

Expand Service Offerings

SUMMARY

To stay competitive in a crowded industry, security service providers need to differentiate and grow their business. PlexTrac makes it easy for service providers to introduce new offerings, expand existing offerings, and complete more engagements to generate more revenue.

With PlexTrac, service providers save significant time on every engagement and produce higher-quality deliverables through automation efficiencies and consolidated collaboration. More effective and efficient workflows in each service area enable them to complete more client engagements with existing resources, offer more comprehensive services at premium prices, and grow revenue from in-demand new services.

PROBLEM	SOLUTION
<p>Inability to consistently provide service offerings due to the lack of a structured framework or workflow.</p>	<p>PlexTrac provides an infrastructure to deliver a variety of services more efficiently and consistently, including adversary emulation, pentest and assessment reporting, cyber risk management, and remediation.</p>
<p>Service providers need to drive repeat business to grow revenue.</p>	<p>PlexTrac enables providers to sell expanded offerings to existing clients. Drive your continuous-testing business and convert project-based customers by showing the value of continuous validation.</p>
<p>Need to expand existing service offerings to stand out from competitors, command premium pricing, and increase customer retention.</p>	<p>PlexTrac provides access to historical data and real-time updates via a client portal, which helps service providers deliver more value and increase client retention. The ease of viewing data from all services in one place encourages purchases of recurring and add-on services.</p>
<p>Identifying and providing services that organizations and their leadership are most concerned about.</p>	<p>PlexTrac enables providers to build services around frameworks, like NIST or OWASP, or specific threat vectors, like ransomware. PlexTrac supports test planning, collaboration, reporting, and remediation tracking to facilitate targeted offers.</p>
<p>Finding ways to expand into brand new service lines.</p>	<p>PlexTrac’s reporting functionality – in addition to in-platform analytics, risk insights, Runbooks, and a client portal – helps providers efficiently introduce new services to drive revenue from existing and new clients. Providers can easily ingest and aggregate a wide variety of data and deliver new services from a central location.</p>

Service Expansion and Enhancement PlexTrac Supports

Service Type	How PlexTrac Enables Expansion
Adversary Emulation	Use Runbooks to execute engagements with real-time collaboration. Seamlessly export findings and deliver reports via the client portal.
Continuous Validation	PlexTrac ingests data from multiple sources to manage from one location. The client portal enables easy access to scored and prioritized groupings of findings, remediation tracking, and data for historical comparison to demonstrate the value of continuous validation by showing risk reduction over time.
Cyber Risk Management	Identify, contextually prioritize, and track risk in the same platform you're executing your clients' offensive security engagements in to prevent future recurrence and demonstrate a continuous risk reduction. Leverage fully configurable contextual scoring to prioritize risk based on your clients' risk tolerances or industry-specific needs.
Risk Advisory	Aggregating all data in a single platform and applying configurable contextual scoring enables service providers to communicate the risk story generally and around specific attack vectors and translate cyber risk to business risk.
vCISO	An effective vCISO program requires all data to be available and consumable, presenting the full security posture before work begins. PlexTrac aggregates all data in a single pane of glass for visibility into testing, contextual risk awareness and risk-based insights, and remediation progress.
Add or Expand Into New Types of Pentesting	Each type of pentesting – external or internal networks, applications, etc. – requires its own toolset. PlexTrac has a robust integration portfolio and can ingest data from tools without an existing integration via CSV import. Providers can expand into other types of pentesting and keep all data under one umbrella without learning new tools! Offer specific pentesting services around areas of highest risk, prioritized according to fully configurable contextual scoring.
Remediation	With the same platform you're using to pull in scans and perform pentests, providers can add a new service to track, validate, remediate, and retest those findings. Remediators and pentesters collaborate using PlexTrac's in-app status tracker and update the client on progress. Compare progress over time by tracking remediation according to the most critical themes using Priorities.
Assessments	Complete 3rd-party audits, compliance, and assessments in PlexTrac, ensuring all data stays in one location. Have the PlexTrac team build out assessment reporting templates on your behalf, making it simple to add this service to your offerings.
Analytics With Your Services	Deliver robust analytics with your services as a part of continuous pentesting, scanning as a service, or a combination of services. Aggregate all data in one location for client interaction. The client portal enables interactive access to data at no additional cost, and the service provider can sell this as a premium option within an offering.

“ We offer clients free access to the PlexTrac client-facing portal if clients subscribe to a recurring service, so it’s generated more revenue and stickier clients because the instant access to information is so valuable.”

– **Billy Steeghs, CISO & Director of Consulting Operations, 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**



“ PlexTrac has enabled us to scale our services and has grown with us.”

– **JT Gaietto, Chief Security Officer, Digital Silence**



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