

PSA MSSP Partner Solutions Sales Brief

END-USER VALUE PROPOSITION

IP Technology Labs' endpoint appliances give you Trust & Control™. We make it easy to eliminate network threats from spoofing, snooping, and backdoors while lowering the risks and costs to your security, network, and remote access infrastructure. Our appliances make it easy to:

- Protect your network from compromised devices that may have backdoors, zero-day, or hacks
- Protect your devices from network threats such as tampering, unauthorized access, credential harvesting
- Securely and quickly deploy End-to-End VPN's without DDNS, P2P Cloud or Relay Servers and control your whole security operation



Simply, IpTL removes your operational risks and lowers the cost of your security infrastructure.

BENEFITS INCLUDE

Simplified Secure Networking

- Easy remote access Tunneling/VPN with LTE failover options without dangerous port-forwarding, DDNS, or P2P/relay cloud services
- Zero-trust, identity-based access control, enables 2FA end-to-end security, privacy, and control
- Compatible with all brands and network devices including physical and hybrid cloud networks

Cost Savings

- Works with your existing systems; works with any Ethernet-based device
- Use any commodity Internet for VPN, including dynamic IP, without expensive routers or services
- No delays, costly configurations, or specialized technical requirements

Manageability

- Easy setup into any network without the traditional networking hassles
- Our maintenance portal gives you direct access to the appliance anywhere, eliminating truck-rolls
- Technician-friendly for faster set up, no complicated command lines or custom configurations

Highest Security and Privacy

- Highest privacy with AES256 encryption and Dynamic Keys - Not a P2P service
- PCI DSS 4.0 compliance tested, the only appliance on the market with 100% compliance
- Eliminate backdoor threats from compromised telecommunications and video surveillance equipment

PSA INTEGRATOR VALUE PROPOSITION

Integrators who install and support physical security IT systems such as IP cameras, Access Control, and Intrusion systems can:

Capture increased top-line product and services revenue

- Faster project quoting, deployment, and handover
- Meet your customer's requests for unified, secure networking for both physical and cloud-based networks
- Meet your customer's need for savings on capex and opex

Grow deal-over-deal margin through each phase of the project

- Lower solution costs than the competition
- Lower deployment cost with easy-to-install technician-friendly cybersecurity appliances
- Recurring revenue opportunities with annual services and managed infrastructure-as-a-service

SAMPLE EMAIL

Dear Customer,
Spying, theft, and ransomware can bankrupt your business. Devices on the network are compromised and have backdoors that even a firewall cannot protect. Ripping out and replacing critical devices is costly and disruptive.

But how do you protect yourself?

With IpTL's secure network gateways, you can protect your network and remote devices with a simpler solution:

- Cost-savings with no need to pull existing network hardware
- Easy manageability with direct remote access without P2P or DDNS
- Protect against known and unknown future vulnerabilities
- Simple set up for reliable connectivity to remote devices
- Compatible with all your existing vendors

Here is a video with a live demonstration of our secure remote access: <https://iptechlabs.com/SecureDemo>

Drop us a note, and we'll be happy to set up a one-on-one product overview or setup you up with a demo kit.

QUALIFYING QUESTIONS OR THE INTEGRATOR TO ASK THEIR CUSTOMER:

- How are you securing your existing IP Cameras without ripping everything out?
- What would happen to your company if you had a cyber breach through one of your IP cameras?
- What would happen to your business if your IP cameras or card readers were tampered with?
- What types of costs are you incurring to ensure the security of your network?
- How do you securely and privately connect your remote IP cameras to your VMS without exposing yourself to network threats?

PARTNER PRICING, PROPOSALS, AND DISCOUNTS

IpTL is pleased to provide project-based proposals, material lists, and win-based pricing upon request. Sign-up for our Channel Partner Program today and access free demo's, project protection, and extra discounts.

Please contact **Scott Whittle** at scott@IpTechnologyLabs.com (TEL: +1 301 570 6611 x601) for any sales, pricing, or technical requests or click on our landing page at <https://IpTechLabs.com/psa> to request a callback.

PARTNER RESOURCES, INFORMATION, AND CONTACT

See our <https://IpTechLabs.com/psa> page for product presentations, links to videos, and contact form to set up a free demo.

Contact IP Technology Labs Today to Secure & Connect your Devices

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