



# Stop Defending, Start Hunting

Proactively tackle threats  
before they strike

## The Future is MSSP

The Managed Security Services (MSS) market in the United States was valued at \$6.7 billion in 2021 and is projected to grow at a compound annual growth rate of 15.4% through 2030. This surge reflects the escalating complexity of cyber threats and the expanding IT environments businesses must safeguard. For MSPs, this evolution is a golden opportunity to deliver continuous protection, effective risk management, and unparalleled client value by transitioning into MSSPs.



## Axur: The Edge You Need to Dominate

Unleash the power to protect, grow, and lead. Axur equips you with the tools, expertise, and support to enter the MSSP market. Here's why our partners consistently win:

### ✓ Lightning-Fast Activation

Launch managed security services in just 3 hours using intuitive, pre-designed templates and a streamlined setup process.

### ✓ Effortless Scalability

Automate workflows to deliver enterprise-grade cybersecurity without expanding your team.

### ✓ Tailored Insights

Provide clients with bespoke, actionable threat reports that build trust and showcase your value.

## Seamless Transition, Powerful Results

We don't just help you transition—we help you excel. Axur takes on the heavy lifting while empowering your team with:

### ✓ Axur University

World-class training and certifications tailored to real-world cybersecurity challenges.

### ✓ Dedicated Support

Continuous, personalized Pre-Sales and Customer Success guidance to drive your growth.

### ✓ Profit-Driven Incentives

Exclusive partner benefits that boost your revenue and profitability.



## Your MSSP Blueprint



Master the transition with Axur's 4-step strategy:

### 1. Understand and Map Client Needs

Begin by analyzing each client's unique cybersecurity challenges. Use Axur's platform and free tools to conduct an initial assessment, identifying risks such as exposed credentials, phishing vulnerabilities, or data leaks. This tailored approach sets the stage for offering high-value, targeted services that resonate with client priorities.

### 2. Start Small with High-Impact Offerings

Launch your MSSP journey by offering specific, results-driven services. For example, start with Axur's phishing monitoring and takedown capabilities, which show immediate value by reducing risks that directly impact your clients' reputation. Gradually expand to more comprehensive solutions like dark web monitoring as trust and demand grow.

### 3. Target External Threats with Precision

Pinpoint risks that clients may not realize exist, such as brand impersonation or exposed credentials on public forums. With Axur's data-driven platform, you can quickly identify and neutralize threats, strengthening client confidence while preventing reputational and financial damage.

### 4. Integrate Services into a Unified Ecosystem

Simplify operations by uniting monitoring, threat detection, and incident response under one roof. For example, leverage Axur's multi-tenant architecture to manage multiple clients seamlessly, ensuring data segregation and scalability. This integration allows you to provide end-to-end protection without operational overload.

## Stories That Prove the Impact

"Partnering with Axur has been an incredible experience. We were positively surprised by the quality of the services and the speed and attention dedicated to us. The Axur team was extremely agile in welcoming us, demonstrating exceptional commitment throughout this initial phase."

**Raphael Salgado**

Business Manager

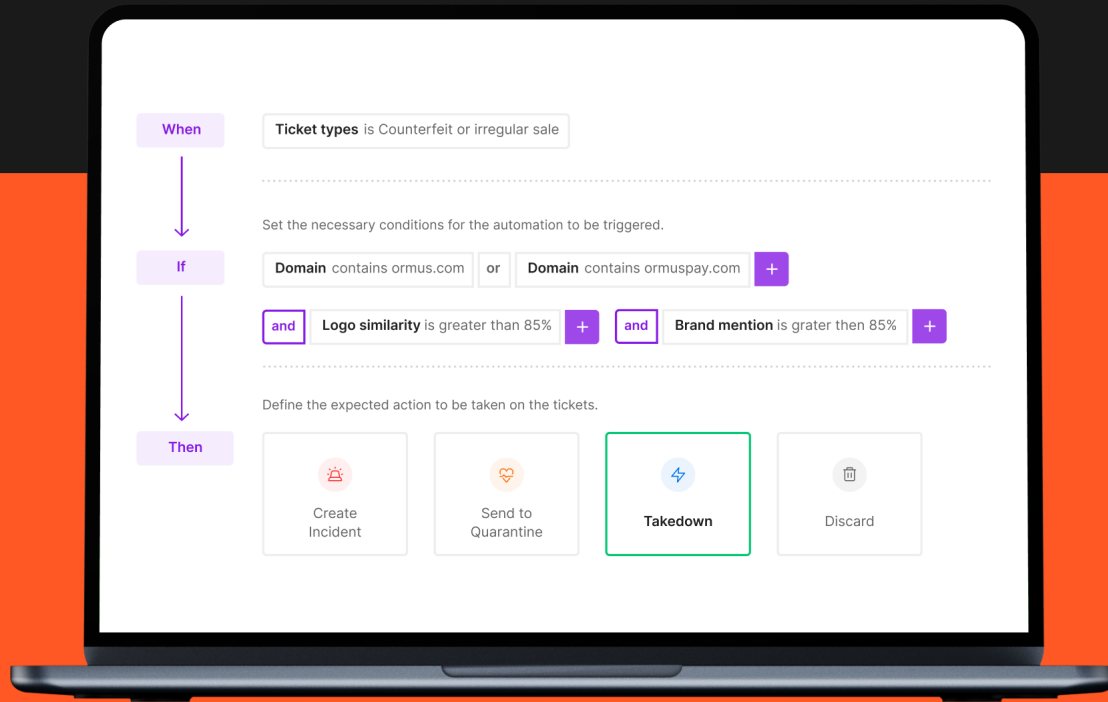




## Meet the Axur Platform



Axur provides an advanced external cybersecurity platform designed to help MSPs protect their clients against digital threats. The main solutions include:



### Cyber Threat Intelligence (CTI)

Delivers tailored, actionable intelligence on your clients' attack surfaces, enabling faster anticipation and response to cyber threats.

### Brand Protection

Detects and disrupts digital fraud, such as phishing, spoofed websites, and fake profiles, ensuring client brand integrity and consumer safety.

### Automated Takedown

Uses AI to remove threats efficiently, achieving a 98.9% success rate with a median of 5 minutes for the first notification and 9 hours for resolution.

### Deep & Dark Web Monitoring

Continuously scans the deep and dark web for mentions or anomalies related to your clients, providing actionable insights and rapid responses.

### Executive & VIP Protection

Identifies risks like leaked information or fake profiles of client executives, helping prevent fraud and social engineering attacks.

### Data Leakage Monitoring

Monitors the web for exposed data, such as credentials, payment information, or sensitive files, helping your clients mitigate risks effectively.

### Threat Hunting

Combines human expertise with advanced tools to proactively identify and address emerging threats targeting your clients.

### External Attack Surface Management (EASM)

Maps and continuously monitors client digital footprints to identify shadow IT, unknown assets, and exploitable vulnerabilities.

## Let AI Work for You



### Automated Threat Alerts

Collect, prioritize, and analyze alerts from multiple data sources.

### Reduced Manual Effort

AI handles repetitive tasks, freeing up your team to focus on strategic decisions.

### Actionable Intelligence

Provide tailored insights based on your clients' specific attack surfaces, enabling proactive and customized responses.

## Driving Success for Growing MSPs

### 180x Faster Threat Management

Automate alert correlation and asset mapping to deliver quicker resolutions.

### 3x Faster Response Times

Axur's AI reduces manual analysis, helping you act on critical issues faster.

### Client-Specific Reports

Generate clear, tailored reports that demonstrate your value as an MSSP, helping to build trust and showcase results.

## Lead the Future with Axur

Don't wait for opportunities—create them. Transform your MSP business into a market-leading MSSP with Axur. Redefine cybersecurity for your clients, deepen loyalty, and reach new heights.

Access our website and discover tailor-made solutions to make the internet a safer place.



[www.axur.com](http://www.axur.com)

Let's make it official.

Join Axur today!