



CYBERREADY PARTNER RESOURCE

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Partner Instructions





CyberReady partner resources

Digital assets to engage your customers in a discussion about cybersecurity

What is CyberReady?

CyberReady is a toolkit for MailGuard partners to help educate their customers, at the boardroom level, about the prevalence of online criminal activity. **Cybercrime remains one of the most prevalent forms of economic crime experienced by organisations**, according to PwC.

Email-borne threats are the greatest risks to businesses, with **91% of cyber attacks arriving via email**, and **one in four people clicking on malicious content**.

“You’re only as strong as the weakest link in your organisation. And when you have links coming to every single person in your business, how are you thinking about securing them? About protecting them, in a way that enables them to take advantage of everything that the digital economy offers them?”

—Steve Miller, Education Director, Microsoft Australia

Why was the CyberReady toolkit created?

Shifting the customer dialogue to urgent cybersecurity requirements opens up a new revenue stream for MailGuard partners, increasing Average Revenue Per User (ARPU), Office 365 attach rate, and hence annuity revenue.

Who is the CyberReady toolkit for?

The CyberReady kit is intended for partners who may not necessarily have the inhouse resources to develop customer engagement and content marketing tools in the cybersecurity space. Going a step further than simply helping business leaders understand the cybercrime pandemic, this kit aims to provoke action to address specific needs for advanced security solutions, and ultimately safeguard their organisations from criminal intent emails.



GET CYBERREADY NOW

mailguard.com.au/partner-portal

What customer-ready resources are available?

1

MAILGUARD SOLUTION BROCHURES

for all MailGuard products, including: MailGuard, MailGuard Lite, MailGuard Live, WebGuard, SafeGuard, & ImageGuard

2

INDUSTRY SNAPSHOTS

for the following verticals: manufacturing, retail, financial services, health, government, and education

3

CUSTOMER CASE STUDIES

on email security for the following verticals: manufacturing, retail, financial services, health, government, and education

4

EBOOK

including:
Surviving the Rise of Cybercrime by MailGuard CEO Craig McDonald

5

INFOGRAPHICS

shareable content for social:
Surviving the Rise of Cybercrime; World Economic Forum Statistics Your Board Cannot Ignore

6

THOUGHT LEADERSHIP & BLOG CONTENT

shareable content for social and website: #FastBreak #ZeroDay alerts, and trending cybersecurity topics

What partner-enablement resources are available?

1

PARTNER TRAINING & ONBOARDING

2

CO-SELLER SUPPORT, SELLING GUIDE & PITCHDECK

3

CO-MARKETING & CO-BRANDED COLLATERAL

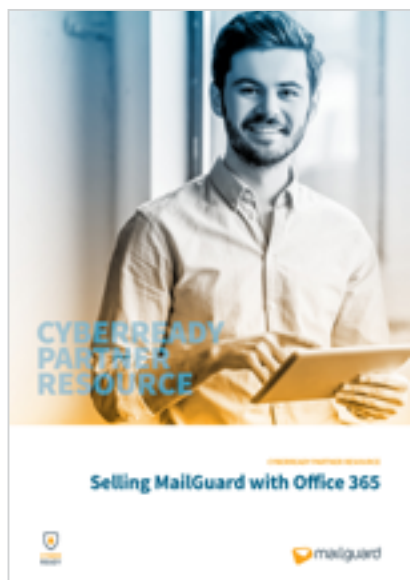
DOWNLOAD YOUR CYBERREADY RESOURCES NOW

Access the MailGuard CyberReady Partner Portal

mailguard.com.au/partner-portal

Selling MailGuard with Office 365

Uncover opportunities for stacking MailGuard



SELLING MAILGUARD WITH OFFICE 365

Help your team uncover opportunities for stacking MailGuard solutions with Office 365.

Content includes: Topics for cybercrime conversation starters, customer pain points, target market, positioning the MailGuard solution, and addressing customer concerns.

[Download Selling MailGuard with Office 365](#)
(PDF XX MB)

Digital Marketing Content

Introducing MailGuard to your customers



DIGITAL MARKETING CONTENT

As part of our partner onboarding, we've developed content to help your company kickstart the conversation about email and web security to your existing clients and leads.

Content includes: Digital marketing copy for an email and landing page campaign, plus links to MailGuard Partner brand guidelines, logo and image packs.

[Download CyberReady Partner Resource](#)
[Digital Marketing Content](#) (PDF XX MB)

Partnering with MailGuard

10 reasons to partner with us



PARTNERING WITH MAILGUARD

An overview of MailGuard's partnering services, our respected industry reputation and quality of referred services.

[Download Partnering with MailGuard](#)
(PDF 1 MB)

MailGuard + Microsoft

Better Together



MAILGUARD + MICROSOFT

Learn why Microsoft endorses MailGuard as a partner who leads the world in protecting the vital intellectual property that helps power the digital economy.

[Download MailGuard + Microsoft: Better Together](#)
(PDF 1 MB)

Here to help

Questions? Just ask

We are more than happy to help with CyberReady partner sales enablement and customer communications.

Please contact your MailGuard account manager for more details.

For marketing related enquiries, please email the MailGuard Marketing team:
marketing@mailguard.com.au



**CYBER
READY**

GET CYBERREADY

mailguard.com.au/partner-portal

Contact MailGuard

GENERAL ENQUIRIES

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