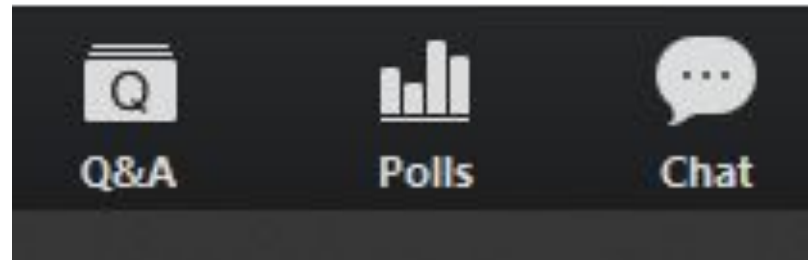


Get Ready to Participate!



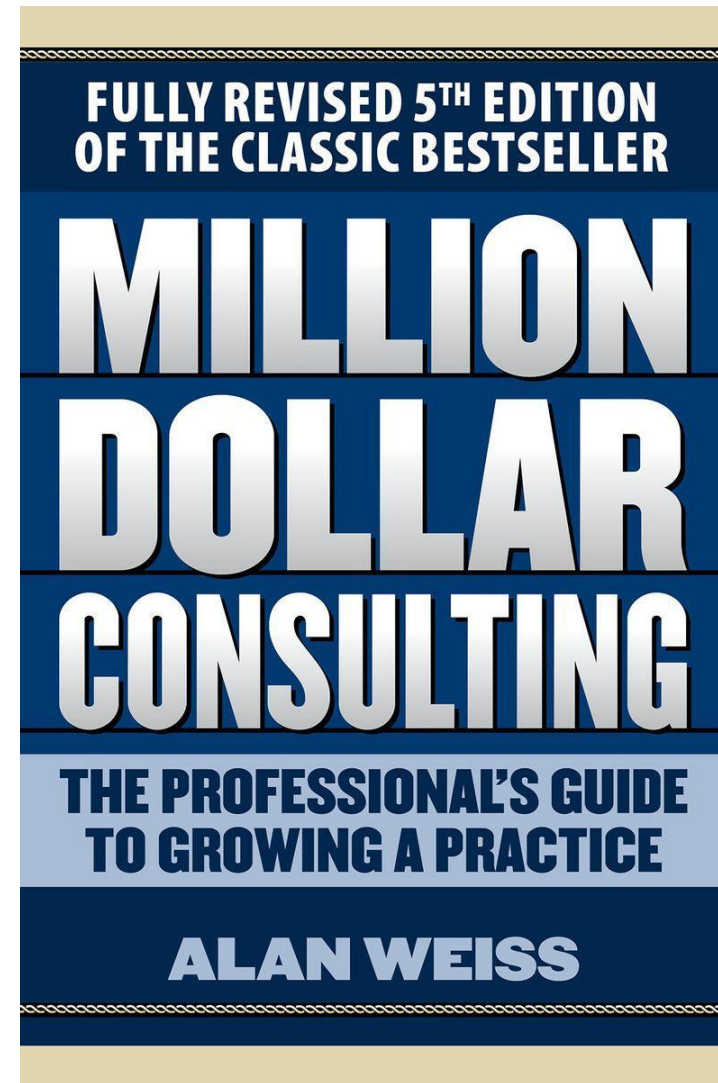
Chat To: All panelists and attend... ▼



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Register now

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My #1 Book Recommendation for Consultants



Killer Proposal Development Tip #1

- For Non-Technical Business Owners, Focus on Business Outcomes, Not Technical Outcomes
 - Reflect Strategic Value of your Solutions, not Technical Features
 - Illustrate the ROI and VOI of Meeting or Achieving Overall Business Security Objectives
 - Transform Security Aware Prospects into Security Strategic Clients

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Managed Security Services Consulting
Proposal

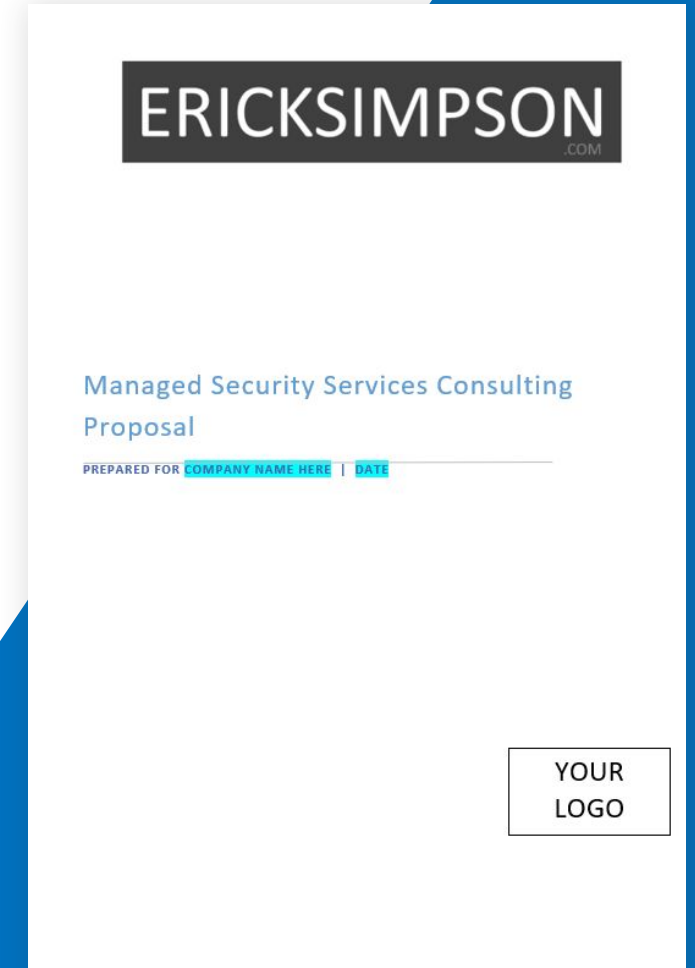
PREPARED FOR COMPANY NAME HERE | DATE

YOUR
LOGO

Killer Proposal Development Tip #2

- Always Place a Copyright and Confidentiality Statement in the Footer of each page of your Sales Proposals

“This proposal is confidential, and intended only for Erick Simpson, Founder and Chief Strategist of ErickSimpson.com. Its purpose is to create a strategic business relationship between ErickSimpson.com and Cyber 1 for the Cybersecurity services described herein. It may not be distributed or shared with anyone else outside of ErickSimpson.com without Cyber 1’s express written permission.”



Killer Proposal Development Tip #3

Always Include These 10 Key Components!

1. **Situation Appraisal** - Short description of the prospect's negative situation and why there is urgency for them to address it
2. **Engagement Objectives** - A business security outcome or result that is to be achieved for the prospect
3. **Strategy/Methodology** - Brief overview of how you will achieve the Engagement Objectives
4. **Performance Measurement** - How positive outcomes will be evaluated
5. **Value** - The Value on Investment (VOI) and Return on Investment (ROI) for the prospect once the Objectives have been achieved
6. **Options** - Always provide 3 Options to change the buying decision from "Should I Engage?" to "How Should I Engage?"

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Killer Proposal Development Tip #3 Cont.

Always Include These 10 Key Components! (continued)

7. **Timeline or Schedule** - The estimated engagement start and duration dates, and if phased, individual forecasted phase start, duration and end dates
8. **Accountabilities** - The Assigned Responsibilities between the Cybersecurity Provider as well as the Prospect
9. **Fees, Payment Terms & Conditions** - First Time Fees are Disclosed
 - > Investment for Option 1: \$2,400/mo.
 - > Investment for Option 2: \$3,200/mo.
 - > Investment for Option 3: \$4,400/mo.
 - > 50% on Acceptance, 50% Net 30
 - > 5%-10% Discount for Payment In Full on Acceptance***
10. **Acceptance** - "Your signature below indicates your acceptance of this proposal and your agreement with all provisions and terms specified herein.

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Proposal

PREPARED FOR COMPANY NAME HERE | DATE

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Proposal, MSA and SOW

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Master Services Agreement

PREPARED FOR COMPANY NAME HERE | DATE

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Cybersecurity Statement of Work

PREPARED FOR COMPANY NAME HERE | DATE

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Master Services Agreement (MSA)

Its Terms Govern Future Engagements
Between You and Your Clients

YOUR LOGO

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Master Services Agreement

PREPARED FOR COMPANY NAME HERE | DATE

YOUR LOGO

Your MSA

Master Services Agreement

This MASTER SERVICES AGREEMENT ("MSA") is effective as of the Effective Date defined in the signature block below by and between YOUR COMPANY NAME ("Service Provider") and **COMPANY NAME HERE** ("Client") as defined in the signature block below.

1. Scope of Agreement

- a. This Agreement serves as a Master Services Agreement and applies to purchases of services ("Services"), as well as licenses for software, hardware, support and maintenance services, and/or subscription services (collectively, "Product") from Service Provider by Client.
- b. No Products or Services will be provided under this Master Services Agreement alone, but will instead be delivered via and governed by Statements of Work that contain terms relating to this Agreement, and when executed by both parties will be considered incorporated in this Master Services Agreement.
- c. Multiple Statements of Work may be incorporated under this Master Services Agreement.
- d. Should there be any conflict between the terms of any Statement of Work and those of this Master Services Agreement, the terms of the Statement of Work will prevail.

2. Term of Agreement

- a. This Agreement will begin on the Effective Date and will continue until each Statement of Work expires or is terminated. This Agreement and any Statement of Work may be terminated by the Client upon ninety (90) days written notice if the Service Provider:
 - i. Fails to fulfill in any material respect its obligations under this Master Services Agreement and/or any Statement of Work and does not cure such failure within thirty (30) days of receipt of such written notice.
 - ii. Breaches any material term or condition of this Master Services Agreement and/or any Statement of Work and fails to remedy such breach within thirty (30) days of receipt of such written notice.
 - iii. Terminates or suspends its business operations, unless it is succeeded by a permitted assignee under this Agreement.
- b. This Master Services Agreement and/or any Statement of Work may be terminated by the Service Provider upon ninety (90) days written notice to the Client.
- c. If either party terminates this Agreement, Service Provider will assist Client in the orderly termination of Services, including timely transfer of the Services to another designated provider. Client agrees to pay Service Provider the actual costs of rendering such assistance.

3. Fees and Payment Schedule

Fees will be invoiced to Client monthly and will become due and payable on the first day of each month. Services will be suspended, and Products recovered if payment is not received within 5 days following date due. If payment is not received on or before any invoice due date, interest shall accrue at the rate of one and one-half percent (1.5%) per month from the date due until paid in full.

4. Assignment

Service Provider may assign its rights and obligations hereunder to any person or entity that succeeds to all or substantially all of Service Provider's business. Client may not assign their rights and obligations under this Agreement without the prior written consent of Service Provider.

5. Independent Contractor

The relationship of the parties established by this Agreement is that of independent contractors. Nothing in this Agreement shall be construed to create any agency or employment relationship between the parties or any of their employees. Neither Party shall have any right, power or authority to assume, create or incur any expense, liability or obligation, express or implied, on behalf of the other.

6. Taxes

It is understood that any Federal, State or Local Taxes applicable shall be added to each invoice for Services, Products or materials rendered under this Agreement. Client shall pay any such taxes unless a valid exemption certificate is furnished to Service Provider for the state of use.

7. Non-Solicitation

During the term of this agreement and for a period of 12 months after the termination of this agreement, neither party shall indirectly; or through any other party, solicit for employment any employees of the other party.

8. Confidentiality

Service Provider and its agents will not use or disclose Client information, except as necessary to or consistent with providing Services, and will protect against unauthorized use.

9. Miscellaneous

This Master Services Agreement and all associated Statements of Work shall be governed by the laws of the State of YOUR STATE and constitutes the entire Agreement between Client and Service Provider. Its terms and conditions shall prevail should there be any variance with the terms and conditions of any order submitted by Client. Service Provider is not responsible for failure to render Services due to circumstances beyond its control including, but not limited to, acts of God.

10. Acceptance of Master Services Agreement

This Master Services Agreement and all associated Statements of Work associated with it constitutes the entire agreement between Client and Service Provider and supersedes all prior agreements, negotiations or understandings.

Statement of Work (SOW)

The Legal, Binding Service Contract
Between You and Your Clients

YOUR LOGO

ERICKSIMPSON.COM

Cybersecurity Statement of Work

PREPARED FOR COMPANY NAME HERE | DATE

YOUR
LOGO

The Power of the SOW

The SOW is a binding contract

Protects both you and your client

Documents each of your roles and responsibilities

Contains your SLA and escalation process

Spells out terms and cause for termination

Includes what is covered and what is not

Limits your liability

Reflects your rates

Has value

Core components of the SOW

Term of Agreement

a. Terms of Service

The term of the Service will be 36 months beginning the first full month of service following the date of signature and be reviewed annually to address any necessary adjustments or modifications. Should adjustments or modifications be required that increase the monthly fees paid for the services rendered under this Agreement, these increases will not exceed ____% of the value of the existing monthly fees due under this Agreement. This agreement will renew on an annual basis unless notification sent in writing by either party is received 90 days before end of term.

Core components of the SOW

Termination Clause

b. Termination

- i. This Agreement may be terminated by the Client upon ninety (90) days written notice if the Service Provider:
 - 1. Fails to fulfill in any material respect its obligations under this Agreement and does not cure such failure within thirty (30) days of receipt of such written notice
 - 2. Breaches any material term or condition of this Agreement and fails to remedy such breach within thirty (30) days of receipt of such written notice
 - 3. Terminates or suspends its business operations, unless it is succeeded by a permitted assignee
- ii. This Agreement may be terminated by the Service Provider upon ninety (90) days written notice to Client
- iii. If either party terminates this Agreement, Service Provider will assist Client in the orderly termination of services, including timely transfer of the services to another designated provider. Client agrees to pay Service Provider the actual costs of rendering such assistance.

Core components of the SOW

Fee Schedule

5. Services and Fee Schedule

Fees for the Service shall be \$ _____ per month and will be invoice on the 1st of each month. Services will begin on _____. The first invoice will include a prorated charge from the date of signature to the end of the month. Services will be suspended if payment is not received within 5 days following date due. Refer to Appendix A for services included. Additional Services may be added by Client by signing a Service Provider SOW outlining additional services. Each new user added to this agreement after its inception will result in an increase of \$ _____ per month and be reflected on Client's next invoice. Correspondingly, each exist user removed from this agreement will reflect a decrease of this amount on Client's next invoice.

Core components of the SOW

Deliverables

2. Deliverables Description

a. Service Delivery

Service Provider will deliver the Service per the SOW. The SOW will describe the on-going Services in detail.

i. Security Assessments and Penetration Testing

Our security assessment provides a comprehensive review of your system's vulnerabilities, holes lurking in your critical business processes during onboarding and on a scheduled basis.

ii. Security Service Monitoring

We pro-actively monitor and manage your security environment through third-party vendors to provide real-time alerts and incident response.

iii. Email Security Management

Our email security service blocks malicious emails, viruses, and spyware from your computers and network. We protect your email server is unavailable, ensuring your reputation and helps avoid IP address blacklisting.

iv. Microsoft Office 365 Productivity and Security

Microsoft Office 365 licensing and management service ensures security and productivity tools. We manage your Office 365 environment with powerful cloud services like OneDrive to create and share anywhere on the go.

v. Anti-Spam

Our anti-spam service ensures that we provide an email client that may be spam before it reaches your inbox.

vi. DNS Protection

By redirecting users' traffic to a secure DNS, we can finely tune and enforce security on the majority of threats at the network level and endpoints.

vii. Managed Firewall Services

Our next-generation firewall provides web filtering and basic intrusion detection to prevent irregular activities inside your network.

viii. Password Management

Our secure password management service safely store and access complex, unique passwords for you and your employees. Passwords can be organized by team so that each team member has access to only the passwords they need for work. Passwords are easily accessible through a mobile app so you can create unique complex passwords for each of your employees, improving security and reducing your risk.

ix. Backup and Disaster Recovery

Our business continuity and disaster recovery service ensures the most aggressive recovery time objective (RTO) of any solution available to small and medium-sized businesses.

x. Dark Web Scanning and Monitoring

Dark Web Scanning and Monitoring identifies threats by remote means by Service Provider. Authorized personnel is made aware of threats through a portal at: YOUR SUPPORT URL. Internet outage at (123) 456-24/7/365.

xi. Active Threat Detection

Our endpoint security monitors every application scheduled task and user logs in. It immediately alerts you of any suspicious activity.

xii. Critical Security Event Log Management

We continuously monitor network logs, and ingest System logs for investigative purposes and incident response.

xiii. 24x7 Monitoring and Alerting with Incident Response and Escalation

When a potential threat is identified through our security event monitoring, threat analysts at our Security Operations Center triage every alert and escalate threats to a security incident response technician to take immediate action.

xiv. Mobile Device Security Management

Whether your employees use their own smartphones or company-owned mobile devices, our mobile device management (MDM) solution ensures that company devices are secure and that employees are securely connecting from mobile devices to critical business systems.

xv. Multi-Factor Authentication

Multi-factor authentication ensures that only authorized personnel access your business systems.

xvi. Ongoing Security Vulnerability Scanning and Management

We perform [monthly, quarterly, semi-annual] vulnerability scans of your networking devices (routers and firewalls) to identify vulnerabilities to prevent unauthorized access to your systems and remediate any vulnerabilities.

xvii. Security Incident Response

Our Security Incident Response Service activates our Incident Response team to respond in the event your business experiences a Security Incident.

xviii. End User Security Awareness Training

The most vulnerable component of your company is each individual employee. Our end user security awareness training service delivers critical security information to the hands of your entire team by training and testing them to avoid falling for a hacker's email Phishing and social engineering attempts.

xix. Virtual CISO

One of our certified cyber security specialists will meet with you during your security strategy meetings to provide key insights into your security posture and guide your decisions when implementing new security initiatives.

Core components of the SOW

Suitability of existing environment

b. Minimum Service Compliance Standards

In order for Client's existing environment to qualify for Service Provider Services, the following requirements must be met:

- i. All Servers with Microsoft Windows Operating Systems must not be in an End of Life state and have all of the latest Microsoft Service Packs and Critical Updates installed.
- ii. All Desktop PC's and Notebooks/Laptops with Microsoft Windows Operating Systems must not be in an End of Life state and have all of the latest Microsoft Service Packs and Critical Updates installed.
- iii. All Server and Desktop Software must be Genuine, Licensed and Vendor-Supported.
- iv. The environment must have a currently licensed, up-to-date and Vendor-Supported Antivirus Solution protecting all Servers, Desktops, Notebooks/Laptops, and Email. |
- v. The environment must have a currently licensed, Vendor-Supported Backup Solution.
- vi. The environment must have a currently licensed, Vendor-Supported Hardware Firewall between the Internal Network and the Internet.
- vii. Any Wireless data traffic in the environment must be secured with a minimum of 128bit data encryption

Costs required to bring Client's environment to Minimum Standards are not included in this SOW and will be quoted and billed separately.

Core components of the SOW

Excluded services

d. Excluded Services

Services rendered under this Agreement do not include:

- i. Parts, equipment, software or users not covered under this SOW
- ii. Parts, equipment or software not covered by vendor/manufacturer warranty or support
- iii. The cost of any parts, equipment, or shipping charges of any kind
- iv. The cost of any Software, Licensing, or Software Renewal or Upgrade Fees of any kind
- v. The cost of any 3rd Party Vendor or Manufacturer Support or Incident Fees of any kind
- vi. The cost to bring Client's environment up to minimum standards required for Security Service Compliance
- vii. Failure due to acts of God, building modifications, power failures or other adverse environmental conditions or factors.
- viii. Service and repair made necessary by the alteration or modification of equipment, services, applications or platforms other than that authorized by Service Provider. This includes alterations, software installations or modifications of equipment made by Client's employees or anyone other than Service Provider.
- ix. Maintenance of Application software packages, whether acquired from Service Provider or any other source unless as specified in Appendix A.
- x. Programming (modification of software code) and program (software) maintenance unless as specified in Appendix A
- xi. Travel costs not specifically included in this SOW
- xii. Training Services of any kind not specifically included in this SOW
- xiii. Any other services of any kind not specifically included in this SOW
- xiv. Services performed outside of the hours of 8:00 am – 5:00 pm Monday through Friday, or during holidays. All other Services shall be subject to provisions of Appendix B.

Core components of the SOW

Assignment

6. Assignment

Service Provider may assign its rights and obligations hereunder to any person or entity that succeeds to all or substantially all of Service Provider's business. Client may not assign their rights and obligations under this Agreement without the prior written consent of Service Provider.

Core components of the SOW

Acceptance

This SOW is effective only upon execution by Service Provider and Client. Each party hereto warrants and represents that this SOW, the Agreement constitute the legal, valid and binding obligation of such party as of the SOW Effective Date.

YOUR COMPANY NAME

Name: _____

Title: _____

Signature: _____

Date: _____

CLIENT COMPANY NAME

Name: _____

Title: _____

Signature: _____

Date: _____

Additional components of the SOW

SLA

Trouble	Priority	Response time	Resolution time	Escalation threshold
Service not available (all users and functions unavailable).	1	Within 30 minutes	ASAP – Best Effort	15 minutes
Significant degradation of service (large number of users or business critical functions affected)	2	Within 2 hours	ASAP – Best Effort	1 hour
Limited degradation of service (limited number of users or functions affected, business process can continue).	3	Within 4 hours	ASAP – Best Effort	2 hours
Small service degradation (business process can continue, one user affected).	4	within 24 hours	ASAP – Best Effort	12 hours

Additional components of the SOW

Covered Equipment & Users

Appendix A: Supported Equipment, Applications & Services

Supported Hardware

Device/Appliance	Quantity
Managed Desktops:	
Managed Laptops:	
Managed VoIP Handsets:	
Managed Tablets:	
Managed Mobile Phones:	
Managed Servers:	
Managed Routers:	
Managed Switches:	
Managed Firewalls:	
Managed Network Printers:	
Managed Wireless Access Points:	
Managed BDRs:	
Managed SANS:	
Managed UPSs:	
Managed Spam Filters:	

Supported Productivity, Security and Line of Business Applications

Application	Quantity
Microsoft Office 2013:	
Microsoft Office 2016:	
Microsoft Office 365:	
Antivirus Solution [NAME]:	
Antispam Solution [NAME]:	
Antimalware Solution [NAME]:	

Supported Server Operating Systems and Application Servers

Operating System	Quantity
Microsoft Windows Server 2012:	
Microsoft Windows Server 2016:	
Microsoft SQL Server 2012:	
Microsoft SQL Server 2014:	
Microsoft Exchange Server 2010:	

Supported Network Printers

Manufacturer/Model	Quantity
Manufacturer/Model:	
Manufacturer/Model:	
Manufacturer/Model:	

Wireless Access Point
Controller:

Supported Users

Location/Department	Quantity
Location/Department Name:	
Location/Department Name:	
Location/Department Name:	
Location/Department Name:	
Location/Department Name:	
Location/Department Name:	
Location/Department Name:	
Location/Department Name:	
Location/Department Name:	

Vendor Management

Vendor Name
1.
2.
3.
4.
5.

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Questions?

Get Ready for the Quiz!



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