How to Package and Price CyberQP for SMBs

CyberQP

It can be challenging to prove the value of Privileged Access Management (PAM) solutions to decision makers at small and medium-sized businesses (SMBs). While PAM solutions add crucial layers of security to the data that needs it most, these rings of security are often invisible to end users, and difficult for them to visualize.

CyberQP empowers Managed Service Providers (MSPs) to complete their cybersecurity packages with PAM solutions that protect their servers and sensitive data. By implementing regular rotation of privileged credentials, you can offer an extra layer of security against threat actors targeting critical accounts. CyberQP allows MSPs and SMBs alike to achieve robust visibility into account creation, unusual access attempts, password changes, and audit logs for all privileged credentials.

To make it easy for your team to sell and market your Privileged Access Management and Self-Service Password Reset products to your clients, the CyberQP team sat down with our Partners to talk about the methods they use to integrate CyberQP into their managed products and services, and offer their products to their clients.



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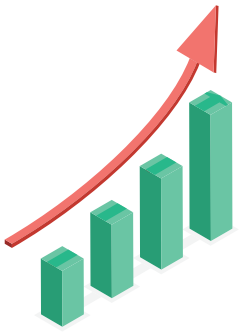
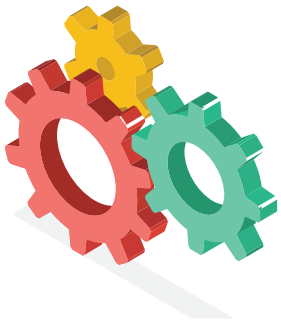


Upsell Clients on CyberQP

Our partners frequently upsell clients on the CyberQP product suite, which is often integrated with one of their pre-existing cybersecurity packages.

This strategy enables Partners to see a return on their investment and streamline their technicians' workflow with automated password rotations.

Our partners often describe CyberQP as a product that completes their cybersecurity suite by offering high-level account rotation for Microsoft credentials.



Integrate CyberQP Into Your Managed Security Package

Many of our partners fold CyberQP into their existing cybersecurity offering without upselling to their SMB clients.

This strategy is designed to help MSPs accelerate implementation and automate password rotation immediately, and it enables Partners to:

- Gain easy end user adoption
- And immediately protect clients from hackers targeting privileged accounts and data.

CyberQP Partners have a solution that enables them to demonstrate value to the majority of SMBs, who use Microsoft products.



Sell CyberQP as a Standalone Product

Q Desk can be sold as a self-service password reset product. You can offer a solution to help end users unlock accounts, reset passwords, and recover accounts with expired credentials to get back online faster.

Partners can sell Q Guard as a standalone account monitoring and management solution. This offering would give SMBs crucial layers of security with high level account monitoring, rotation and eventually no-standing privileged accounts.

For more information and resources on how you can sell and market CyberQP to your end users, please reach out to your Account Manager or to Jared Venson, your CyberQP Partner Marketing Manager at jCyberQP.com