Analytics With Your Service

SUMMARY

Security service providers are faced with two major challenges when differentiating and growing their business: providing value that retains clients and allows for upsell and demonstrating that value to clients through improved security posture. Enabling clients to view and interact with all of their current and historical data and actively monitor and track progress is a major differentiator for service providers in accomplishing these goals.

Dynamic findings and analytics delivery increases the value of deliverables and makes the results more actionable so clients can make and see real progress. Static PDF documents can get lost or ignored. The lack of easy access to view and track project progress leaves tasks incomplete and findings unresolved, resulting in the same issues popping up in the next client assessment. Giving clients direct access to usable data wins deals, enables providers to expand services, and increases client retention.

PlexTrac delivers this access via an interactive client portal to view data, pentests, continuous testing, assessments, and vulnerability scanning in one space. Users can leverage filters to draw deeper insights into findings, assets, and SLA data. With the PlexTrac portal, clients can easily track project progress. Pulling up this data on check-in calls to show progress makes it easier and faster to address ongoing issues, a significant benefit for providers and clients. Additionally, service providers with their own analytics solution can leverage PlexTrac's powerful API to pull data into their solution of choice.

PROBLEM	SOLUTION
Service providers need to deliver greater value to clients and differentiate their service offerings from others in a highly competitive market.	PlexTrac enables providers to give clients detailed, stored analytics as part of their service offering, from pentests, assessments, or a combination of integrations. This major differentiator delivers significant client value.
Service providers need to grow existing customer accounts by selling adjacent services. It costs less to expand business with an existing client than to acquire a new one, so this must be an integral part of their revenue growth strategy.	PlexTrac helps providers sell other services to existing clients, increasing revenue growth and customer lifetime value. Storing all of a client's engagement data in one space incentivizes them to use one provider for multiple services, providing a significant competitive advantage.
Showing the value of recurring services such as continuous pentesting or scanning as a service is a challenge if the client can't easily consume and compare the data. Selling recurring services is a big win for providers because it drives consistent, additional revenue.	PlexTrac's web-based portal, where clients log in and view all historical data from continuous pentesting or scanning, incentivizes them to transition to continuous validation. Providers rely on PlexTrac to manage this data so they can realize measurable ROI while increasing client satisfaction and retention.

Dynamic Analytics Delivery With PlexTrac

Upgrade Your Services by Providing Clients With Continuous Access to Data

Static Analytics in PDF Report

- Meets minimal client expectations
- Provides a static point-in-time view
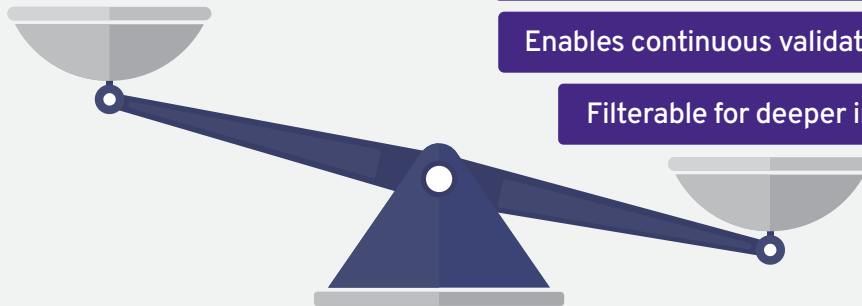
Dynamic Analytics via PlexTrac Portal

- Data from all services in one place
- Immediately actionable
- Historical data available for comparison
- Enables continuous validation strategy
- Filterable for deeper insights

> " We offer clients free access to the PlexTrac client facing portal if they subscribe to a recurring service so it's generated more revenue and stickier clients because the instant access to information is so valuable to clients."
> — **Billy Steeghs, CISO & Director of Consulting Operations, OnDefend**

OnDefend

> " We were selected from a group of other vendors to provide annual penetration testing services for a business management company with over 30 owned brands. The deciding factor was the fact that we could provide continuous visibility of all their assessments with PlexTrac. Without it, this level of tracking and insight would be almost impossible."
> — **Joshua Bobbitt, CISSP, Founder & CEO, Fortified Logic**

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