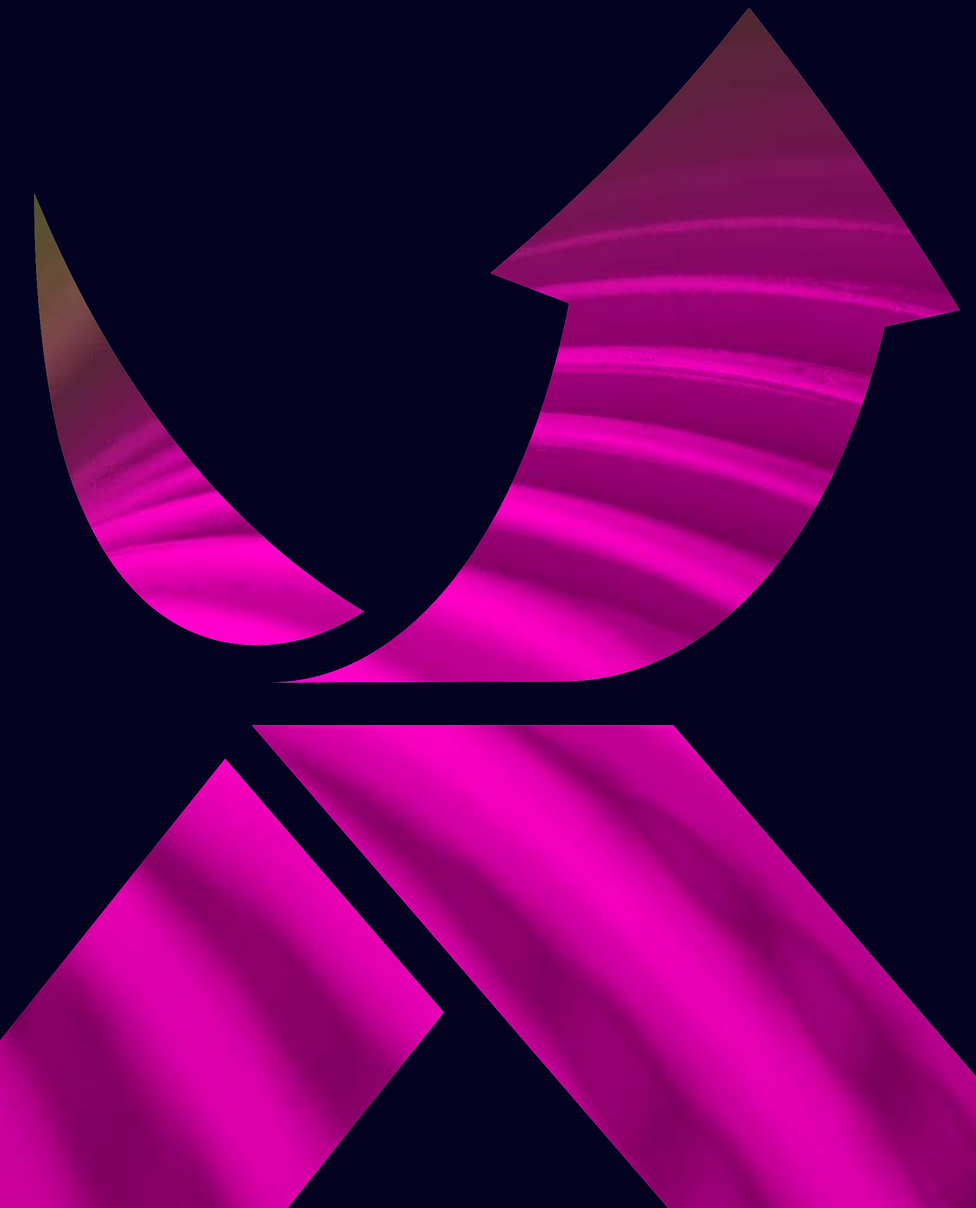
# CTAP Playbook

## Using Security Healthchecks To Shorten The Sales Cycle



EXCLUSIVE NETWORKS | FORTINET®

Using Security Healthchecks To Shorten The Sales Cycle

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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**

## 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.

## When should I use it?

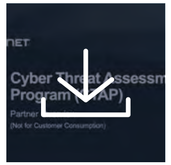
There are four key times to put CTAP into play with your prospects and customers:

- **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

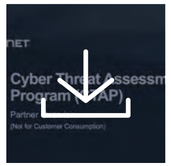
### Videos & Downloads

**CTAP Overview Partner Video**

**40 minute Partner Guide to CTAP**



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



**How to Guide: CTAPs Explained**
A Q&A Guide to CTAPs

**End User Video**
Explaining CTAPs

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# 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.

**How to Guide: The CTAP Process**
Discover how to set up a CTAP using the Exclusive Networks loan pool.

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# 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 missingc apabilities and ineffectiveness of incumbent firewall

Avoids pitfalls associated with lengthy proof of concepts

## Customer Challenges?

**#1**

concern with severe exploits on the rise most organizations lack the visibility and application awareness to properly protect themselves.

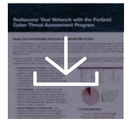
**75%**

With over 75% of total traffic now encrypted customers will need solutions to decrypt and inspect traffic in near real-time.

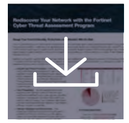
## When to use?

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:** Partner Flyer



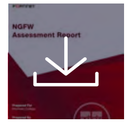
**CTAP for NGFW:** Customer Flyer

**CTAP for NGFW:** Elevator Pitch

**CTAP for NGFW:** Pre-Installation Worksheet

**CTAP for NGFW:** Interpreting the Report

**CTAP for NGFW:** Data Privacy




**CTAP for NGFW:** Sample Report

**CTAP for NGFW:** Campaign in a Box

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# 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.

## The Fortinet Difference

Integrated Secure SD-WAN – Fortinet is the first vendor to introduce advance SD-WAN with NGFW to reduce point products with better security. It is validated by NSS Labs and has received high ratings for both SD-WAN and NGFW capabilities.

Accelerates a purchase decision by demonstrating immediate value

Illustrates ineffectiveness of the incumbent vendor

Avoids pitfalls associated with lengthy proof of concepts

## Customer Challenges?

**#1**

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

**40%**

40% of enterprises plan to deploy SD-WAN or hybrid solution. Many organizations are actively investigating how to move to less costly solutions for their bandwidth woes

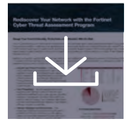
**#1**

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

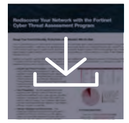
## When to use?

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:** Partner Flyer



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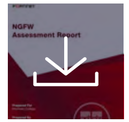

**CTAP for SD-WAN:** Sample Report

**CTAP for SD-WAN:** Campaign in a Box

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# 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 utilization. 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 organizations. Other advantages of OT 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%**

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

**$50K**

Infected networks can often be extremely costly to organizations. The average ransom for ransomware was $50K and the average breach cost companies $3.86M.

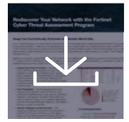
**$108K**

The average business email compromise (BEC) cost organizations $108K. According to Gartner, those compromises are easily bypassing traditional secure email gateway (SEG) products that are signature-based.

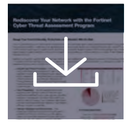
## When to use?

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:** Partner Flyer



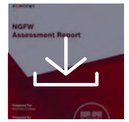
**CTAP for Email:** Customer Flyer

**CTAP for Email:** Elevator Pitch

**CTAP for Email:** Pre-Installation Worksheet

**CTAP for Email:** Interpreting the Report

**CTAP for Email:** Data Privacy




**CTAP for Email:** Sample Report

**CTAP for Email:** Campaign in a Box

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# CTAPs for OT

CTAP for OT (Operational Technology) assists with identifying security threats and understanding network utilization within industrial networks. With OT assessments, you can deploy a FortiGate into your prospect's industrial network, monitor traffic from 3-7 days, and then generate a findings report to influence key decision makers.

The OT report includes three sections including security threats, application usage, and network utilization. Actionable intelligence on how to optimize/secure the OT environment are included as recommendations specific to the customer's network. You can leverage the report contents to give context to your discussions on potential improvements and technology suggestions for the prospect's OT infrastructure.

## Why run an OT assessment?

Accelerates a purchase decision by demonstrating immediate value

Illustrates ineffectiveness of the incumbent vendor

Avoids pitfalls associated with lengthy proof of concepts

## Customer Challenges?

**78%**

78% of organizations had 3+ intrusions during the past year. The frequency of attacks is higher via automation and customers are relying on vendors to provide automated defenses.

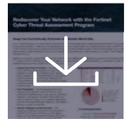
**61%**

61% of intrusions impact OT systems. OT organizations are looking at ways to minimize the impact of these attacks.

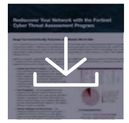
## When to use?

OT assessments are most effective with key security decision makers, such as CISOs/security architects/security operations within industrial organizations. In addition, they can be effective with purchasing stakeholders since they communicate the value of FortiGates in an easily consumable report.

**Downloads**



**CTAP for OT:** Partner Flyer



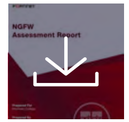
**CTAP for OT:** Customer Flyer

**CTAP for OT:** Elevator Pitch

**CTAP for OT:** Pre-Installation Worksheet

**CTAP for OT:** Interpreting the Report

**CTAP for OT:** Data Privacy



**CTAP for OT:** Sample Report

**Operational Technology** Campaign in a Box

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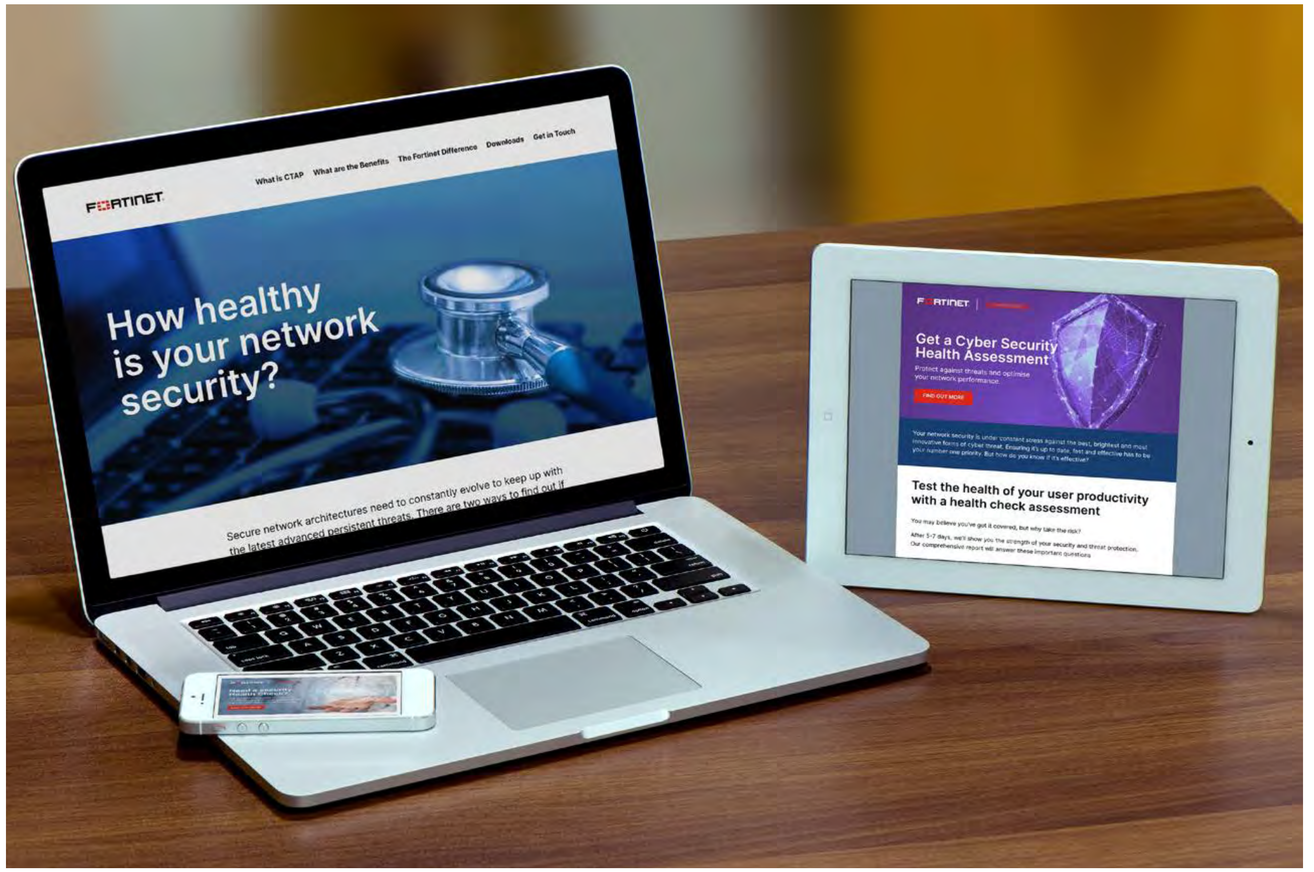
# Using security healthchecks to shorten the sales cycle

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.

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# Campaign 1

**Download:**
Campaign 1 Social Posts

## How healthy is your network security?

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

## Social Posts & Digital Banners

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# Campaign 1

**Download:**
Campaign 1 Files

## How healthy is your network security?

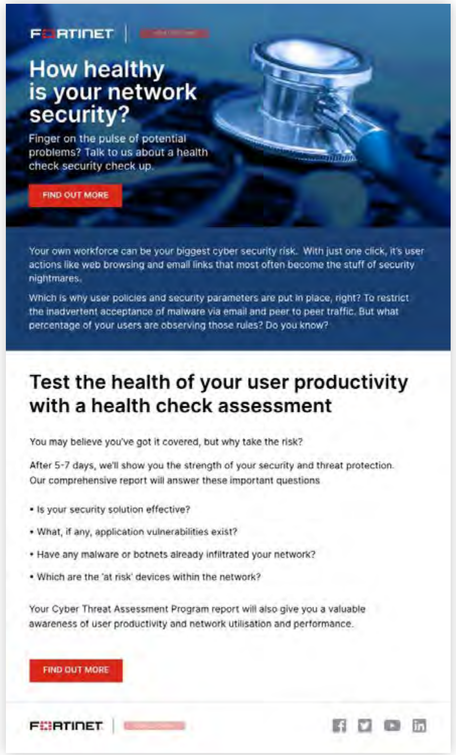
Lethargic? Susceptible to viruses? Talk to us about a CTAP security check-up.

## Roller Banner, Landing Page and 3 Part Email Campaign

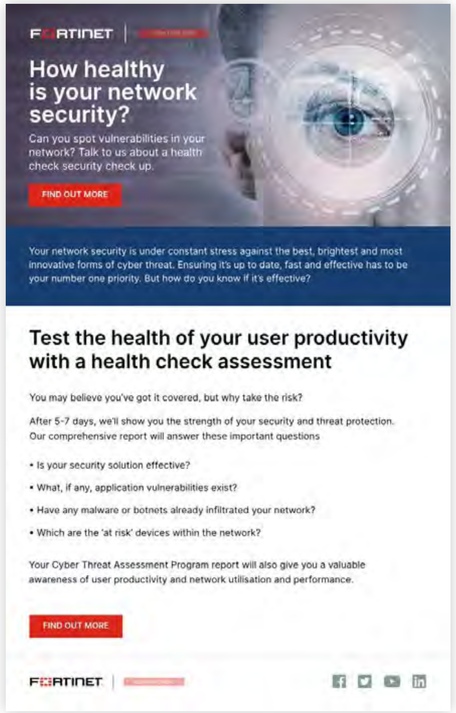
Roller Banner

Landing Page

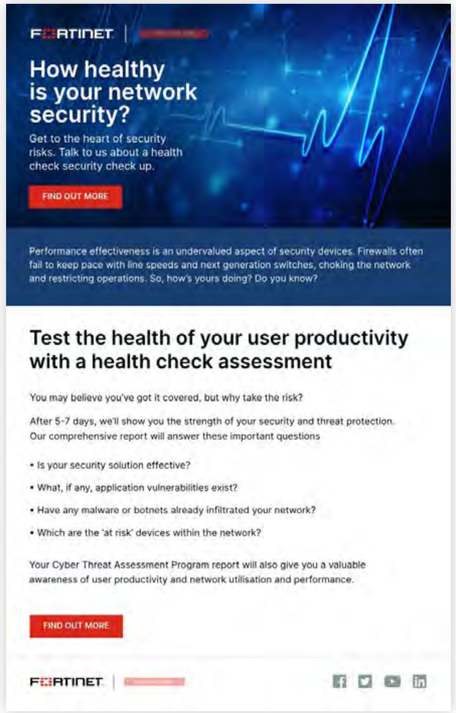
Email 1 - Network Security




Email 2 - User Productivity




Email 3 - Utilisation/Performance

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# Campaign 2

**Download:**
Campaign 2 Social Posts

## Need a Security Health Check?

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

## Social Posts & Digital Banners

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# Campaign 2

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Campaign 2 Files

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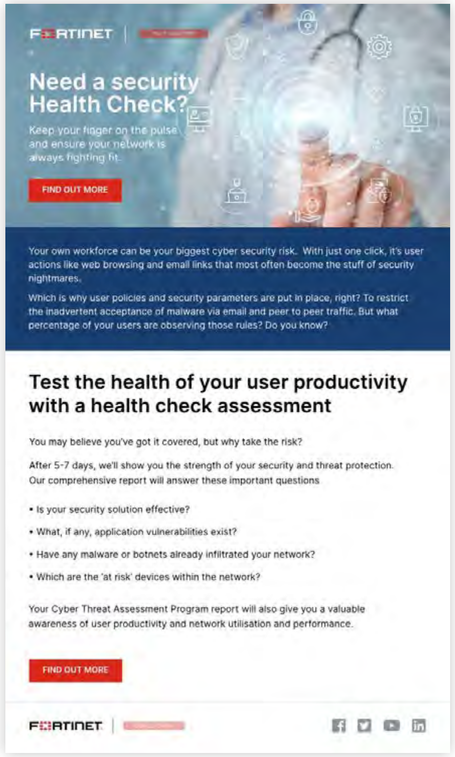
## Roller Banner, Landing Page and 3 Part Email Campaign

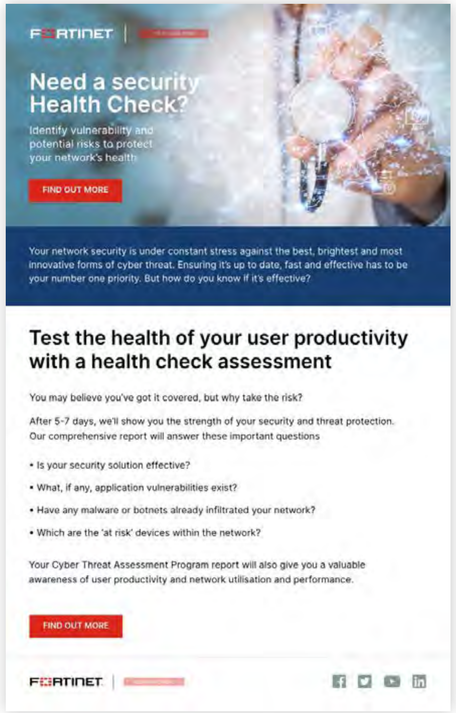
Roller Banner

Landing Page

Email 1 - Network Security




Email 2 - User Productivity

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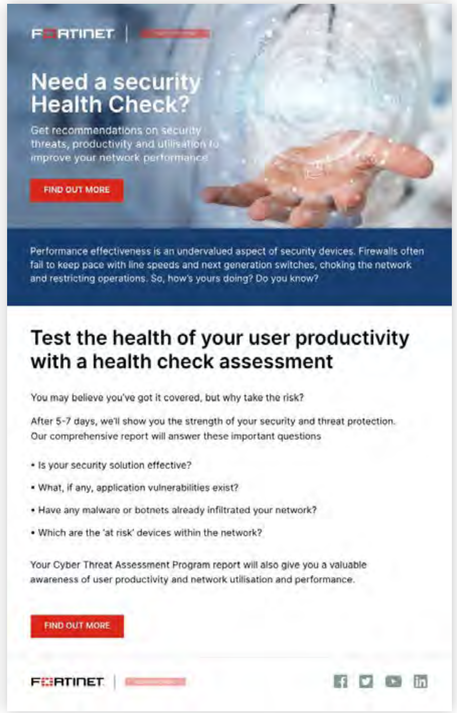


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# Campaign 3

**Download:**
Campaign 3 Social Posts

## Get a Cyber Security health assessment

Identify weaknesses, improve productivity and monitor utilisation

## Social Posts & Digital Banners

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# Campaign 3

**Download:**
Campaign 3 Files

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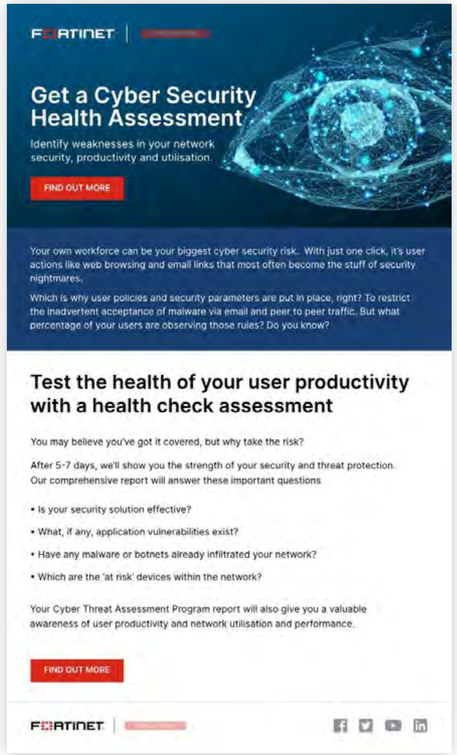
## Roller Banner, Landing Page and 3 Part Email Campaign

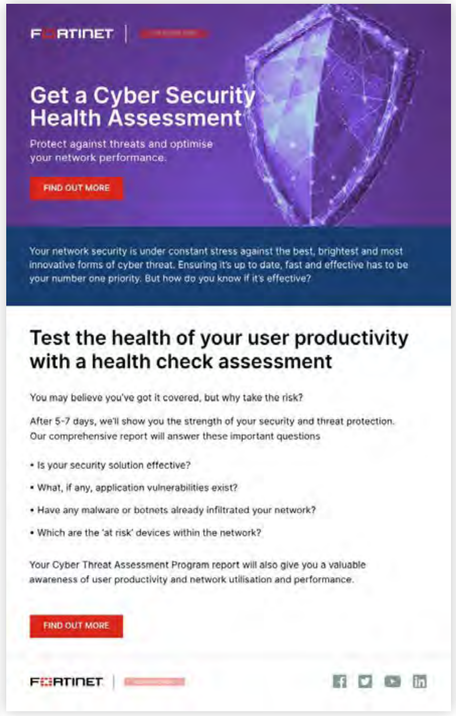
Roller Banner

Landing Page

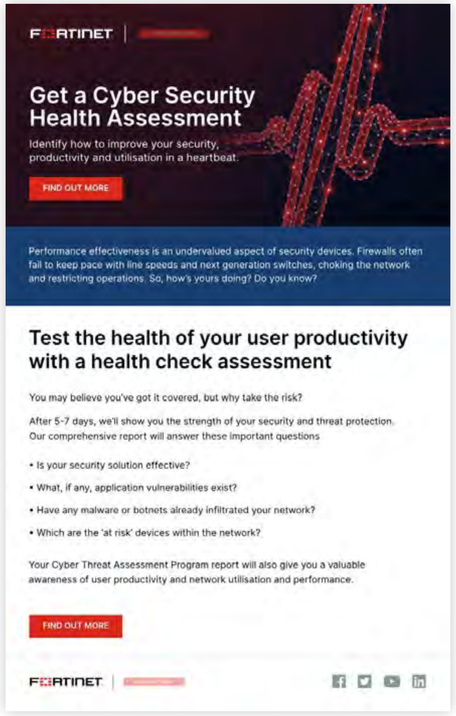
Email 1 - Network Security




Email 2 - User Productivity




Email 3 - Utilisation/Performance

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# 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 j**ohnm@appleprint.co.uk**

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EXCLUSIVE
NETWORKS
FORTINET