



# SharkStriker Partner Center

Empowering Cybersecurity Partners

## I Business Challenges

The following are some of the challenges faced by businesses partnering with cybersecurity vendors:

- 01** The absence of a partner ecosystem ensures businesses are secured from cyber threats.
- 02** Lack of visibility of cybersecurity and compliance status of their customers.
- 03** No single-stop access to all of their sales-specific insights.
- 04** They lack a centralized place where they can gain access to all the marketing and sales-specific assets like on-demand training modules, sales decks, and pitch decks.
- 05** They are unable to determine which of their services sells the best and in which region.
- 06** Increasing complexity of cybersecurity in an ever-evolving threat landscape.

# I A centralized hub for all SharkStriker partner needs – SharkStriker Partner Center

SharkStriker, a leading cybersecurity vendor has integrated a centralized portal within their unified security platform, STRIEGO. It is made for them to address all the business challenges faced by its business partners, helping them navigate an evolving threat landscape and simplify cybersecurity.

It is a holistic solution that caters to the most immediate challenges of partners, assisting them to build brand trust by staying two moves ahead of them and being compliant. It serves as an innovative medium through which partners can carve their growth journeys with the resources and tools they are in much need of.

Partner Center as the name suggests is a central platform where partners can gain meaningful insights to carve a growth path for themselves. It provides them with an extended view of their customers cybersecurity status, the effectiveness of their sales strategy, get ease of access to marketing and sales specific assets and more!

The following are some of the benefits offered by SharkStriker's Partner Center against the challenges:

## I Security Insights:

### The Challenge

- ▶ Keeping track of all the customers' cybersecurity posture in real-time in a threat landscape that is constantly evolving.

### The Solution

- ▶ Security Insights provides a centralized repository of all the crucial information specific to the cybersecurity postures of customers. It assists partners in assessing their customers' postures. It ensures that its customers are secured round-the-clock in an evolving threat environment by providing meaningful stats like vulnerability scores, threat detection stats, security assessment scores, and incident statuses. It assists partners to ensure that customers have the right set of configurations and best practices implemented periodically to ensure round-the-clock security for all their critical digital.



## | Sales Dashboard:

### The Challenge

- ▶ One of the major challenges in the cybersecurity industry is that businesses lack the means to maximize sales through the effective identification of opportunities for cross-selling and upselling.

### The Solution

- ▶ Partner Center provides a dedicated sales dashboard that reflects customer behavior through meaningful stats like number of active customers, subscriptions, assets under management, and top-selling services. It empowers partners to make data-driven decisions that put them on a revenue growth path.



## | Trust Center:

### The Challenge

- ▶ Building brand trust takes years and years of work and it is a major challenge in the cybersecurity business since only with customer trust can businesses begin flourishing.

### The Solution

- ▶ Trust Center is built around trust. It is made to garner trust within a customer network. It gives a peek at best practices followed by the Security Operations Center, cybersecurity compliance information, certificates, audit reports, data processing methods, data center compliance certifications insights into the DevSecOp processes, and more! It provides transparency and reflects SharkStriker's commitment to security and compliance.

## I Marketing Vault:

### The Challenge

- ▶ The process of developing marketing-specific content assets demands a huge chunk of time which can be costly to a business.

### The Solution

- ▶ Partner's Center provides Marketing Vault, a dedicated library where partners can directly access all the marketing-specific content through a huge library consisting of case studies, data sheets, social media campaigns, guides, blogs, and more saving their time considerably. It provides them with readily available tools that can be used for promotion.



## I Security Operations Manual (Sec Ops):

### The Challenge

- ▶ Instant access to all the documented standard operating procedures for smooth and precise functioning of security operations.

### The Solution

- ▶ Ready access to all the planned and framed Standard Operating Procedures for all the security operations undertaken by SOC team.

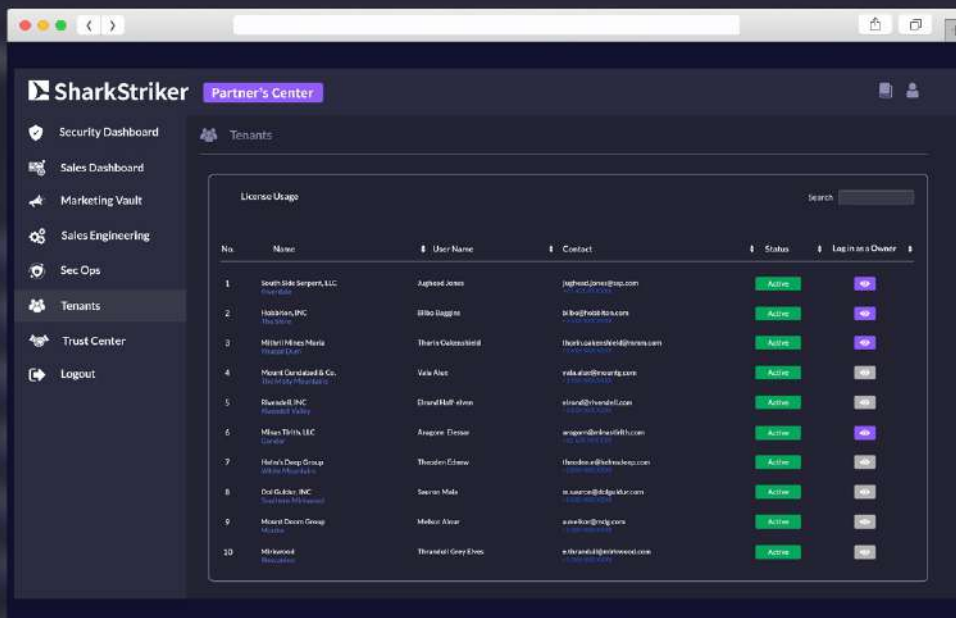
# Tenants List:

## The Challenge

- ▶ Lack of ready access to the contact and other details all the active and inactive tenants onboard.

## The Solution

- ▶ Complete list with all the contact and other details pertaining to all the active and inactive tenants across the globe



## | About SharkStriker

SharkStriker is a trailblazing cybersecurity services vendor with a mission to simplify cybersecurity for its partners across industries through its technologically driven human-led open architecture platform STRIEGO. It seeks to cater to some of the industry's most immediate challenges such as siloed cybersecurity, increasing cost of cybersecurity solutions, changing regulatory environment, and increasing reliance on multiple vendors for multiple aspects of cybersecurity and compliance.

With STRIEGO, SharkStriker is able to assist its network of partners and customers through effective augmentation of cybersecurity posture as per use cases, extending visibility, compliance management, and round-the-clock support for incident response.

Through a team of threat-striking experts, they have made their presence across MEA, North America, Europe, and Asia.

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