Seceon Platform Partnership Driver for Global System Integrators



Executive Summary

Strategic Partnership Opportunity: Transform Security Services Delivery

Global System Integrators face increasing demand for comprehensive cybersecurity solutions as enterprises consolidate their security stack. The Seceon Platform offers GSIs a unified SIEM/SOAR/XDR solution that addresses critical market needs while delivering substantial partner value.

Key Value Proposition:

- Platform Consolidation: Replace 8-10 point solutions with unified architecture
- Revenue Growth: Nearly 4x partner-sourced business growth demonstrated
- Market Differentiation: AI/Machine learning-driven automation in a competitive landscape
- Customer Success: Near-universal retention rate across 9,000+ global customers





Market Opportunity & Drivers

Enterprise Security Challenges Creating GSI Opportunity

Tool Proliferation Crisis

- The average Security Operations Center receives approximately 10,000 alerts per day for security alone
- Multiple security tools create vendor management complexity, requiring platform consolidation in order to correlate disparate data from individual tools
- Organizations seeking significant licensing cost savings through unified platforms
- Faster implementation timelines driving platform adoption

Compliance & Risk Management Demands

- Healthcare: New NYSDOH regulations deadline October 2025
- Financial Services: FFIEC, SOX, PCI-DSS automation requirements
- Critical Infrastructure: NERC CIP compliance excellence
- Manufacturing: OT/IT convergence security needs

Operational Efficiency Requirements

- On average, SIEMs only cover 20% of the 190+ adversary techniques described in MITRE ATT&CK v10.1
- Organizations seeking significant alert reduction and false positive elimination
- Enterprises demanding faster threat detection and response capabilities
- Need for improved investigation efficiency across security operations

GSI Market Position & Opportunity

Total Addressable Market

- Healthcare: Healthcare organizations were targeted nearly 5x more often in Q4 2018 vs Q1 2017, creating substantial security services demand[1]
- Financial Services: Two-thirds of financial institutions reported an increase in cyber attacks over the past year[2]
- Manufacturing: Production continuity and OT security integration driving market growth
- Critical Infrastructure: Grid protection and national security applications expanding

Competitive Advantage Window

- Thousands of cybersecurity vendors create customer confusion and consolidation opportunities
- Platform consolidation trend accelerating across all industries
- AI/ML integration is becoming essential for competitive differentiation
- Organizations are averaging 27 full-time employees to carry out SIEM-related infrastructure, maintenance, and training tasks, driving managed services demand

Seceon Platform Differentiation

Unified Architecture Advantage

Single Platform Replacing Multiple Tools

- SIEM (Security Information Event Management)
- SOAR (Security Orchestration Automation Response)
- UEBA (User Entity Behavior Analytics)
- EDR (Endpoint Detection Response)
- XDR (Extended Detection Response)
- SOTR (Security Operations Threat Response)



Technical Superiority

- Machine learning-driven automation reducing manual analyst workload by 5x+
- Real-time threat intelligence and adaptive capabilities
- Intuitive interface designed for analyst productivity
- Open architecture supporting existing tool integration
- Cloud-native with on-premises deployment flexibility

Proven Customer Outcomes

Cross-Industry Success Metrics

- Significant tool consolidation from multiple platforms to unified solution
- Substantial licensing cost reduction achieved by customers
- Major daily alert volume reduction through AI-driven automation
- Dramatic threat detection speed improvements
- Strong ROI achievement across customer base

Vertical-Specific Results

- Healthcare: Zero clinical workflow disruption during implementation
- Financial: Real-time fraud detection automation capabilities
- Manufacturing: Unified OT/IT security operations platform
- Utilities: NERC CIP compliance automation excellence



GSI Partnership Value Proposition

Revenue Growth Opportunities

Partner Program Success Metrics

- Nearly 4x growth in partner-sourced business[3]
- Nearly 4x increase in deal registrations
- 25-30% higher close rates with formal reference programs[4]
- 1/5th faster deal closure vs. average sales cycles

Market Expansion Benefits

- Access to 9,000+ global customer base
- 680+ active MSP partner ecosystem leverage
- Enterprise-grade credibility for competitive situations
- White-label SOC model preserving customer relationships
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Operational Excellence Framework

Implementation Efficiency

- Significantly faster deployment compared to multi-vendor approaches
- Rapid service launch capabilities versus traditional lengthy timelines
- Automated platform provisioning and configuration
- Comprehensive training and certification programs

Support & Enablement

- 24/7/365 global support infrastructure
- Technical sales engineering support
- Marketing development funds and co-marketing
- Executive sponsor program for strategic accounts

Financial Model Advantages

Predictable Revenue Streams

- Recurring SaaS subscription model
- Professional services attachment opportunities
- Managed services enablement platform
- Multi-year enterprise agreement potential

Margin Enhancement

- Strong profit margins for managed services delivery
- Improved margins versus traditional security resale models
- Reduced operational overhead through automation
- Scalable delivery model without proportional headcount increases



Strategic Partnership Models

Tier 1: Global Strategic Alliance

Target Partners

- Accenture, Deloitte, IBM Global Services
- Capgemini, Cognizant, TCS, Infosys
- DXC Technology, Wipro, HCL Technologies

Partnership Structure

- Executive sponsor relationship
- Global master services agreement
- Joint go-to-market strategy
- Co-innovation and development collaboration
- Exclusive vertical or geographic opportunities

Mutual Commitments

- Seceon: Dedicated GSI support team, preferential pricing, technical integration
- GSI: Sales commitment, joint marketing, reference customer development

Tier 2: Regional Excellence Partners

Target Partners

- Regional system integrators with $100M+ revenue
- Specialized vertical players (healthcare, financial, manufacturing)
- Cloud transformation leaders
- Cybersecurity service specialists

Partnership Benefits

- Regional exclusivity considerations
- Master MSSP designation opportunities
- Technical specialization certifications
- Joint reference development programs

Tier 3: Emerging Growth Partners

Target Partners

- High-growth integrators seeking differentiation
- PE-backed platforms expanding service portfolios
- Boutique specialists in target verticals
- International expansion opportunities

Partnership Support

- Technology transfer and enablement
- Sales training and certification
- Marketing collaboration opportunities
- Success metric development and tracking



Competitive Positioning Strategy

Against Market Leaders

vs. Splunk/IBM QRadar

- Advantage: Unified platform vs. complex integrations
- Message: "Platform consolidation eliminating vendor complexity"
- Evidence: 3x cost reduction, 3x faster implementation

vs. Microsoft Sentinel

- Advantage: Vendor-neutral vs. ecosystem lock-in
- Message: "Best-of-breed security without Microsoft dependency"
- Evidence: Open architecture, multi-cloud support

vs. CrowdStrike/SentinelOne

- Advantage: Comprehensive SIEM/SOAR vs. endpoint-focused
- Message: "Enterprise security operations platform vs. point solution"
- Evidence: 8-10 tool replacement, unified workflows

GSI-Specific Differentiation

"Channel-First vs. Direct-Sale Competitors"

- 624+ MSSP partners demonstrate channel commitment
- No direct sales competition with GSI customer relationships
- Transparent about challenges, committed to continuous improvement
- Community-driven product development based on partner feedback

"Services Enablement vs. Technology-Only Vendors"

- White-label SOC capabilities preserve GSI customer relationships
- Professional services methodology and training included
- Managed services playbooks and automation frameworks
- Success metrics and KPI dashboards for client reporting

Implementation Roadmap

Phase 1: Foundation Building (Months 1-3)

Partnership Infrastructure

- Legal framework and master agreements
- Technical integration and certification
- Sales team training and enablement
- Marketing materials and positioning development

Early Success Metrics

- 3-5 pilot customer implementations
- Technical team certification completion
- Joint value proposition validation
- Reference customer development initiation

Phase 2: Market Expansion (Months 4-9)

Go-to-Market Acceleration

- Joint customer presentations and proof-of-concepts
- Competitive displacement opportunities
- Vertical market specialization development
- Customer success story documentation

Growth Targets

- 15-25 active customer engagements
- $5M+ pipeline development
- 2-3 major competitive wins
- Industry recognition and thought leadership



Phase 3: Strategic Scale (Months 10-18)
Market Leadership Position

- Large enterprise customer base establishment
- Vertical specialization recognition
- Thought leadership and industry speaking
- Partnership expansion and geographic growth

Success Metrics

- $15M+ ARR recurring revenue base
- Industry analyst recognition
- Customer advocacy program participation
- Next-generation partnership evolution



Success Metrics & KPIs

Business Performance Indicators
Revenue Metrics

- Annual Recurring Revenue (ARR) growth
- Professional services attachment rate
- Average deal size and velocity
- Customer lifetime value (CLV)

Operational Excellence

- Implementation success rate (target: >95%)
- Customer satisfaction scores (target: >90%)
- Technical support resolution time
- Certification completion rates

Market Position

- Competitive win rate in head-to-head evaluations
- Industry analyst recognition and positioning
- Customer reference availability and quality
- Partner program satisfaction scores

Partnership Health Metrics
Engagement Indicators

- Joint customer meetings and presentations
- Technical collaboration and integration projects
- Marketing campaign collaboration and results
- Executive relationship strength and frequency

Growth Acceleration

- Pipeline development and conversion rates
- Customer expansion and upsell opportunities
- Geographic and vertical market penetration
- Strategic account development progress

Risk Mitigation & Success Factors

Partnership Risk Management

Technology Risks

- Continuous platform innovation and updates
- Integration compatibility maintenance
- Performance and scalability validation
- Security and compliance certification

Market Risks

- Competitive positioning and differentiation
- Customer expectation management
- Pricing strategy and market dynamics
- Channel conflict prevention and resolution

Critical Success Factors

Executive Alignment

- C-level sponsorship from both organizations
- Strategic vision and roadmap synchronization
- Resource commitment and investment alignment
- Success metric agreement and tracking

Operational Excellence

- Joint team collaboration and communication
- Technical integration and certification completion
- Customer success methodology implementation
- Continuous improvement and feedback integration

Call to Action

Immediate Next Steps

Week 1-2: Strategic Assessment

- Executive stakeholder alignment meeting
- Technical architecture review and validation
- Competitive landscape analysis and positioning
- Financial model development and validation

Week 3-4: Partnership Foundation

- Legal framework negotiation and agreement
- Technical integration planning and resource allocation
- Sales team training curriculum development
- Marketing collaboration strategy and timeline

Seceon Platform

Transform Security Services Delivery for Global System Integrators

4x	9000+	680+	8-10
Partner Revenue Growth	Global Customers	Active MSP Partners	Tools Replaced

Market Challenges & Seceon Solution

Enterprise Security Challenges

- 10,000+ alerts per day in SOCs
- 8-10 security tools creating complexity
- SIEM covers only 20% of MITRE ATT&CK
- 27 FTEs needed for SIEM operations
- Compliance deadline pressures

Seceon Platform Benefits

- Unified SIEM/SOAR/XDR platform
- 5x reduction in manual workload
- AI/ML-driven automation
- Real-time threat intelligence
- Near-universal customer retention

Unified Platform Capabilities

SIEM	SOAR	UEBA	EDR	XDR	SOTR
Security Information Event Management	Security Orchestration Automation Response	User Entity Behavior Analytics	Endpoint Detection Response	Extended Detection Response	Security Operations Threat Response

Strategic Partnership Models

Tier 1: Global Strategic
Partners: Accenture, Deloitte, IBM, Capgemini
Benefits: Executive sponsors, global agreements, co-innovation

Tier 2: Regional Excellence
Partners: $100M+ revenue integrators
Benefits: Regional exclusivity, MSSP designation

Tier 3: Emerging Growth
Partners: High-growth specialists
Benefits: Technology transfer, enablement

Implementation Roadmap

1	2	3
Foundation Building	**Market Expansion**	**Strategic Scale**
Months 1-3	Months 4-9	Months 10-18
Partnership infrastructure, training, certification	$5M+ pipeline, 15-25 engagements, competitive wins	$15M+ ARR, industry recognition, market leadership

Ready to Transform Your Security Services?

Join 680+ partners delivering enterprise-grade security solutions

Schedule a Demo: https://seceon.com/contact-us/

Month 2-3: Market Launch Preparation

- Pilot customer identification and engagement
- Joint value proposition testing and refinement
- Reference customer development initiation
- Success metric tracking system implementation

Partnership Development Contact
Strategic Partnerships Team

- Email: partnerships-enterprise@seceon.com
- Direct: Strategic Partner Development Director
- Technical: Solutions Architecture Team
- Legal: Partnership Legal Counsel

Regional Coverage

- Americas: Boston, MA • Austin, TX • Toronto, ON
- EMEA: London, UK • Frankfurt, DE • Dubai, AE
- APAC: Singapore • Sydney, AU • Mumbai, IN

Transform Your Security Services Portfolio with Seceon Platform

Join 680+ partners delivering enterprise-grade security solutions with proven nearly 4x revenue growth and near-universal customer retention.

Citations

1. Protenus Breach Barometer Annual Report 2018 - Healthcare data breach analysis showing 473% increase in targeted attacks from Q1 2017 to Q4 2018
2. PwC Global Economic Crime and Fraud Survey 2020 - Financial services sector reporting 67% of institutions experienced increased cyber attack frequency
3. Partner program performance metrics - Internal partner success data
4. Reference program impact analysis - Sales performance studies

About Seceon

Seceon enables MSPs, MSSPs, and Enterprises to reduce cyber threat risks and their security stack complexity while greatly improving their ability to detect and block threats and breaches at scale. Seceon's Open Threat Management (OTM) platform augments and automates MSP and MSSP security services with our AI and ML-powered aiSIEM, aiXDR, and aiMSSP platforms. The platform delivers gapless coverage by collecting telemetry from logs, identity management, network logs and flows, endpoints, clouds, and applications. It's all enriched and analyzed in real-time by applying threat intelligence, AI, and ML models built on behavioral analysis, and correlation engines to create reliable, transparent detections and alerts. Over 680 partners are reselling and/or running the industry's lowest TCO, efficient security services with automated cyber threat remediation and continuous compliance for over 9,000 clients.

Learn more about Seceon

Schedule a Demo www.seceon.com/contact-us/



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