



POWERED BY

**CHANNEL**  
**NEXT**

# CYBERSECURITY CONFERENCE & EXPO

October 26 & 27, 2022  
Marriott at Penn Square  
Lancaster, Pennsylvania  
#IOTSSA22

**eCN**  
eChannelNEWS

# Day One

WEDNESDAY OCTOBER 26, 2022

**12:00 PM – 6:00 PM EVENT REGISTRATION & CHECK-IN**

**2:00 – 2:45 PM – FIRESIDE CHAT WITH MATT LEE, CISSP, CCSP, CCSK, CFR**

## MATT LEE

SR. DIR. OF  
SECURITY AND  
COMPLIANCE



Matt has already built an MSP to a 170-person business so you know he knows what it takes to help other MSPs to scale and be successful in cybersecurity. As more MSPs realize there is much more to learn about cybersecurity and risk management, the road ahead can appear daunting. The truth is that it is extremely complicated and constantly changing. Cybersecurity is NOT a plug-and-play gig. It's constantly morphing and while better integrations and AI are making it easier to manage, it still requires skill and human intervention. We will investigate a framework in which MSPs and MSSPs can lay a solid foundation for addressing the challenge of building a successful practice.

## RANDAL WARK

MASTERMIND  
PEER-GROUP  
COACH



The power of teamwork! Everyone will have the opportunity to meet each other and participate in the Mastermind Peer-Group. If you've never heard of it, you're in for a treat. The host will lead the audience on a journey of expressing their concerns and working together to find solutions. Many people recognize the value of MasterMind Peer Groups and choose to join a permanent group of eight peers.



**JULIAN LEE**  
PUBLISHER AND EDITOR

**eCN**  
eChannelNEWS



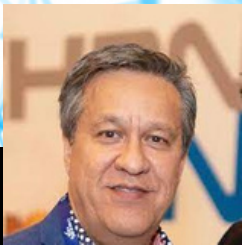
## 3:45 - 4:00 PM - BRIEF INTRODUCTION TO A MODERN ECOSYSTEM FOR CYBERSECURITY CHANNEL PARTNERS

### INTRODUCING



Solving the channel's cybersecurity challenges is complicated, with many moving parts. What was best practice yesterday may not be applicable today. We orchestrated all of the mission critical stakeholders and solutions under one cybersecurity ecosystem for the channel with a massive amount of input from some of the best industry experts. It's constantly evolving to ensure you stay ahead of the curve. If cybersecurity is your business, this is your community and ecosystem.

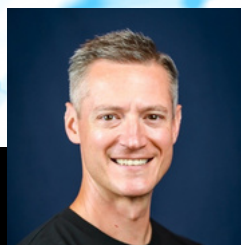
Channel Partners will find everything you need to build out a top-shelf managed services business practice for cybersecurity. Some of the key platform developers will make a brief introduction and be available throughout the event to answer your questions and demonstrate how it works.



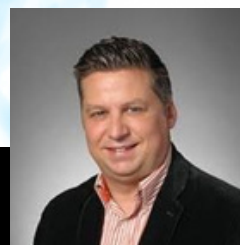
**JULIAN LEE**  
PANEL MODERATOR



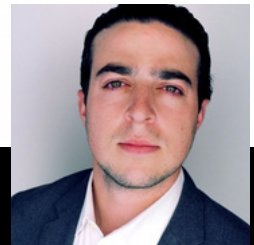
**CARL WATENE**  
CEO  
SPI|SEE



**CHRIS FURST**  
HEAD OF PARTNERSHIPS  
AND ALLIANCES  
QUANTILOPE



**RANDAL WARK**  
MASTERMIND LEAD  
CHANNEL PARTNER ALLIANCE



**SAM OLIFF**  
DIRECTOR SALES  
STRUCTUREDWEB



## 4:00 - 6:00 PM - EVENT ORIENTATION/BOOTH CRAWL & HAPPY HOUR

- Grab a refreshment and keep the conversations going
- Engage with the experts and get the answers you're looking for
- Collaborate and network with your peers and vendors

# Day Two

THURSDAY OCTOBER 27, 2022

**8:00 AM - 9:00 AM BREAKFAST & EVENT  
REGISTRATION**

**9:00 - 9:45 AM - CYBER DEFENSE MATRIX  
THE ESSENTIAL GUIDE TO NAVIGATING THE  
CYBERSECURITY LANDSCAPE**

'Imagine going to the grocery store to buy ingredients for a meal you want to cook. But when you arrive, instead of orderly isles of products, you are confronted with a mountain of food piled haphazardly in the middle of the store. Even if you know exactly what the ingredients of the meal are, getting everything you need is going to be extremely hard because there is no organizational system to help you find them or compare competing products. Worse still, if the store doesn't have one of the items on your list, you will have to hunt through the entire pile before you can be sure of this. What a nightmare!' Excerpt from Cyber Defense Matrix.

Join Author Sounil Yu, a security innovator with a deep knowledge of computer systems and a career spanning over three decades as an executive leader of information technology and security in the United States federal government, military, and private sectors.



**9:45 - 10:10 AM - MANAGING YOUR  
CYBERSECURITY WITH ZERO TRUST**

The Zero Trust framework is based on the principle of "never trust, always verify." Join us to learn about Zero Trust, how to adopt it for endpoints, and the technologies you need to take control of your environment in the fight against ransomware.

**THREATLOCKER**

**SOUNIL YU**

**CISO & HEAD  
OF RESEARCH**



**CYBER  
DEFENSE  
MATRIX**

The Essential Guide to Navigating  
the Cybersecurity Landscape



By Sounil Yu

Forewords by Dan Geer and Wendy Nathan

**RYAN  
BOWMAN**

**DIRECTOR OF  
SOLUTIONS  
ENGINEERING  
THREATLOCKER**



THURSDAY OCTOBER 27, 2022

**JON McCarrick**

GLOBAL HEAD OF  
PARTNER  
EVANGELISM



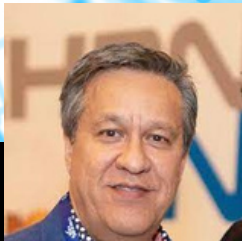
## 10:10 - 10:30 AM - THE ROLE OF AUTOMATION IN CYBERSECURITY

There is no Security Silver Bullet for SMB's in today's landscape. The challenge for MSP's is to evolve their legacy Security plans to today's advanced threats. It requires a combination of multiple services to create an effective layered protection. Security requires a 24/7 initiative. Join Jon McCarick to learn more about the role of automation in Cybersecurity.

## Acronis

## PANEL 1

## 10:30 - 11:15 AM - PUT YOUR CYBERSECURITY PROTECTION TO THE TEST 365 DAYS A YEAR



**JULIAN LEE**  
PANEL MODERATOR



**ADAM BENNET**  
COO, DARK3



**MARK PORTER**  
CHIEF EXECUTIVE OFFICER,  
HIGH WIRE NETWORKS

Hackers only need to be correct once. You must be correct every day of the year. This session walks us through the most recent PEN testing to see how environments are vulnerable to attacks in real time. PEN testing, whether using AI or humans, is an essential component of your cybersecurity services. Discover the most recent advancements in "always-on" PEN testing for maximum security.



## 11:15 - 11:35 AM - HOW CAN CHANNEL PARTNERS INFLUENCE THEIR CLIENTS' CYBER RISKS AND INSURABILITY?

**MAX HENDERSON, PH. D.**  
CHIEF DATA  
OFFICER



We are all aware of the extensive range of critical IT services that MSPs and MSSPs provide to their clients. What is the true impact of these partners on cyber risk reduction? You will investigate the findings of a recent research project in which they were able to assess the client's insurability, likelihood of a breach, and overall impact the partner has had on their clients using real client data.



THURSDAY OCTOBER 27, 2022

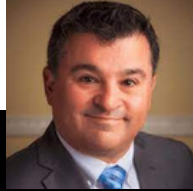
## PANEL 2



**JULIAN LEE**  
PANEL MODERATOR



**MARK PORTER**  
CEO  
HIGH WIRE NETWORKS



**PAOLO DEL NIBLETTO**  
CHANNEL CHIEF  
JOLERA

### 11:35 - 12:15 PM - HOW ARE CISOS AND SOCS COMBATING HACKERS WHILE ALLOWING THE CUSTOMER TO STAY PRODUCTIVE?

The best CISOs are always prepared for anything, from left to right of "boom". A panel of cybersecurity experts from leading SOCs will discuss the latest hacker tactics and how you can combat them. They will also extrapolate the patterns to help you understand where the hackers are going in the future so you can be better prepared. We will also look at how they handle compliance issues, evaluate technologies, and manage users in a zero-trust environment.



## 12:15 - 1:15 PM - LUNCH

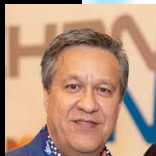
### 1:15 - 1:45 PM - LIONS' DEN: SEE EXHIBITOR LIST FOR PARTICIPANTS AND VOTING QR CODE TO WIN \$500 CASH!

A quick and easy way to learn about vendor solutions! Several vendors will make their best 3-minute pitch in front of the audience. There are no rules, except that there are no slide decks and that you must drop the mic in 3 minutes or less. The audience is then given the opportunity to vote for their favorite vendor pitch. The Sales Warrior Award is given to the vendor who receives the most votes. One person will win \$500 in cash simply by voting.

### 1:45 - 2:05 PM - TODAY'S EVOLVING M365 THREATS & HOW TO MITIGATE THEM

Andy Syrewicze, Microsoft MVP and Technical Evangelist for Hornetsecurity, will be covering: Current World Affairs and Their Impact on Security, O365 Credential Phishing, External Forwarding and Business Email Compromise Attacks, Backup and Retention Needs in the Modern Era.

**JULIAN LEE**  
PUBLISHER  
E-CHANNELNEWS



**RANDAL WARK**  
FACILITATOR  
CHANNEL PARTNER  
ALLIANCE



**ANDY SYREWICZE**  
TECHNICAL EVANGELIST  
HORNETSECURITY



# Day Two cont...

**THURSDAY OCTOBER 27, 2022**

## **2:05 - 2:25 PM - YOU'VE BEEN HACKED...WHAT HAPPENS NEXT?**

When you are hit with a right of boom (breach), the first thing that comes to mind is to determine whether your data is truly safe for a wipe and restore. First, you must put an end to the breach. Then, as soon as possible, restore business uptime. Finally, conduct a thorough forensic investigation to determine what occurred and gather evidence for compliance and possible prosecution. Then it's a matter of resolving the issue to keep it from happening again.



## **2:25 - 2:50 PM - NAVIGATE THE NEXT GENERATION CHANNEL ECOSYSTEM**

Whether we like it or not, the channel ecosystem is changing. Existing channel partners must understand the implications for their business. This is a huge opportunity for channel partners to grow their businesses in areas they had never considered before. We will discuss the next generation channel partner environment as well as these new opportunities for MSPs.



Special video commentary on the cybersecurity market and ecosystem, prepared exclusively for IOTSSA attendees.



## **2:50 - 3:10 PM - SECURITY THREATS WITH API AND APP**

An API is used by most applications. Most of the internet traffic is the result of API queries. How important is API security in terms of cybersecurity? How do you keep APIs safe? An investigation into the subject will provide insights and will investigate how APIs can be better protected. We will also discuss the risks of APPs (particularly APPs that have not been approved by the company) and how you can mitigate the risk.



### **MATT SCULLY**

**CHANNEL CHIEF  
REDSTOR**



### **JULIAN LEE**

**PUBLISHER**



### **JAY MCBAIN**

**CHIEF ANALYST - CHANNELS,  
PARTNERSHIPS & ECOSYSTEMS**



### **SEAN MCTAGGART**

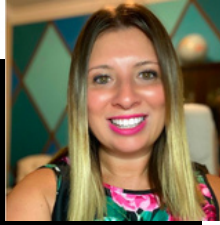
**CHANNEL  
DEVELOPMENT  
MANAGER**



THURSDAY OCTOBER 27, 2022

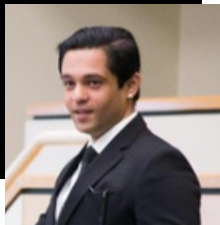
**MICHELLE  
RAGUSA-MCBAIN**

GLOBAL LEAD AND  
CHANNEL  
EVANGELIST FOR  
MSP AND XAAS



**FENIL  
KACHARIA**

BUSINESS  
DEVELOPMENT  
MANAGER



## 3:10 - 3:30 PM - CAN DIGITAL TRANSFORMATION TAKE PLACE IN THE ABSENCE OF CYBERSECURITY?

The digital transformation of business is accelerating everywhere. However, digital transformation simply cannot occur without cybersecurity. These two major trends are “joined at the hip.” This is a huge opportunity for MSPs to combine the two topics into a single, powerful, comprehensive message to drive revenue.



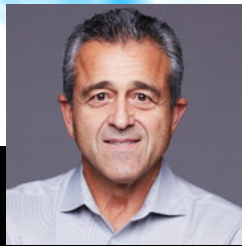
## 3:30 - 4:00 PM - GROWING YOUR CYBERSECURITY COMPANY IN THE DIGITAL ECONOMY

To future-proof their own and their clients' businesses, MSPs must stay ahead of the digital-first economy. We'll discuss the most recent best practices for scaling business and selling cybersecurity in this new normal.

# PANEL 3



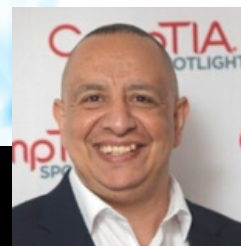
**JULIAN LEE**  
PANEL MODERATOR



**LEN DICOSTANZO**  
FOUNDER  
MSPTOOLKIT



**SCOTT DAVIS**  
LEAD SALES ENGINEER  
LIONGARD



**JUAN FERNANDEZ**  
MSP GROWTH COALITION



## 4:00 - 6:00 PM - HAPPY HOUR BOOTH CRAWL

- Grab a refreshment and keep the conversations going
- Engage with the experts and get the answers you're looking for
- Network with your peers and vendor partners

**HAPPY  
HOUR**



# Exhibitors

**Acronis**

<https://www.acronis.com/en-us/>

 **canalys**

<https://canalys.com>

 **cisco**

<https://www.cisco.com/>



<https://www.channelpartneralliance.com>

**dark<sup>3</sup>**

<https://darkcubed.com/>

**DATASTREAM**  
CYBER INSURANCE

<https://datastreaminsurance.com/>

**eCN**  
eChannelNEWS

<https://www.e-channelnews.com/>

**HighWire**  
NETWORKS

<https://www.highwirenetworks.com>



<https://www.hornetsecurity.com>

 **Jolera**

<https://www.jolera.com>

 **JupiterOne**

<https://www.jupiterone.com>

 **liongard**

<https://www.liongard.com>

 **MSP**  
Toolkit

<https://www.msptoolkit.com>

 **pax8**

<https://www.pax8.com>



<https://www.quantilope.com>

 **redstor**

<https://www.redstor.com>

**SPI|SEE**  
software inc.

<https://www.spiisee.com>

**StructuredWeb**

<https://www.structuredweb.com>

**THREATLOCKER**

<https://threatlocker.com>

**WEBROOT**  
an opentext company

<https://www.webroot.com/us/en>

**CompTIA ISAO**

<https://forum.comptiaisao.org>



## Win \$500

**PLEASE VOTE AND SEND US YOUR  
FEEDBACK...**

**BEST LIONS' DEN; BEST  
PRESENTATION AND BEST IN  
SHOW**

