

CTAP Playbook

Using Security Healthchecks To Shorten The Sales Cycle

FORTINET[®]



Contents

Introduction

CTAP Sales Assets

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Introduction

What is CTAP?

The Cyber Threat Assessment Program (CTAP) is designed to help you during greenfield and renewal opportunities to convert prospects and expand your business by giving customers an in-depth view of the current state of their network in 3 key areas:

- Security
- Productivity
- Utilisation

When should I use it?

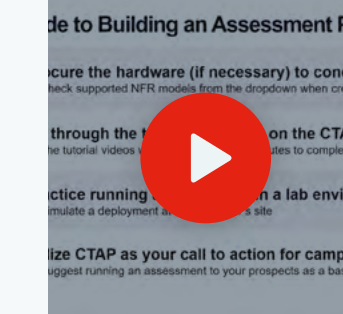
There are four key times to put CTAP into play with your prospects and customers:

- **Land** Use it as a pre-sales tool to generate interest and begin an impactful dialog with prospects
- **Compete** Use assessments as a displacement tool to highlight areas where an incumbent is ineffective
- **Renew** Use an assessment to substantiate the need for additional features or FortiGuard services
- **Expand** Expand your account footprint and cross-sell more Security Fabric solutions

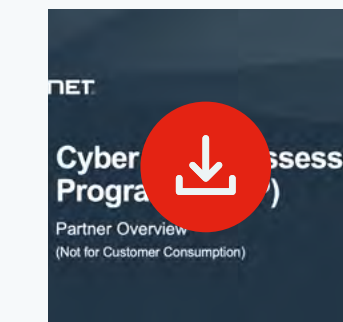
How does it work?

After deploying a FortiGate to monitor your prospect's network for a short period of time, a report is generated that provides visibility into their network risks, the impact it can have on their organisation and a sense of urgency to address these. This allows you to position a clear path forward that will quickly gain buy-in from key technical and business decision makers.

Videos & Downloads

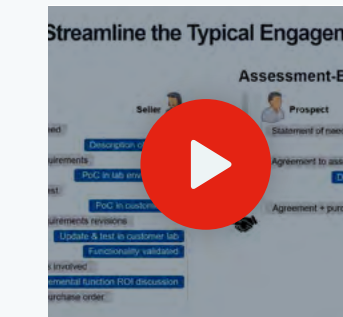


CTAP Overview Partner Video



CTAP Partner Guide

Presentation: Fully understand how CTAP works, the benefits, the lifecycle, objection handling and more...



CTAP Explainer Interview:

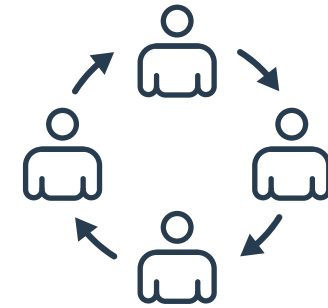
Mike Ryan, Fortinet Vendor Manager at Exclusive Networks explains how resellers can use CTAP to reduce sales cycles, land, compete, renew and expand opportunities as well as benefits for partners and customers.

What are the benefits?

CTAPs as part of your sales cycle can help you



Accelerate purchase decisions



Control and manage the sales conversation



Become a subject matter expert and trusted advisor



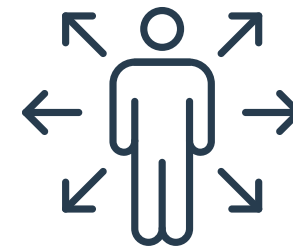
Increases your close rate to nearly 90%

The CTAP difference



Superior Visibility

Fortinet solutions are powered by content security and threat intelligence from FortiGuard Labs, who work constantly to identify emerging applications and protect enterprises against new threats.



Cross Selling Opportunities

The CTAP can uncover additional opportunities where the broad and integrated Security Fabric comes into play – analytics, sandboxing, and more.



Deployment Flexibility

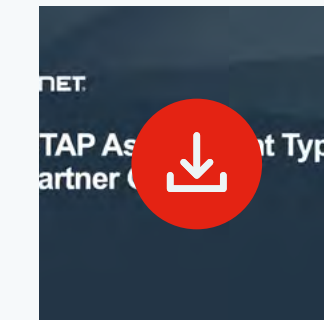
CTAPs allow multiple deployment options in order to minimise network disruption. This allows you flexibility to meet your customer needs while demonstrating real value to their organisation



Actionable Recommendations

Each assessment report includes a set of actionable recommendations that technical staff can use to refine their security and network utilisation.

Downloads



CTAP Assessment Types:

Find out more about the 3 different types of CTAP assessment available: NGFW, SD-WAN and email.

CTAPs for Next Generation Firewall

CTAP for NGFW will help you identify security risks and understand your prospect's network usage. You deploy a FortiGate inside your prospect's network, monitor traffic to generate a report with findings covering 3 sections: security, productivity and utilisation along with a set of actionable recommendations specific to their network. You can use this report to highlight the need to invest in security infrastructure to key decision makers.

Why run a CTAP for NGFW?

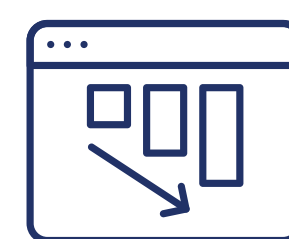
NGFW assessments provide a compelling method to displace your prospect's incumbent firewall vendor. Because it's typically deployed behind their existing firewall, any detected vulnerabilities/malware/botnets are bypassing their current security controls. Other advantages of NGFW assessments include:



Accelerates a purchase decision by demonstrating immediate value



Illustrates ineffectiveness of the incumbent vendor



Avoids pitfalls associated with lengthy proof of concepts

Customer Challenges?

60% of organisations had severe exploits in 2019. Most organisations lack the visibility and application awareness to properly protect themselves.

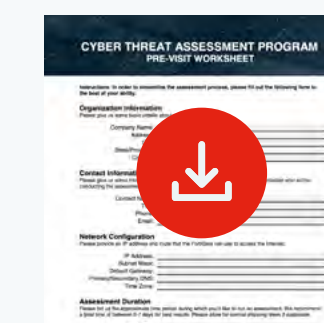
14 malware variants were detected on average per organisation in 2019. Many customers assume they are protected with existing security controls, but security effectiveness can vary dramatically from vendor to vendor.

87% of total traffic was encrypted at the start of 2019. This trend is set to continue with customers needing solutions to decrypt and inspect traffic in near real-time.

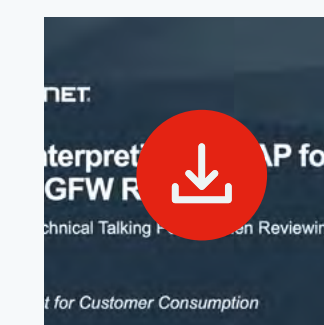
When to use?

NGFW assessments are most effective with key security decision makers, such as CISOs/security architects/security operations (enterprises) or IT managers (midsized businesses). In addition, they can be effective with purchasing stakeholders since they communicate the value of FortiGates in an easily consumable report.

Downloads



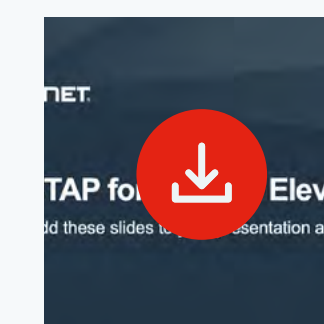
CTAP for NGFW:
Pre-Visit Worksheet



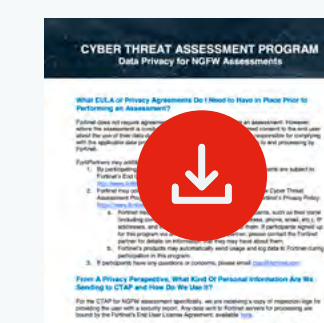
CTAP for NGFW:
Interpreting the Report



CTAP for NGFW:
Flyer



CTAP for NGFW:
Elevator Pitch



CTAP for NGFW:
Data Privacy



CTAP for NGFW:
Sample Report

CTAPs for SD-WAN

CTAP for SD-WAN will help you understand your prospect's router usage and identify potential security risks. You deploy a FortiGate inside your prospect's network (similar to traditional CTAP for NGFW), monitor traffic, and then generate a report with findings covering 3 sections: security, productivity, and utilisation along with a set of actionable recommendations specific to their network. You can use this report to highlight the need to invest in a branch network infrastructure to key decision makers.

Why run a CTAP for SD-WAN?

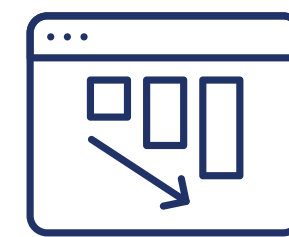
SD-WAN assessments provide a pathway to establishing a strong foothold within greenfield accounts. Many organisations are evaluating their enterprise branch architecture for cost effectiveness and Fortinet's Secure SD-WAN provides a compelling solution with integrated security, advanced SD-WAN core routing protocols, and exceptional management capabilities. Other advantages of NGFW assessments include:



Accelerates a purchase decision by demonstrating immediate value



Illustrates ineffectiveness of the incumbent routers/firewalls



Avoids pitfalls associated with lengthy proof of concepts

Customer Challenges?

#1 concern for cloud initiatives is WAN availability/reliability. Without consistent connectivity, cloud-based projects are on hold.

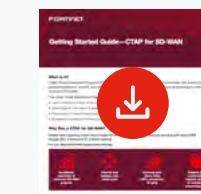
IDC expects the SD-WAN market to exceed **\$5.2 billion** by 2023. Many organisations are actively investigating how to move to less costly solutions for their bandwidth woes.

#1 challenge to deploying enterprise WAN infrastructures is security. Many vendors offer networking first, security second but Fortinet is adept at both.

When to use?

SD-WAN assessments are most effective with key networking decision makers, such as CIOs/VPs of Networking/network architects (enterprises) or IT managers (midsized businesses). In addition, they can be effective with purchasing stakeholders since they communicate the value of FortiGates in an easily consumable report.

Downloads



CTAP for SD-WAN:
Getting Started Guide



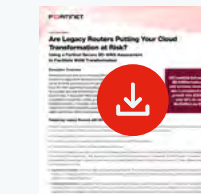
CTAP for SD-WAN:
Flyer



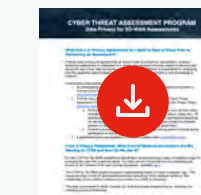
CTAP for SD-WAN:
Partner Flyer



CTAP for SD-WAN:
Flyer (Co-Brandable)



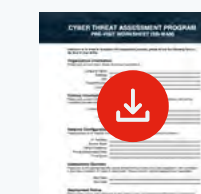
CTAP for SD-WAN:
Solution Brief



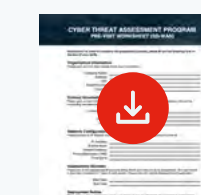
CTAP for SD-WAN:
Data Privacy



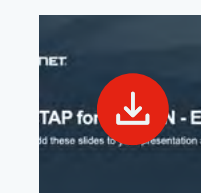
CTAP for SD-WAN:
Sample Report



CTAP for SD-WAN:
Pre-Visit Worksheet



CTAP for SD-WAN:
Pre-Visit Worksheet (Co-Brandable)



CTAP for SD-WAN:
Elevator Pitch

CTAPs for Email

CTAP for Email will help your prospects identify gaps in their cloud-based email security. When leveraging CTAP for Email, your customers will redirect their cloud-based email (e.g. Office 365) for analysis by FortiMail.

After monitoring emails, you can generate a report with findings in three key areas: security, productivity, and utilisation. You can leverage this report to demonstrate value related to attachment-based threats, spam analysis, newsletter usage, and more.

Why run a CTAP for Email?

Email assessments provide a convincing mechanism so you can cross-sell key application security solutions within prospect organisations. Partner benefits of email assessments include:



Demonstrates the importance of augmenting cloud-based email security



Highlights simplicity of FortiMail (With no CPE required)



Gains a foothold into your prospect's application security team

Customer Challenges?

49% of malware is installed via email attachments. Email is the #1 attack vector successfully deployed by cybercriminals.

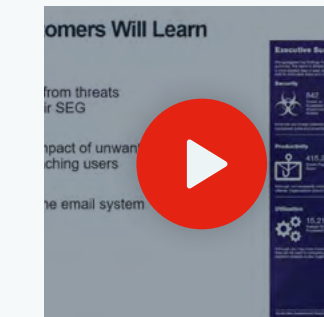
\$3.86m is the average cost of a breach for companies. The average demand for ransomware is **\$50k**, showing how extremely costly infected networks can be for an organisation.

\$108k is the average cost of a business email compromise (BEC). According to Gartner, those companies are easily bypassing traditional secure email gateway (SEG) products that are signature-based.

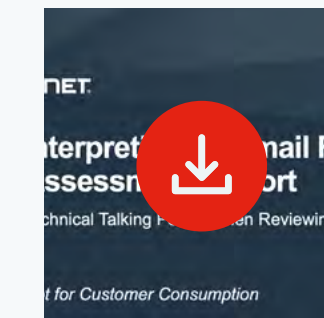
When to use?

Typically, email assessments are conducive to IT or security leaders within mid-sized organisations. In larger enterprises, email administrators or application security teams are ideal targets. That said, email risk assessment reports are easily digested by finance stakeholders as well thereby providing a faster path to purchase.

Videos & Downloads



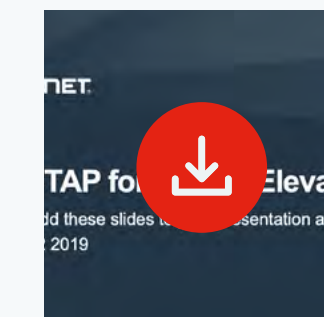
CTAP for Email:
Getting Started Video



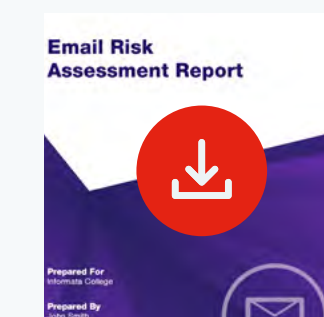
CTAP for Email:
Interpreting the Report



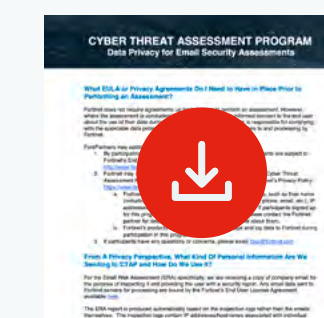
CTAP for Email:
Flyer



CTAP for Email:
Elevator Pitch



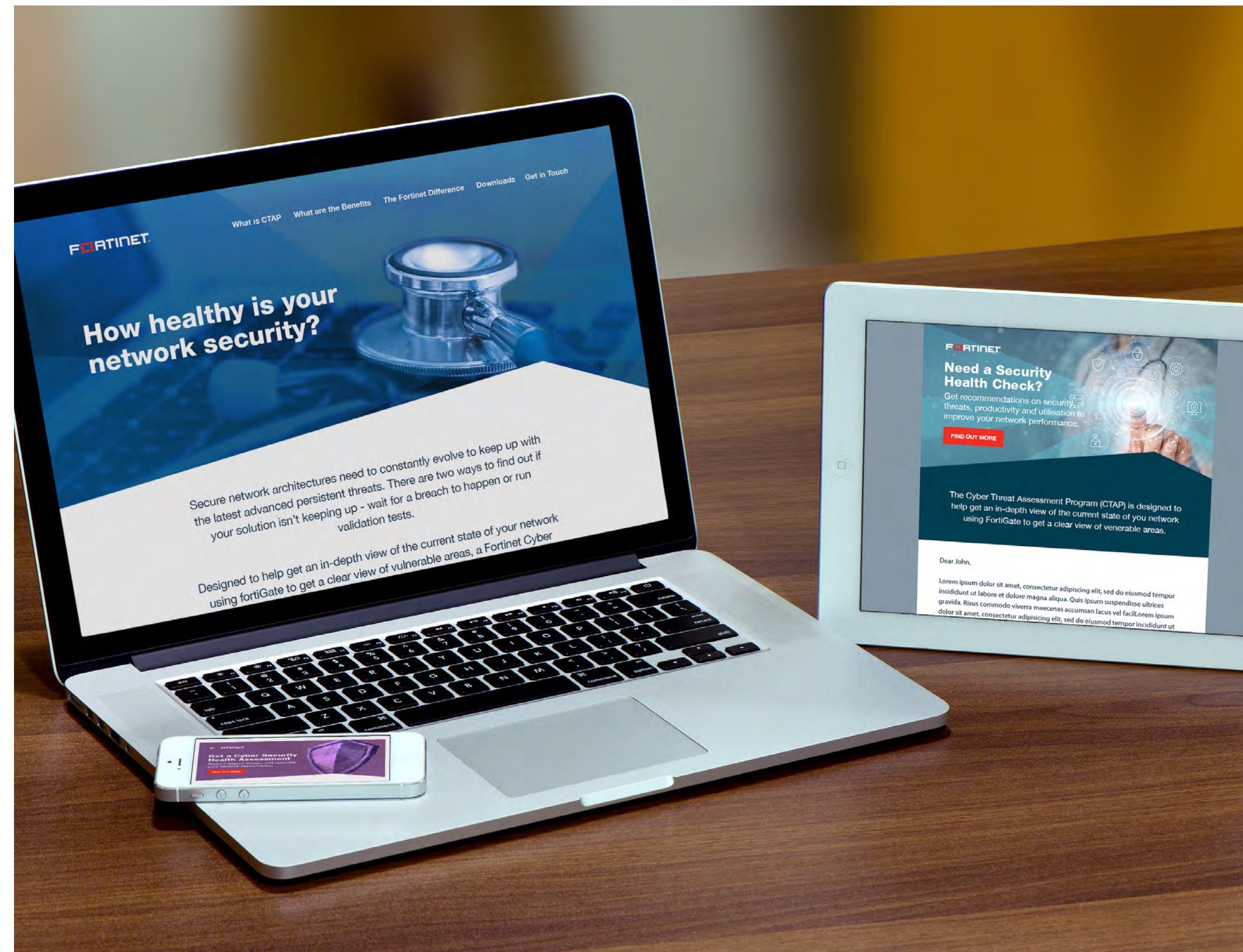
CTAP for Email:
Sample Report



CTAP for Email:
Data Privacy

Using security healthchecks to shorten the sales cycle

On the following pages are 3 suggested campaigns you can use to promote CTAPs to your customers and prospects. These include ready made co-brandable emails, social media posts, landing pages and banner artwork. All assets are available to download. If you need help with co-branding or production, we can help.

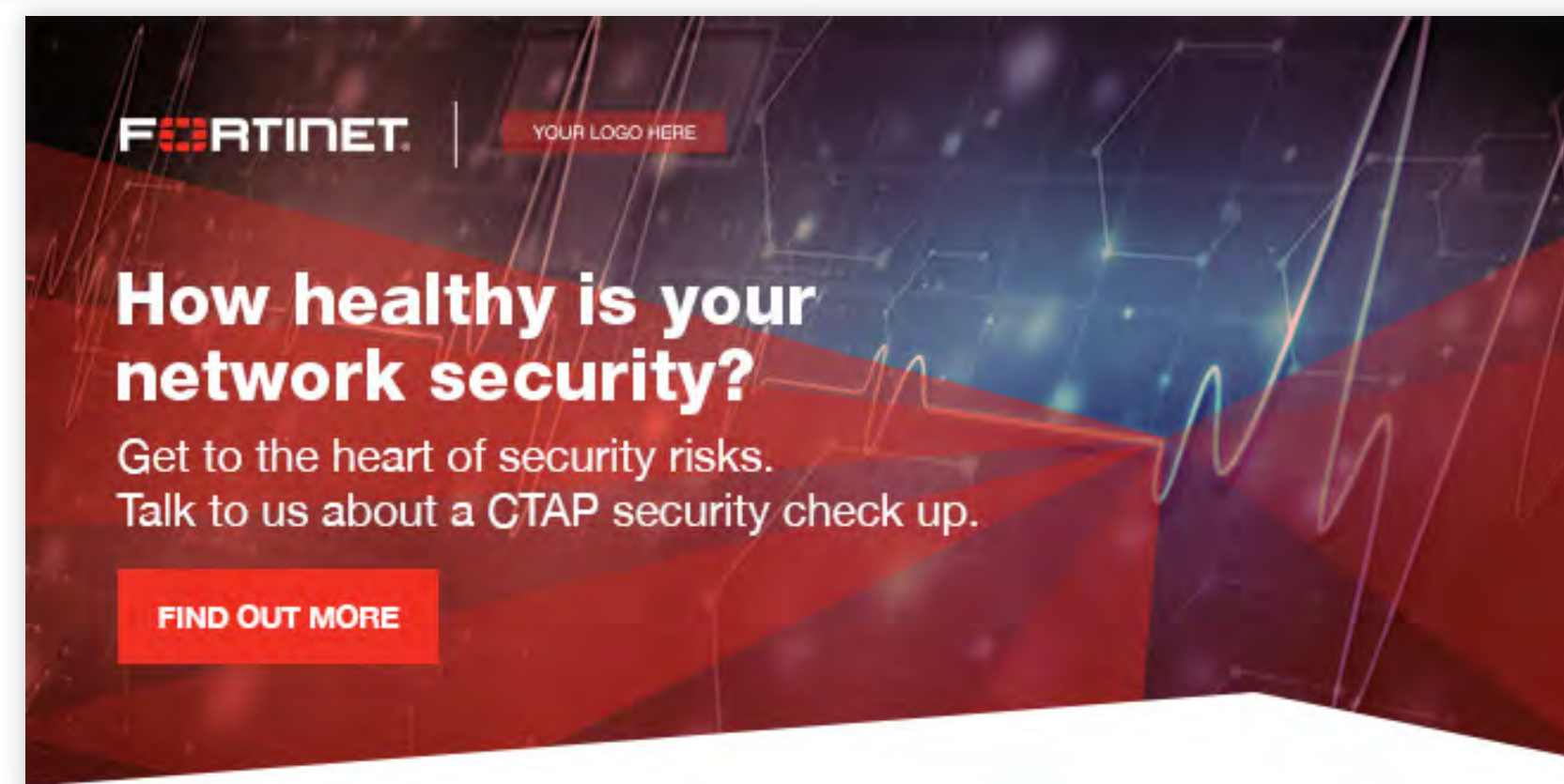


Campaign 1

How healthy is your network security?

Lethargic? Susceptible to viruses? Talk to us about a CTAP security check-up.

Social Posts & Digital Banners



Download:
Campaign 1 Social Posts

Campaign 1

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Roller Banner, Landing Page and 3 Part Email Campaign

Roller Banner

FORTINET

How healthy is your network security?

Lethargic? Susceptible?
Talk to us about a CTAP security check-up

FORTINET | YOUR LOGO HERE

Landing Page

FORTINET | What is CTAP? What are the Benefits? The Fortinet Difference | Download | Get in Touch

How healthy is your network security?

Secure network architectures need to constantly evolve to keep up with the latest advanced persistent threats. There are two ways to find out if your solution isn't keeping up - wait for a breach to happen or run validation tests.

Designed to help get an in-depth view of the current state of your network using FortiGate to get a clear view of vulnerable areas, a Fortinet Cyber Threat Assessment can help you better understand.

- Security risks**
Which application vulnerabilities are being used to attack your network, which malware or botnets were detected, what phishing attacks are making it through your defenses, which devices are at risk - for security breach probability.
- Productivity**
Which poor-to-poor, social media, instant messaging and other apps are running - for application visibility control as well as what spam, newsletters or adult content may be bothering your email.
- Utilisation**
How is your network performing? What is your throughput, session, and bandwidth usage requirements during peak hours - for the network, email system and critical applications.

What are the benefits of running a CTAP?
Quick, 5-7 days of monitoring
Easy to integrate to your infrastructure
Comprehensive report: Security, Productivity and Performance
No Cost

There are three types of Cyber Threat Assessment available:

- CTAP for NGFW**
CTAP for NGFW will help you identify security risks and understand your network usage.
- CTAP for SD-WAN**
CTAP for SD-WAN will help you identify malware usage and potential security risks.
- CTAP for Email**
CTAP for email will help identify spam in your email-based system (Office 365, email, etc.).

VIEW SAMPLE REPORT | VIEW SAMPLE REPORT | VIEW SAMPLE REPORT

First Name: _____ Last Name: _____
Company: _____ Job Title: _____
Phone Number: _____ Email: _____
Download: _____

[READ MORE](#)

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Email 1 - Network Security

FORTINET | [CONTACT US](#)

How healthy is your network security?

Can you spot vulnerabilities in your network?
Talk to us about a CTAP security check up.

[FIND OUT MORE](#)

Your network security is under constant stress against the best, brightest and most innovative forms of cyber threat. Ensuring it's up to date, fast and effective has to be your number one priority. But how do you know if it's effective?

Test the health of your user productivity with a CTAP assessment

You may believe you've got it covered, but why take the risk?
After 5-7 days, we'll show you the strength of your security and threat protection. Our comprehensive report will answer these important questions

- Is your security solution effective?
- What, if any, application vulnerabilities exist?
- Have any malware or botnets already infiltrated your network?
- Which are the 'at risk' devices within the network?

Your Cyber Threat Assessment Program report will also give you a valuable awareness of user productivity and network utilisation and performance.

[FIND OUT MORE](#)

FORTINET | [CONTACT US](#) | [f](#) [t](#) [y](#) [in](#)

Email 2 - User Productivity

FORTINET | [CONTACT US](#)

How healthy is your network security?

Finger on the pulse of potential problems?
Talk to us about a CTAP security check up.

[FIND OUT MORE](#)

Your own workforce can be your biggest cyber security risk. With just one click, it's user actions like web browsing and email links that most often become the stuff of security nightmares.

Which is why user policies and security parameters are put in place, right? To restrict the inadvertent acceptance of malware via email and peer to peer traffic. But what percentage of your users are observing those rules? Do you know?

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Email 3 - Utilisation/Performance

FORTINET | [CONTACT US](#)

How healthy is your network security?

Get to the heart of security risks.
Talk to us about a CTAP security check up.

[FIND OUT MORE](#)

Performance effectiveness is an undervalued aspect of security devices. Firewalls often fail to keep pace with line speeds and next generation switches, choking the network and restricting operations. So, how's yours doing? Do you know?

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[Download:](#)
Campaign 1 Files

Campaign 2

Need a Security Health Check?

Test your vulnerabilities, identify risks and get recommendations to keep your network fighting fit.

Social Posts & Digital Banners



Download:
Campaign 2 Social Posts

Campaign 2

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Roller Banner, Landing Page and 3 Part Email Campaign

Roller Banner

FORTINET

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FORTINET | YOUR LOGO HERE

Landing Page

FORTINET

How healthy is your network security?

Secure network architectures need to constantly evolve to keep up with the latest advanced persistent threats. There are two ways to find out if your solution isn't keeping up - wait for a breach to happen or run validation tests.

Designed to help get an in-depth view of the current state of your network using FortiGate to get a clear view of vulnerable areas, a Fortinet Cyber Threat Assessment can help you better understand.

- Security Risks**
Which application vulnerabilities are being used to attack your network, which malware or botnets were detected, what phishing attacks are making it through your defences, which devices are at risk - for security breach probability.
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How is your network performing? What is your throughput, session, and bandwidth usage requirements during peak hours - for the network, email system and critical applications.

What are the benefits of running a CTAP?
Quick: 5-7 days of counting
Easy: No intrusion to your infrastructure
Comprehensive report: Security, Productivity and Performance
No Cost

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CTAP for NGFW will help you identify security risks and understand your network usage.
- CTAP for SD-WAN**
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- CTAP for Email**
CTAP for email will help identify spam, phishing, newsletters, and adult content.

READ MORE

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Email 1 - Network Security

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Need a security Health Check?

Identify vulnerability and potential risks to protect your network's health.

FIND OUT MORE

Your network security is under constant stress against the best, brightest and most innovative forms of cyber threat. Ensuring it's up to date, fast and effective has to be your number one priority. But how do you know if it's effective?

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Your Cyber Threat Assessment Program report will also give you a valuable awareness of user productivity and network utilisation and performance.

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Email 2 - User Productivity

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Need a security Health Check?

Keep your finger on the pulse and ensure your network is always fighting fit.

FIND OUT MORE

Your own workforce can be your biggest cyber security risk. With just one click, it's user actions like web browsing and email links that most often become the stuff of security nightmares.

Which is why user policies and security parameters are put in place, right? To restrict the inadvertent acceptance of malware via email and peer to peer traffic. But what percentage of your users are observing those rules? Do you know?

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FIND OUT MORE

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Email 3 - Utilisation/Performance

FORTINET

Need a Security Health Check?

Get recommendations on security threats, productivity and utilisation to improve your network performance.

FIND OUT MORE

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 **Download:**
Campaign 2 Files

Campaign 3

Get a Cyber Security health assessment

Identify weaknesses, improve productivity and monitor utilisation

Social Posts & Digital Banners



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Campaign 3 Social Posts

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FORTINET | YOUR LOGO HERE

Landing Page

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CTAP for email will help identify spam in your mailbox and help you optimise email security.

VIEW SAMPLE REPORT

NAME: _____ COMPANY: _____

ADDRESS: _____ PHONE: _____

EMAIL: _____

READ MORE

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Email 1 - Network Security

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Get a Cyber Security Health Assessment

Protect against threats and optimise your network performance.

FIND OUT MORE

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FIND OUT MORE

FORTINET | YOUR LOGO HERE

Email 2 - User Productivity

FORTINET | YOUR LOGO HERE

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Identify weaknesses in your network security, productivity and utilisation.

FIND OUT MORE

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After 5-7 days, we'll show you the strength of your security and threat protection. Our comprehensive report will answer these important questions

- Is your security solution effective?
- What, if any, application vulnerabilities exist?
- Have any malware or botnets already infiltrated your network?
- Which are the 'at risk' devices within the network?

Your Cyber Threat Assessment Program report will also give you a valuable awareness of user productivity and network utilisation and performance.

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Email 3 - Utilisation/Performance

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Get a Cyber Security Health Assessment

Identify how to improve your security, productivity and utilisation in a heartbeat.

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Performance effectiveness is an undervalued aspect of security devices. Firewalls often fail to keep pace with line speeds and next generation switches, choking the network and restricting operations. So, how's yours doing? Do you know?

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Download:
Campaign 3 Files

What's next?

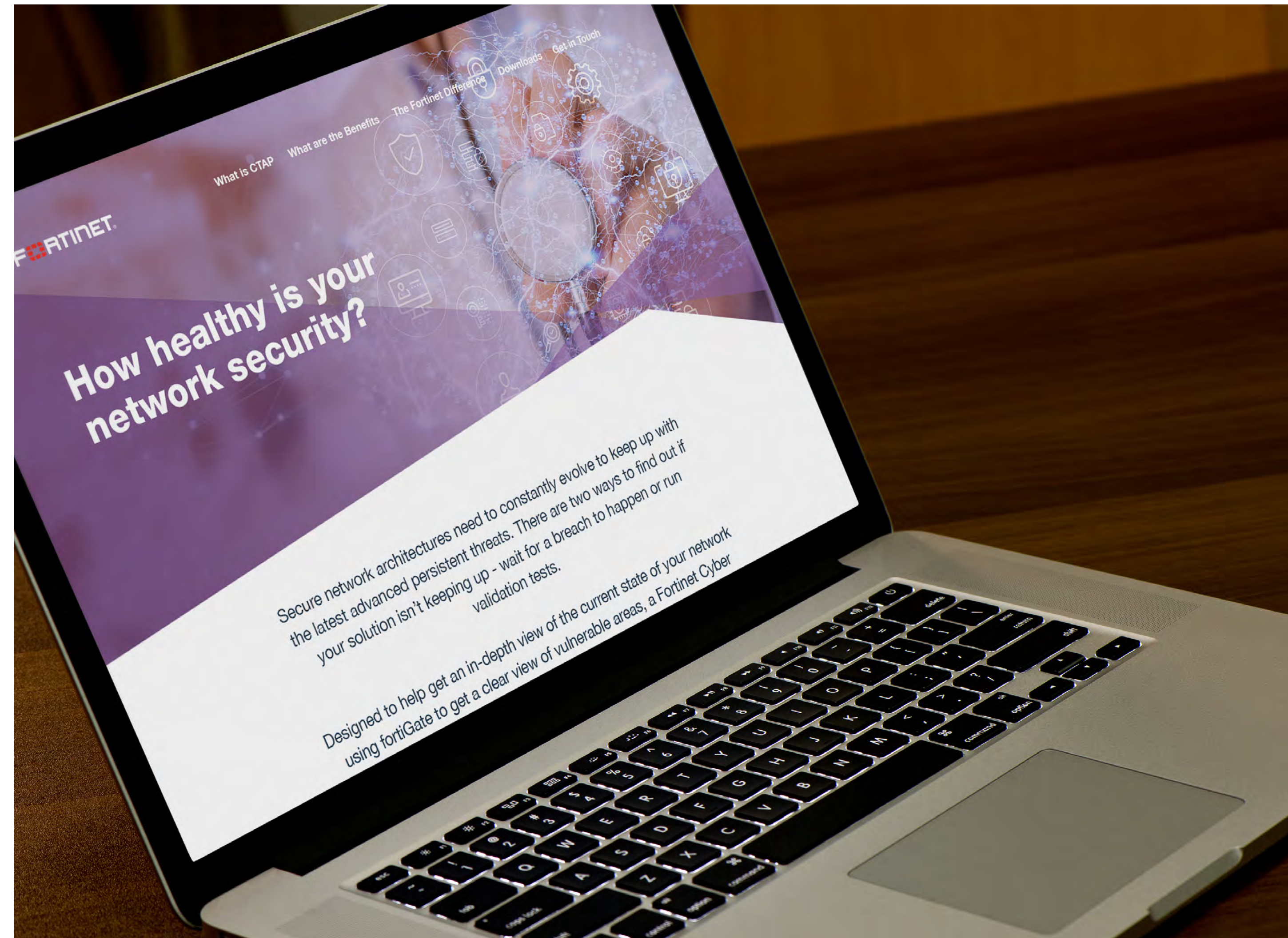
If you'd like to use these assets feel free to download and run your own campaign.

If you need some assistance with co-branding these assets ready to send out, advice on social media posts or would like to discuss an integrated CTAP campaign or co-branded banners for a CTAP event with up to 50% funding from Fortinet, please contact Exclusive Networks Fortinet Marketing Manager, Sarah Duce by email at sduce@exclusive-networks.com

If you are interested in running a CTAP, Exclusive Networks have CTAP loan units available and can shadow your first installation to help show how to run these and build confidence to run your own.

Email fortinetsales_uk@exclusive-networks.com and we can discuss loan units and pre-sales support.

If you would like to engage an agency to help you with this campaign, contact John Morgan at Apple Print and Creative by emailing johnm@appleprint.co.uk



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