COMCAST BUSINESS | MASERGY

Sales Enablement Sheet

Masergy Managed Security Solutions

What is Masergy Managed Security?

- **Comprehensive Solutions:** Turnkey security threat monitoring and response for mid-size enterprises
- **People, Process, Technology:** A perfect blend of tenured security analysts, mature incident response processes, and advanced technologies and systems all working together
- **Total Coverage:** Protections scale globally to cover endpoints, cloud resources, and the network
- **24/7 SOC Services:** Three global SOCs working around the clock, so security never sleeps
- **Security Expertise:** 20+ years of threat intelligence with 45B+ events analyzed annually

Use Cases

Client Scenarios that Make a Great Match

- Supports a hybrid workforce with regionally or globally dispersed employees
- Manages an increasingly complex or multi-cloud IT environment (SaaS apps and IaaS platforms)
- Maintains a lean IT department with limited resources for security operations
- Prioritizes compliance with governmental regulations/industry standards

Where You Win

Proven Success in these Industries and Markets

	Financial Services	Manufacturing	Healthcare	Retail	Law Firms
Over $5B annual revenue	Not a good fit				
$50M - $5B annual revenue	**Ideal target** with either a regional or global footprint				
Less than $50M annual revenue	Good target but beware of price pressures selling to SMBs				

Copyright © 2022 Masergy. All rights reserved. Updated April 8, 2022.

Masergy Managed Security Solutions

Qualifying Questions

Open Consultative Conversations with IT Leaders

- How has your business changed since 2020? Do you offer all the same security protections in the office, at home, and on the go?
- How does your company protect cloud resources, remote users, and data flowing over the internet?
- Do you have end-to-end visibility across the network, cloud, and endpoints? If so, is it in one portal?
- Are you consolidating all security logs, alerts, and incident/event data into a unified system that uses security analytics and behavioral analytics?
- Are you responding to threats 24/7 using your own IT team? What does that cost you?
- Could save money and streamline IT operations by consolidating network and security services under a single partner with one platform?
- How often do you supply your executives with risk assessments and cybersecurity reports?

Upsell and Cross-Sell Opportunities

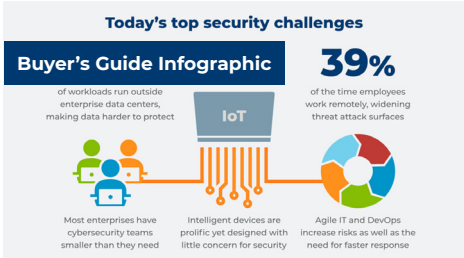
Promote the Next Product to Buy

If your prospect emphasizes **remote/hybrid work**, then offer:	**SASE Solutions:** SD-WAN, FWaaS, CASB, SWG, ZTNA **SD-WAN Home and SD-WAN On the Go:** WFA Solutions **UCaaS Solutions:** High-performance global collaboration
If your prospect emphasizes **cloud migration**, then offer:	**Multi-Cloud Connectivity:** Link directly to cloud apps/services and get 100% availability Masergy **Managed SD-WAN Secure** **SASE Solutions:** SD-WAN, FWaaS, CASB, SWG, ZTNA

Selling Resources

Case Studies

- Elevate
- Intertrust
- Masergy security success stories



COMCAST BUSINESS | MASERGY Copyright © 2022 Masergy. All rights reserved. Updated April 8, 2022.

Masergy Managed Security Solutions

Masergy SD-WAN Differentiators

- 24/7 Managed detection and response
- Security analytics and behavioral analytics
- Fully network visibility traffic monitoring
- Simple pricing based on users, sites, log sources
- One partner for technologies, analytics, services

Why Trust Masergy

- Services deployed by over 1,400 mid-to-large enterprises in 102 countries
- Unparalleled customer experiences with 70+ NPS
- 99% customer retention rate
- 6-year Visionary in Gartner Magic Quadrant for Network Services, Global

Competitive Intelligence

	Managed Security	Alert Logic MDR	eSentire MDR	Rapid7 MDR	Secureworks Taegis XDR	Telco Carriers
Features	COMCAST BUSINESS MASERGY	ALERT LOGIC by HelpSystems	eSENTIRE	RAPID7	Secureworks	AT&T, orange, BT, verizon
Owns and manages WAN infrastructure for global coverage	✔	✘	✘	✘	✘	⚠
Real-time end-to-end forensic-level security analytics both on and off net	✔	⚠	⚠	⚠	⚠	⚠
Solution integrates with customer's existing security investments	✔	⚠	✔	✔	✔	⚠
Global SOCs staffed by certified analysts with an average tenure of 4.5 years	✔	⚠	⚠	⚠	✔	⚠

✔ Highly Capable ⚠ Limited Capabilities ✘ No Capabilities

Copyright © 2022 Masergy. All rights reserved. Updated April 8, 2022.