ Quarterly Scans
- ✓ Assessment Report Delivery
- ✓ 1 Hour Report Review/Recommendations Session

## **Reports & Assets Included:**

- ✓ HIPAA Privacy Rule Worksheet
- ✓ HIPAA Breach Notification Rule Worksheet
- ✓ HIPAA Auditor Checklist
- ✓ HIPAA Policies and Procedures
- ✓ HIPAA Management Plan
- ✓ HIPAA Risk Analysis
- ✓ HIPAA Evidence of Compliance
- ✓ HIPAA Risk Analysis Update
- ✓ HIPAA Change Summary Report
- ✓ HIPAA Risk Management Plan Update
- ✓ HIPAA External Vulnerability Scan Detail
- ✓ Additional Supporting Documents & Worksheets

## CMMC:

- ✓ Compliance Manager CMMC One-time Set Up
- ✓ Annual Subscription
- ✓ CMMC Compliance Manager Software
- ✓ Quarterly Scans
- ✓ Assessment Report Delivery
- ✓ 1 Hour Report Review/Recommendations Session

## **Reports & Assets Included:**

- ✓ NIST 800-171 DoD Assessment
- ✓ Score Report
- ✓ System Security Plan (SSP)
- ✓ Plan of Action and Milestones (POA&M)
- ✓ NIST 800-171 Scoring Supplement Worksheet
- ✓ CMMC Assessor Checklist
- ✓ CMMC Risk Treatment Plan
- ✓ CMMC Risk Analysis
- ✓ CMMC Evidence of Compliance
- ✓ Additional Supporting Documents & Worksheets

*A sample list of regulations and compliance frameworks that can be included within your Compliance Manager managed services deployment, followed by a summary of what is included within each subscription.*

*\*Subscriptions can be purchased ala carte or bundled with another Xceptional Care managed services or Security-as-a-Service solutions.*



## Wrap Up



Most executives we speak to are seeking ways to reduce IT, security, and compliance risks and costs – but based on the glut of IT and security solutions and vendors in the market, they are trying to figure out who they can trust to help.

*The amount of time, energy, effort, and resources required to keep IT systems and back-office applications updated, patched, secured, and sensitive data protected and aligned to current business goals, and objectives is significant!*

*But you are not alone.*

**As a leading, award winning provider of Managed IT Services, Networking, and Security Solutions, Xceptional is committed to helping customers reduce risks and align their IT systems and applications to address regulatory compliance. We work collaboratively with clients to deploy effective and efficient IT solutions that support the current needs of their business, employees, and customers!**

*Embrace the Xceptional experience and [visit our website](#) or [contact us](#) today!*







**Thank You!**

Visit our [resources page](#) to access more webinars, panels, eBooks and best practices for [National Cybersecurity Awareness Month!](#)

Request a [complimentary network](#) or [security assessment](#) email us at [info@xceptional.com](mailto:info@xceptional.com)

**xceptional.com | 858-225-6230**