

SECURITY 2017

A COMMS BUSINESS GUIDE TO SECURITY
IN THE CHANNEL



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The rise of security threats is not just a minor inconvenience to businesses in 2017, it can be the fundamental factor in preventing a business becoming successful.

However, the landscape is changing and the threats are now numerous. For criminals looking to exploit weaknesses in the business world the opportunities are vast and the payoffs are potentially huge. Criminals are no longer focussed solely on the enterprise end of the market, SMB's are now more at risk than ever and with many businesses failing to deploy ANY protection they are considered 'low hanging fruit' for perpetrators. It is critical that resellers protect their customers, and by extension themselves, on a number of fronts.

TECHNOLOGY

The security landscape is large, we shall try and digest it for readers and provide comment across, but not limited to, the following areas.

 **DEADLINE FOR SUBMISSIONS:**
21st April 2017

- ▶ Cyber security
- ▶ Mobile device security
- ▶ Networks and Cloud security
- ▶ Phone hacking (SIP/VoIP/PBX etc.)
- ▶ GDPR rules and regulations (data management)

We expect to talk to a range of suppliers, vendors and distributors throughout the Channel ecosystem.

This supplement will be broadly set out to cover, but not limited to, four major landscape topics:

THE THREAT

Where are the current wave of threats coming from? Who are criminals targeting and what kind of risk are customers and resellers facing by not deploying security products?

THE MARKET

What does the security market look like at the moment? What kind of solutions are hitting the market, and where are the vendors placing their resource and energies into tackling the issues facing businesses today?



THE OPPORTUNITY

Is there an opportunity for resellers to sell security products? Where should they be focusing their efforts to maximise revenues and ensure they deliver the right solution to the right customer? Not only will we look at preventative products but also products which are deployed once an attack has taken place to ensure limited downtime.

THE FUTURE

As technology evolves and new products emerge we are likely to see a new wave of threats emerge. Where are these threats likely to occur and how should the reseller Channel be reacting now to ensure their customers remain safe and secure? The GDPR will be coming into force in 2018 and this will impact the Channel in a MAJOR way. We will look to discuss opportunities, tips and hints to ensuring all partners are compliant.

We will be accepting: case studies, by-lines, insights, opinion pieces.

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