

# Keep Your Customers Secure and Futureproof Your Business

The cyber security market continues to grow at rapid rates. **Make sure you're part of it.**



The global cybersecurity market is estimated to grow to **\$346 billion** by 2027<sup>1</sup>.



**300% +** increase in ransomware attacks in 2021, with **over 50% targeting small businesses**<sup>2</sup>.



By 2025, **50% of organizations** will be using managed detection and response services<sup>3</sup>.

## How Seamless Security Growth Solutions can help

We leverage the full Microsoft stack to help partners grow their security competency and provide customers with comprehensive identity and endpoint security.

**78%**

of chief information security officers (CISOs) have 16 or more tools in their cybersecurity vendor portfolio<sup>4</sup>.



### Optimize costs and drive efficiency

Customers can save 60% on average by leveraging Microsoft's security solutions compared to a multi-vendor strategy – help them consolidate vendors seamlessly.

**\$1.07 million**

How much higher the average cost of a breach was where remote work was a factor<sup>5</sup>.



### Secure the hybrid workplace

A solution built on Microsoft offers customers unparalleled security. Give customers the tools and guidance to secure every aspect of their business.

**2.72 million**

The number of positions that make up the global cybersecurity talent shortage<sup>6</sup>.



### Overcome IT skills gap

Your customers benefit from the investment we make in our partners, including access to our complimentary cybersecurity scans, MS Expert Program and SMB Microsoft bootcamps.



## We can help you future-proof your security capabilities



**Secure your position** in a fast-growing market



Take advantage of **upsell opportunities**



**Expand your expertise** to outpace competitors

On average, our partners grow their businesses:



**3x faster**

Net new customer adds



**5x faster**

Seats added



**8x faster**

Revenue generated

## Evolve your Microsoft security capabilities

[Find out how](#) →

1. Astute Analytica, 2021  
 2. Homeland Security Secretary Alejandro Mayorkas, 06 May 2021 ABC Report  
 3. Gartner, 2021  
 4. Gartner, Cisco Effectiveness Survey, 2020  
 5. IBM's Cost of a Data Breach  
 6. (ISC)<sup>2</sup> Cybersecurity Workforce Study, 2021