

## IT Security Spending: How much is enough and why?

### Third Defense Offers:

- Expert sales training & support
- Post sales support
- Sales collateral & marketing campaigns
- Lead generation

Third Defense was named one of the top 5 innovators in the IT security industry by SC Magazine at their 2009 Security Innovators Throwdown.

“Our prioritization process reduced from weeks to hours. We now have compelling visuals always ready for approval and to show regulators.”  
- CISO, Top 10 US Financial Services Firm

## The Problem

All CISO's prioritize risks and spending. Some have formal processes while others rely on reactive drivers like compliance or incidents. Currently, no mature tools exist to help CISO's with this process. Most organizations resort to custom spreadsheets and presentations requiring significant time investments from their most senior professionals.

## The Solution

Third Defense Risk Communicator is a Software as a Service web application designed to streamline prioritizing risks and justifying security investments. Risk Communicator provides a refined interface with visual outputs worthy and ready to support executive decisions.

Third Defense is seeking experienced, customer focused partners to sell Risk Communicator and packaged service engagements. Partners can expect superior pre and post sales support from Third Defense, as well as sales collateral and campaigns.

## Product Structures

### Resale Agreement

Sell Risk Communicator as a yearly subscription to IT Security organizations. Partners will receive competitive points for selling Risk Communicator annual subscriptions.

### Single-Use Service Engagements

Package a single-use Risk Communicator license around a 1-3 week service engagement. Third Defense will help partners customize service engagements around IT Security Portfolio Prioritization and IT Security Risk Management.

### Partner Benefits

- Reoccurring revenue from annual subscription sales.
- Initial and follow-on Service Engagements.
- Deepened relationships with customers. A key output from Risk Communicator is the annual IT security investment roadmap.

### Customer Benefits

- Reduced Budget Preparation Time: guaranteed ROI delivered through time savings.
- Compelling Visuals: enable the CISO to communicate the executive message of security investments.
- Business Driven Decisions: clearly show Auditors and Stakeholders how risk acceptance and investments are made in context of the business.

## Service Offerings (1-3 week engagements)

### IT Security Portfolio Prioritization

Help your customer improve their IT Security budgeting process leveraging Third Defense Risk Communicator. Consultants will guide the customer through Risk Based Budgeting and help the customer improve their decision making process and security roadmap.

### IT Security Risk Management

Help your customer document and prioritize their IT Security risks leveraging Third Defense Risk Communicator. Consultants will work with the customer to gather data on their risks and then guide them through risk prioritization and mitigation selection. Customers will emerge with vastly improved risk assessment and prioritization processes.