



## Managed Security Service Provider Program

This program is suited for System Integrators and Service Providers and is designed to help grow their cybersecurity business with minimum effort. By bundling our services in combination with their own portfolio of enterprise security offerings, they can extend the overall business value and accelerate the ability to be market leaders and game changers in the developing field of security.

Baffin Bay Networks offer MSSP partners the opportunity to create customized offerings, leveraging existing managed services expertise with

our Threat Protection cloud services. We provide a fast entry into the full stack threat protection market, without heavy up-front investments.

Customers get instant access to our easy-to-use portal, Riverview, where they will have full insight and visibility into their services, traffic and threats. We offer the Riverview customer portal with customizable branding (white labeling), themes and end-customer dashboards to seamlessly integrate with your company's branded portfolio.

## Why Partner with Baffin Bay Networks?

Enterprise customers continue to invest in security because reducing risk is a top priority. The complexity of the necessary tools and scarcity of competence drives a demand for managed solutions and complementary resources from trusted partners. The business model with incremental investments,

unpredictable life cycle costs and implementation cycles is changing to flexible and consumption based security services. Customers are looking for security innovators who can offer more than point product detection and incident response, which are simply no longer enough when it comes to today's cyberattacks.



- Grow your business into the fast-growing cloud delivered security segment
- Differentiate by combining your competence and security offerings with a threat protection service
- Predictable high margins without major investment in training or products.
- No TCO concerns, investments cycles, support contracts or consultant costs
- You are in control. Our MSSP partners can independently activate and manage customers via the Riverview portal
- Access to a full production test environment with all services available via the Riverview portal.
- Possibility to provide live demonstrations and offer your customers Proof of Concept test
- 24x7 operations and support center
- Priority access to product announcements, promotions, and technical training
- Expert pre-sales and design support
- Access to qualified leads

## Partner Requirements

We expect partners to:

- Have a recognized security competence
- Be complementary in product and service portfolio
- Have established sales coverage for their target territory
- Be forward looking and prioritize Security-as-a-Service business
- Drive market activities to promote brand and lead generation
- Be prepared to develop a joint Go-To-Market Plan with a mutual revenue expectation

## Interested in becoming a partner?

Reach out to us! Specify your field of industry and include a short message about your organization and why you would like to partner with Baffin Bay Networks. Our partner team will contact you for next steps, including an invitation for a follow-up discussion. Contact us at [partners@baffinbaynetworks.com](mailto:partners@baffinbaynetworks.com)