**J.M. ADDINGTON**
TECHNOLOGY SOLUTIONS

CHAIN REACTION:
STOP THIRD-PARTY RISKS BEFORE THEY SPREAD
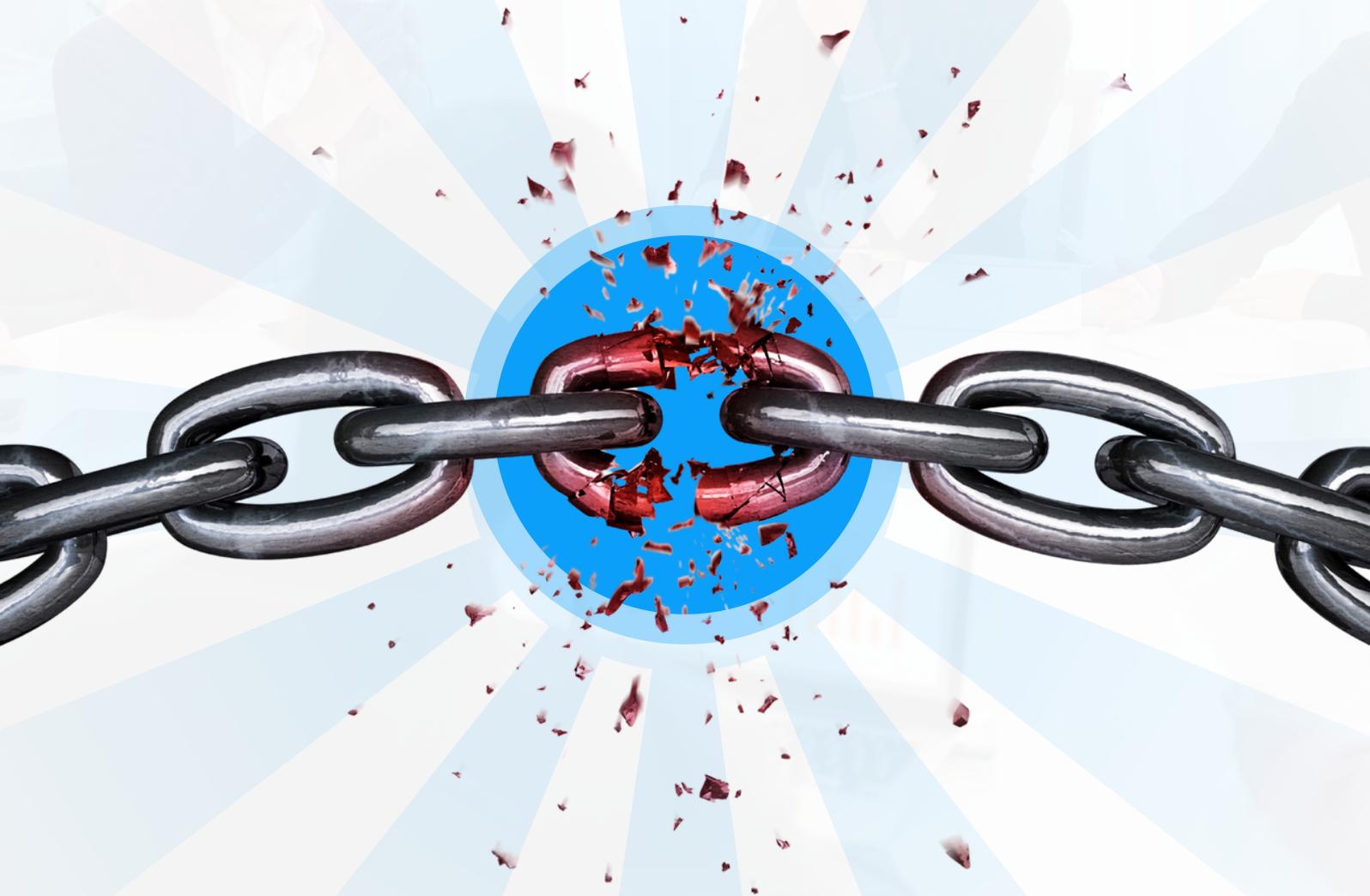
MSP ENABLEMENT GUIDE YOUR GUIDE
TO OPTIMIZE CAMPAIGN ASSETS

IN TODAY'S INTERCONNECTED WORLD,

your clients' success depends on much more than just their internal operations. Every business plays a part in a larger network—a supply chain that relies on third-party vendors, service providers and partners.

This interconnectedness is powerful and essential, but it also opens the door to significant security risks. A single vulnerability in a third-party relationship can compromise the whole chain, exposing your clients to cyberattacks, operational breakdowns and compliance violations.

As an MSP, you have the unique opportunity to step up as a trusted advisor to help businesses identify and manage these risks. By proactively addressing third-party vulnerabilities, you not only protect your customers—you reinforce your role as an indispensable part of their success story.

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THE DOMINO EFFECT

Before delving deep into best practices, it's important to get a clear picture of what risks to be on the lookout for, as well as the impacts they can have on the businesses you work with. Third-party risks aren't one-size-fits-all.

They can stem from various sources, including:

Cybersecurity vulnerabilities:

If a vendor's systems are compromised, attackers can use that as an easy gateway to infiltrate your customers' networks.

Operational disruptions:

Issues like vendor outages or supply delays can cripple a business's ability to deliver its products or services in a timely manner —or worse, at all.

Compliance breaches:

Third parties that fail to meet regulatory requirements can pull your clients into legal trouble, fines or reputational damage.

The fallout from these risks can be severe. Supply chain attacks, for example, have skyrocketed in recent years, often leaving businesses scrambling to recover.

Downtime, lost revenue, data breaches and even permanent harm to reputations can all result from insufficient third-party oversight. By helping your clients understand these potential consequences, you'll be able to position yourself as their guide through the complexities of modern supply chain security.

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DUE DILIGENCE DONE RIGHT

Helping your clients secure their supply chains starts with educating them on the most effective strategies for managing third-party risks. These aren't just abstract ideas—they're actionable steps that you can help implement.

Ensuring a secure supply chain starts with vendor selection. Encourage customers to prioritize due diligence by thoroughly assessing potential vendors before forming partnerships. Not all vendors are created equal, and reviewing security policies, evaluating compliance history and verifying technology standards can prevent avoidable vulnerabilities. Vendor selection is a critical business decision that demands scrutiny, not just a simple task that can be shrugged off.

It's also important to keep in mind that risk management doesn't end after onboarding a new vendor. Continuous monitoring is essential for staying ahead of evolving threats. Regularly review vendor performance, security measures and compliance status to ensure consistent reliability.

Leverage automated tools for efficiency and accuracy when you can to keep your customers protected both now and in the future. Coupled with proactive incident response planning and adherence to regulatory requirements, these measures will position you as a trusted guide in the journey of securing your clients' supply chains.

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POWER TO THE PEOPLE

We've got your back with a toolkit to promote the importance of third-party risk management, packed with resources designed to spark meaningful conversations with your customers. From educational materials to actionable templates, these assets aim to empower you to showcase your expertise.

WEBINAR DECK

What Every Business Owner Needs to Know About Third-Party Risks This webinar deck outlines the nature and consequences of third-party risks, highlighting the necessity for implementing proactive management and best practices.

CHECKLIST

The Do's and Don'ts of Third-Party Risk Management

This checklist invites readers to assess their current third-party vendor selection strategy and provides examples of how to best mitigate risks.

NEW!

AT-A-GLANCE EBOOK

Third-Party Cyber Incidents: How to Vet Your Vendors

This "at-a-glance" eBook equips decision-makers with a clear and actionable process for evaluating the security posture of the vendors they work with to reduce third-party risks. This asset takes a new approach that can be used both on social media, as well as a digital asset.

BLOG POST 1

How IT Service Providers Can Help Manage Your Third-Party Risks This blog discusses the risk of supply chain attacks, how it impacts customers and how MSPs can help mitigate potential problems.

BLOG POST 2

Third-Party Risks and How Small Businesses Can Fight Them

This second blog post focuses on educating businesses on key risks to keep an eye out for to protect against third-party risks.

18 SOCIAL ADS

Though the content varies, each ad adheres to the same unified theme. These promotional assets are an excellent way to elevate brand awareness by appealing to prospects and existing customers while presenting this intricate subject matter simply.

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2 SOCIAL MEDIA VIDEOS

Crafted with a focus on simplicity and non-technical language, each video is an engaging format that demystifies complex concepts for those who may find this topic otherwise intimidating. These videos are adaptable to various social media platforms, enhancing brand visibility and audience engagement.

NEW!

We've shifted to 1080x1920 resolution to create more immersive, full-screen videos that deliver a better mobile viewing experience and stronger engagement for your audience.

3 LANDING PAGES

These three distinct landing pages strategically highlight the at-a-glance eBook, checklist and webinar. Each page serves as a dedicated space for its respective asset, aiming to convert visitors into valuable leads through focused design and content.

4 EMAIL TEMPLATES

These templates provide an efficient way to communicate with clients and prospects while capturing their attention.
Each is designed to either promote the at-a-glance eBook, checklist and webinar, with an extra template to spark discussions around third-party risk management.

1 POSTCARD

This striking asset creates a tangible connection with your audience, serving as a memorable touchpoint in our digital world. Supporting your mailing efforts, its physical presence ensures your message stands out and leaves a lasting impression that digital communications often overlook.

VISUAL CONCEPT

For this campaign, we chose colors and fonts that reflect the balance between trust and caution that is inherent in third-party risk management. The design elements convey a sense of professionalism and urgency, aligning with the campaign's overall focus on prevention, risk management and the potential consequences associated with supplier vulnerabilities. By visually reinforcing these themes, we aim to make this complex topic more engaging and accessible to businesses.

Feeling inspired?

If you're interested in crafting any additional assets,
please feel free to utilize the color scheme and font families provided below.

HEX: f9d958
RGB: 247, 227, 56
CMYK: 3, 11, 78, 0

HEX: 00296b
RGB: 18, 109, 131
CMYK: 100, 91, 29, 21

HEX: 475565
RGB: 0, 18, 143
CMYK: 77, 61, 42, 23
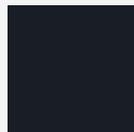
HEX: 181d26
RGB: 14, 22, 31
CMYK: 81, 70, 58, 71

Follow the links below to download the font family used throughout this campaign.

Adobe account needed to access and download.

Headlines: Forma DJR Text [link]
Subhead: CoFo Peshka Black [link]
Body Copy: CoFO Peshka Regular [link]

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TOOL TIP
BUILD TRUST WITH DATA AND METRICS

Leverage the power of visual storytelling to make complex information digestible.

Create ready-made infographics featuring credible statistics that resonate with your audience's needs and pain points. Focus on industry-relevant metrics and real-world results to showcase your reliability.

Need help incorporating the campaign materials into your marketing strategy?

Book a coaching session with the Channel Enablement team today

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THE MSP SALES & MARKETING POWERHOUSE