

BRUCE MCCULLY, CISSP

PRESENTS

# SECURITY STACK: BUILDING AND PACKAGING A CYBER SECURITY STACK THAT SELLS ITSELF



GALACTIC SECOPS



BETTER WAY TO  
DOCUMENT



IMPROVING YOUR  
RESPONSE



# WHY SALES?

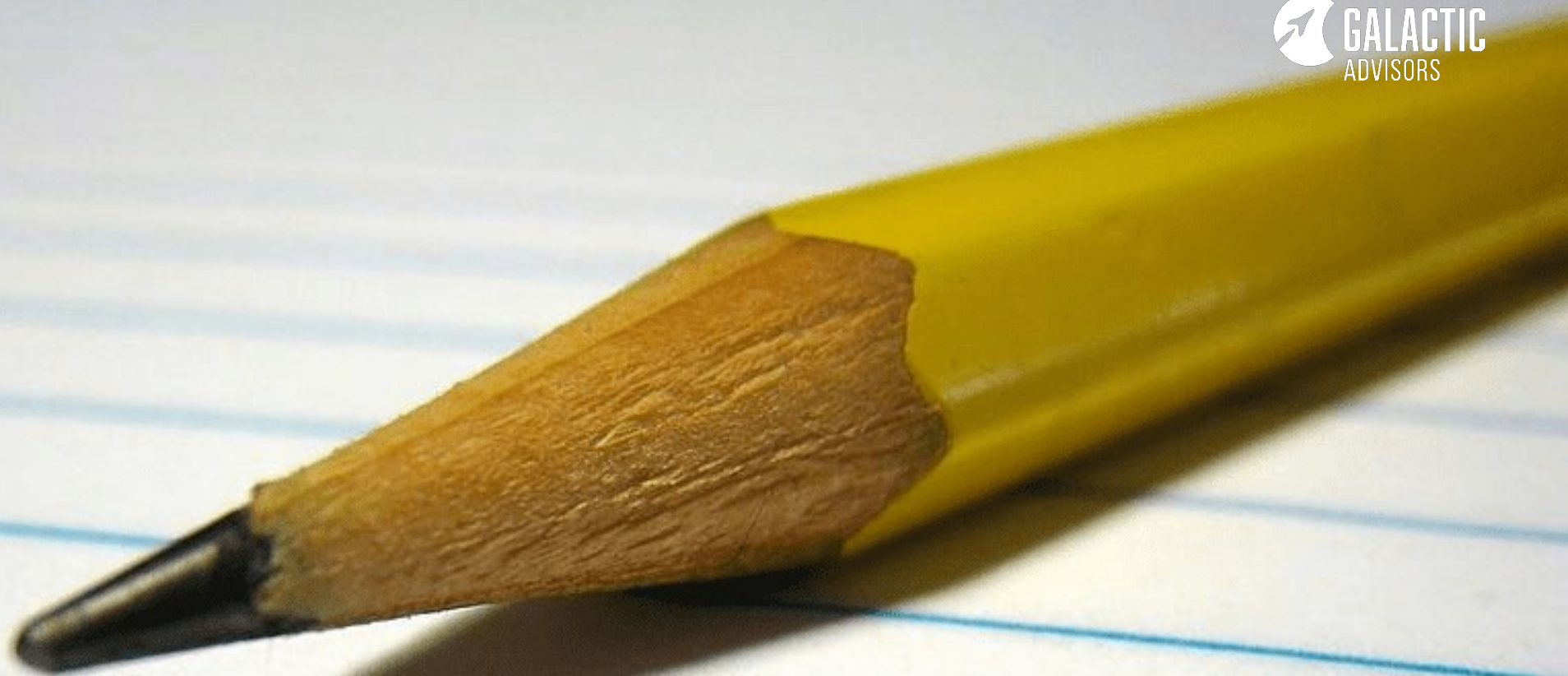


# CHEAP COMPETITORS

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# TAKING SHORTCUTS

**1 MILLION**  
**PEOPLE**





**DON'T**  
GIVE IT AWAY



COVER YOUR  
**LAYERS**



NAMING YOUR  
**STACK**



PACKAGING  
YOUR  
**TOOLS**



SELLING THE  
**SOLUTION**  
**N**



**DON'T**  
**GIVE IT AWAY**



COVER YOUR  
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NAMING YOUR  
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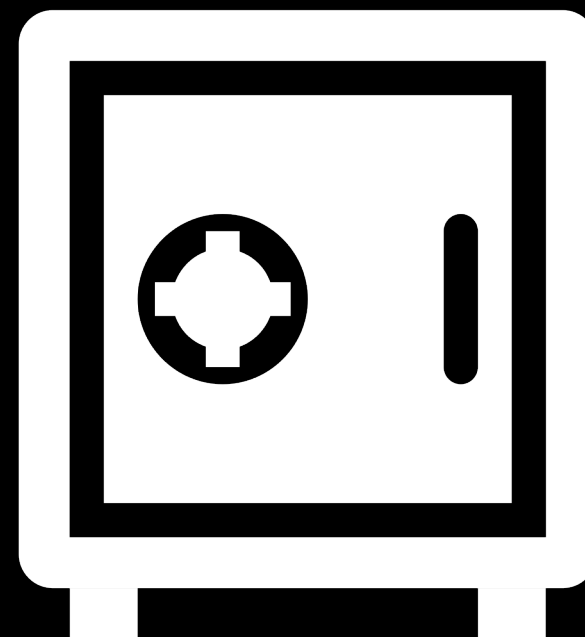
PACKAGING  
YOUR  
**TOOLS**



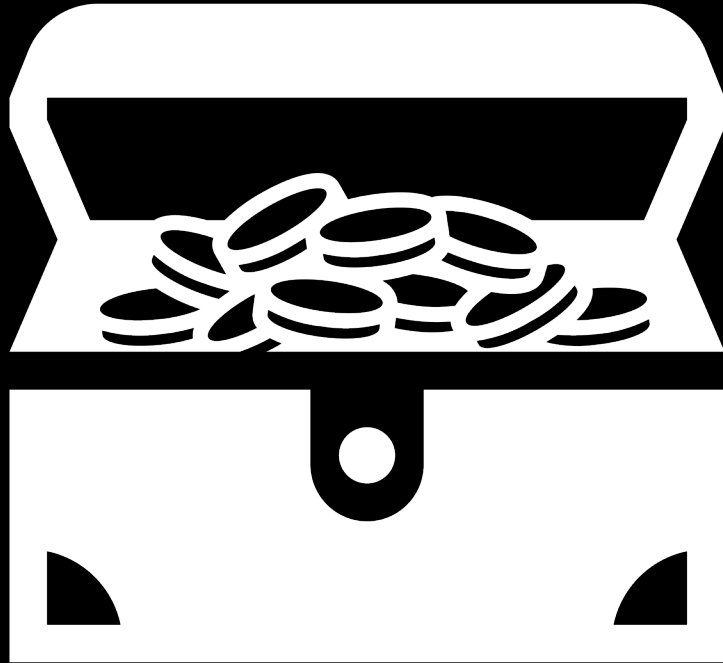
SELLING THE  
**SOLUTION**  
**N**

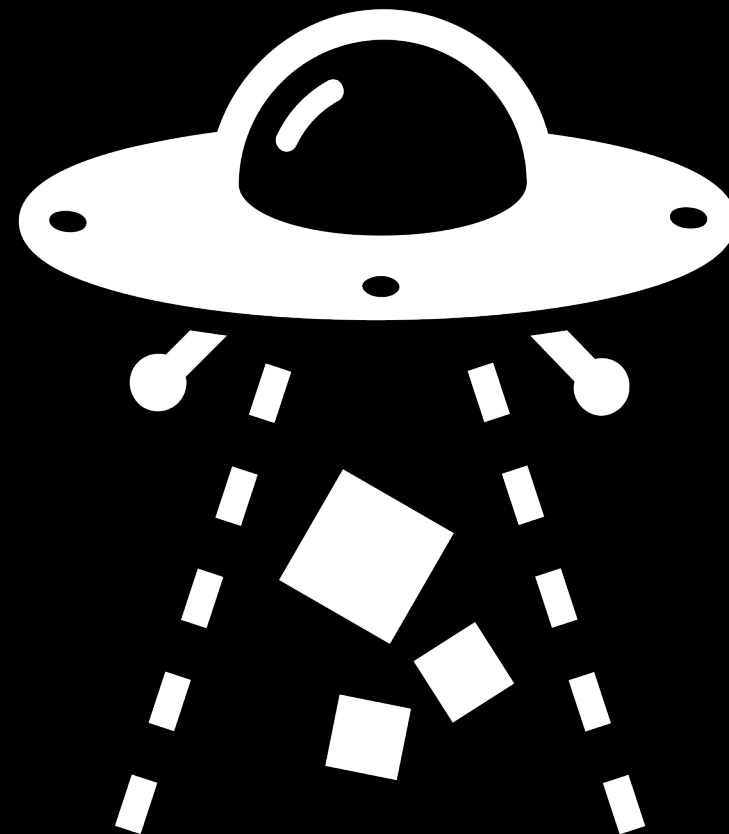


# NEW SECURITY



**WHY HAVEN'T YOU BEEN DOING THIS?**







**DON'T**  
GIVE IT AWAY



COVER YOUR  
**LAYERS**



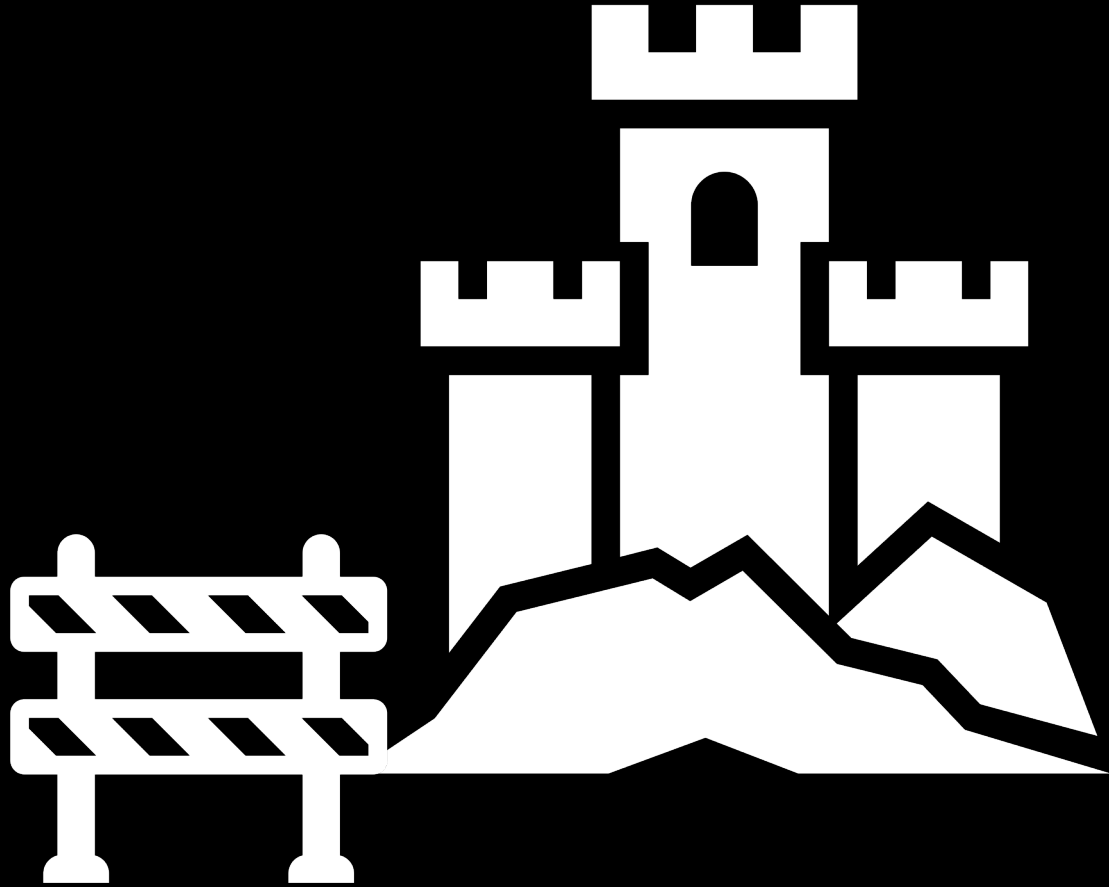
NAMING YOUR  
**STACK**

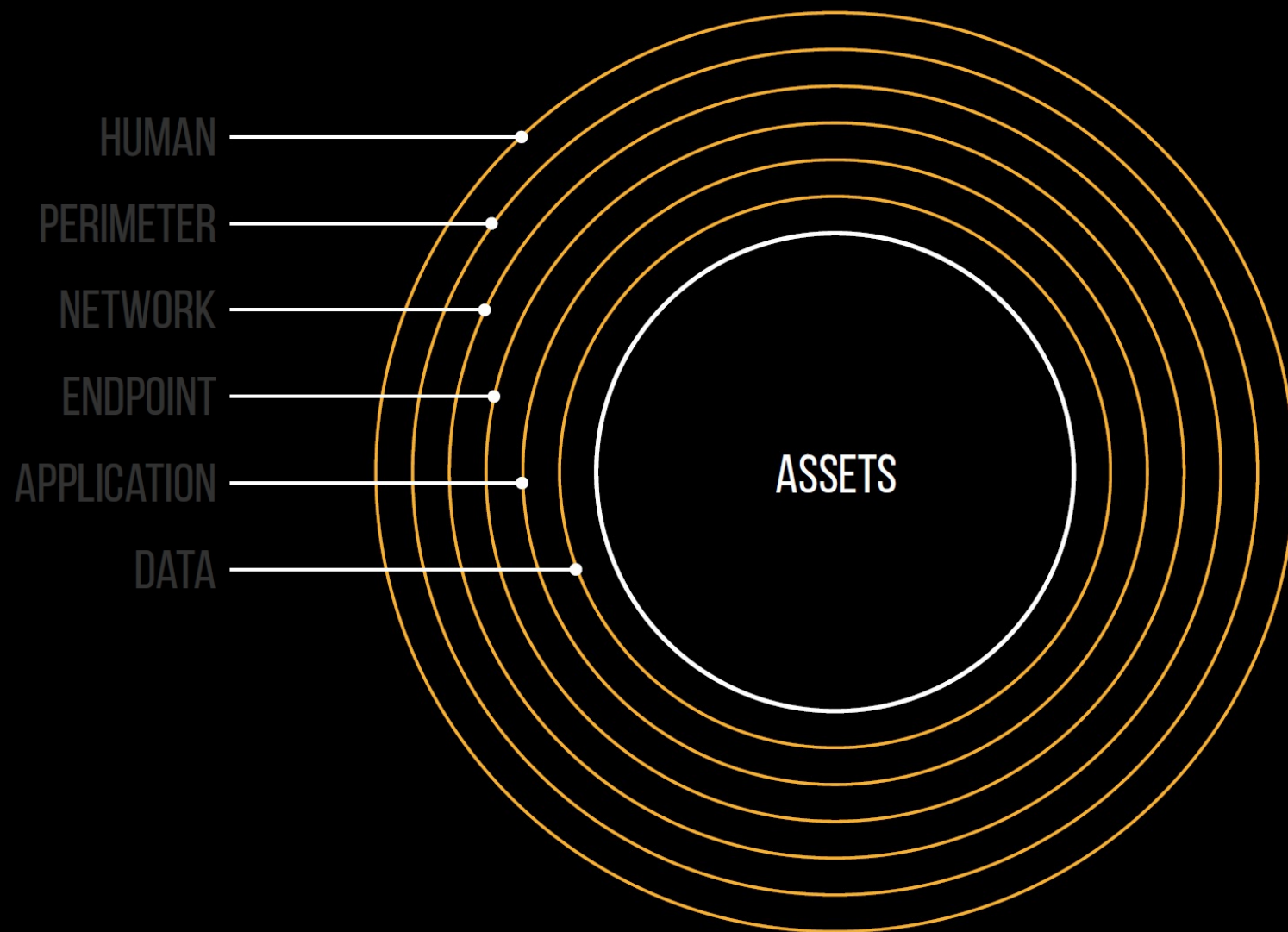


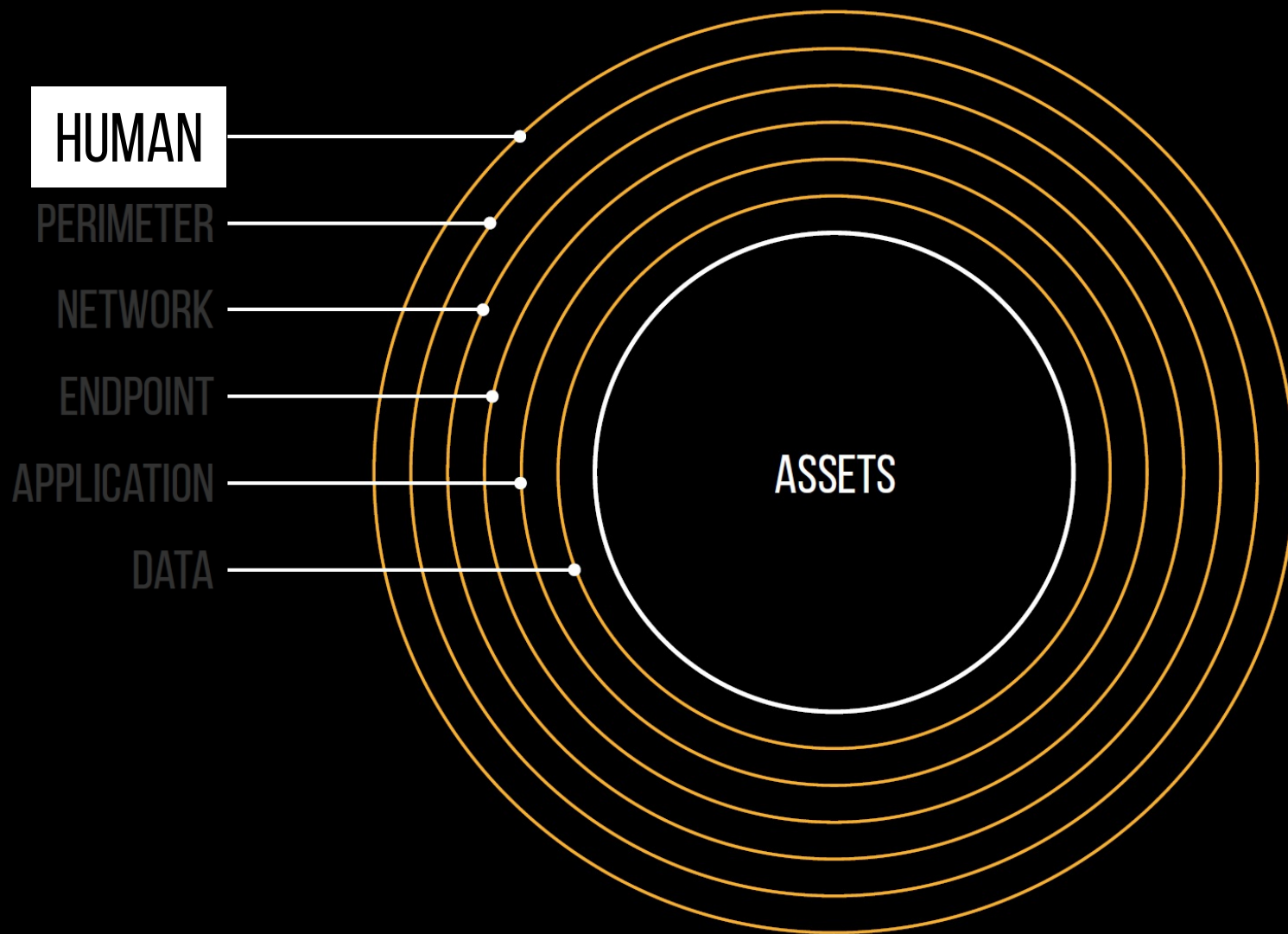
PACKAGING  
YOUR  
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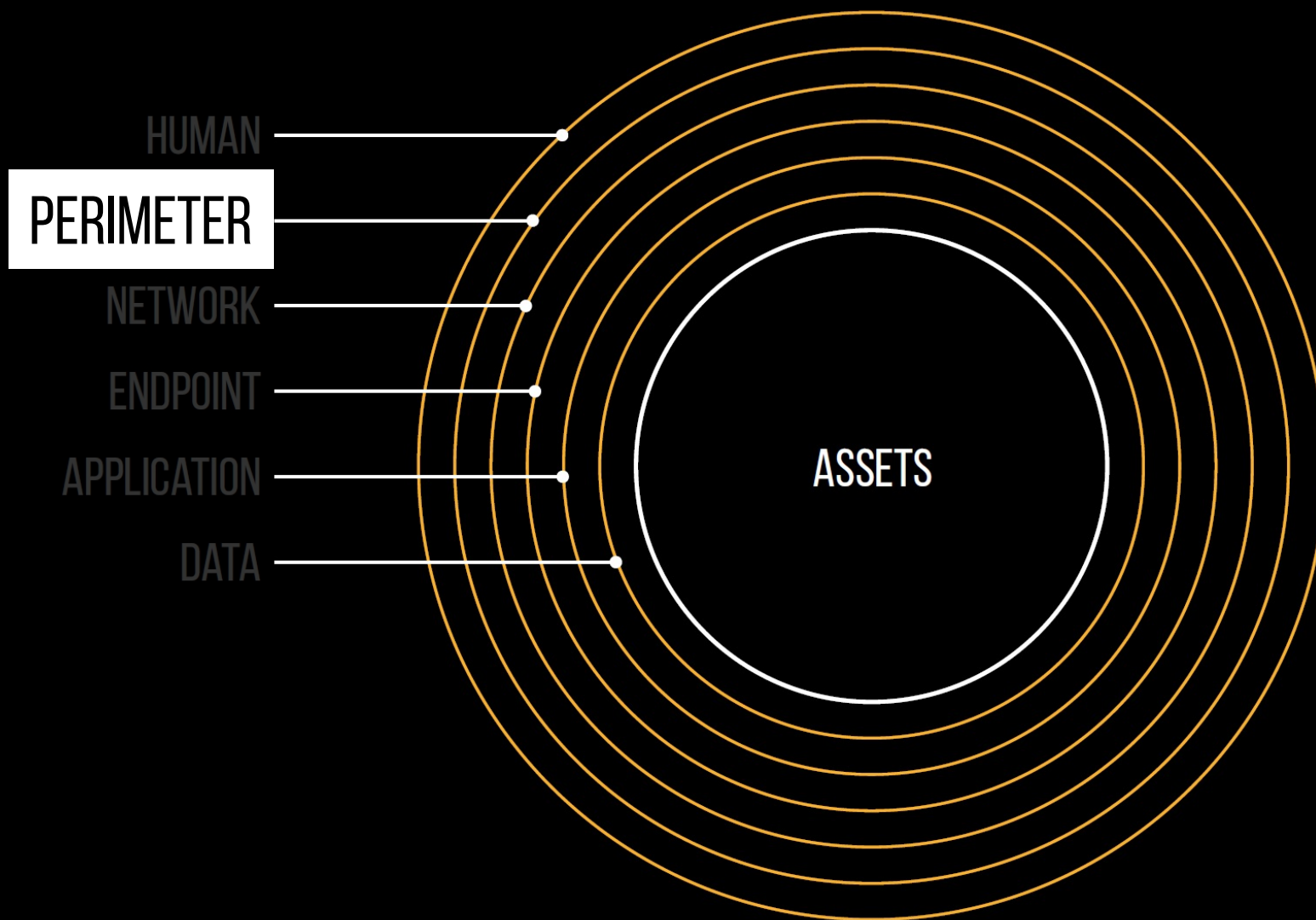
SELLING THE  
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**N**



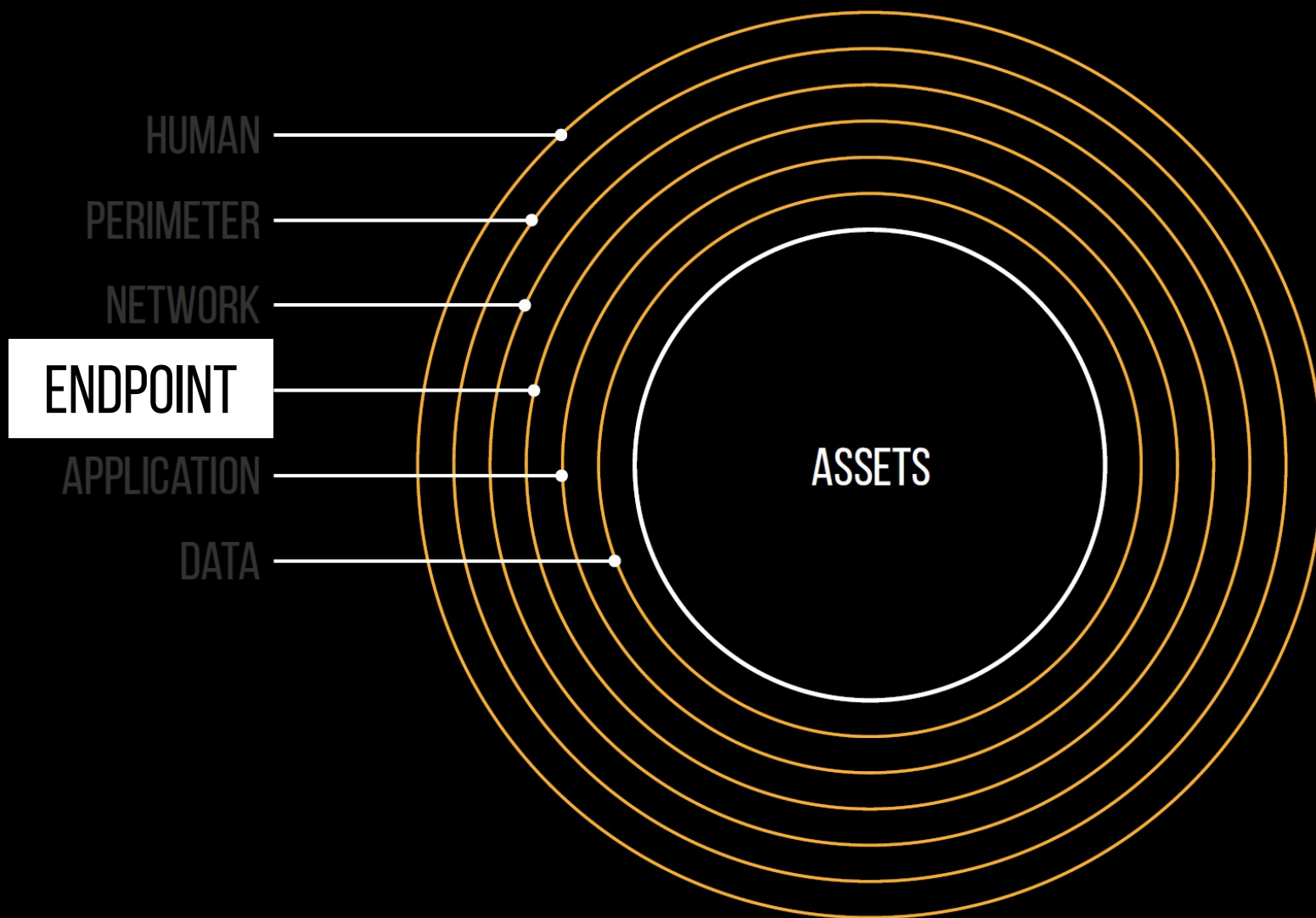


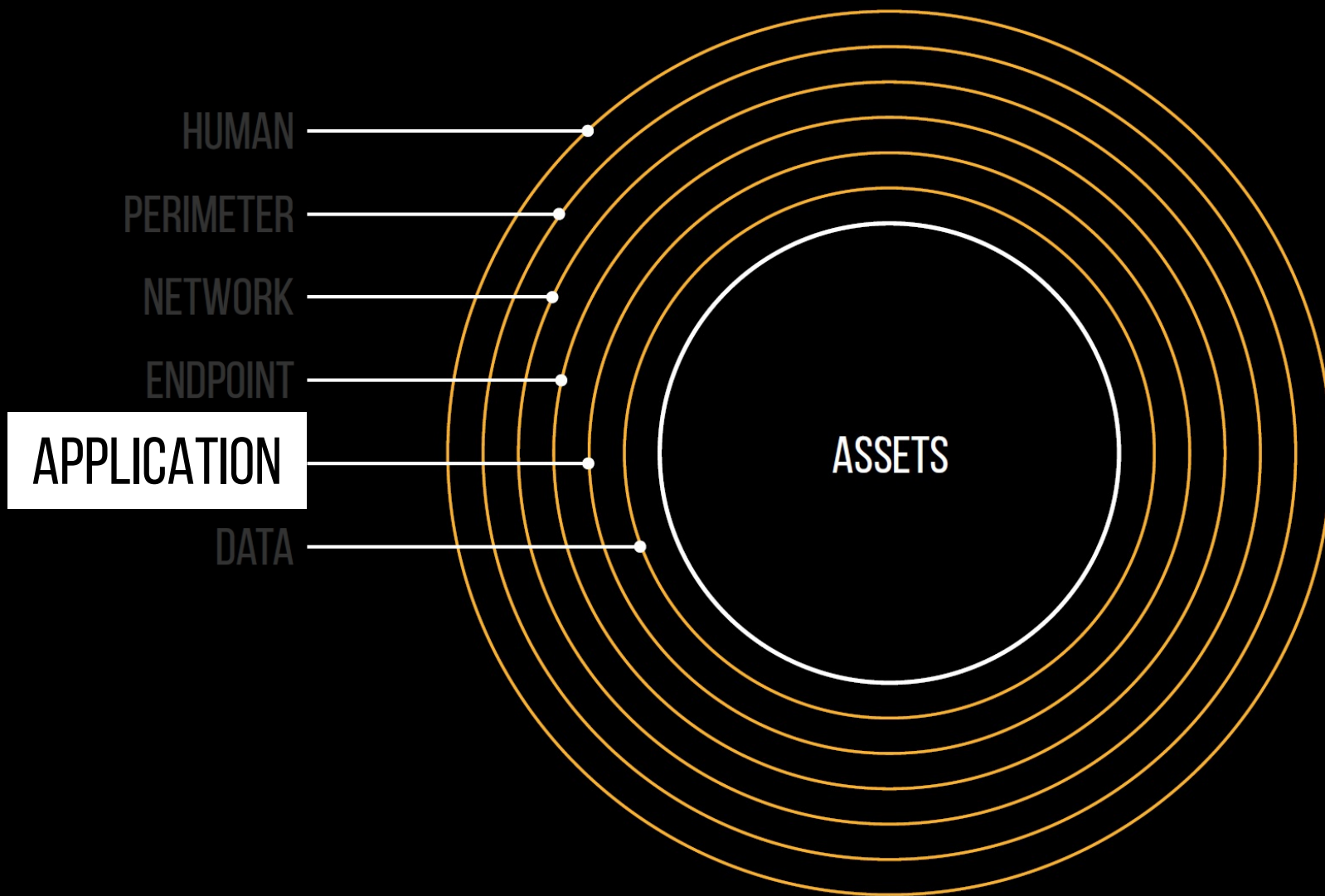


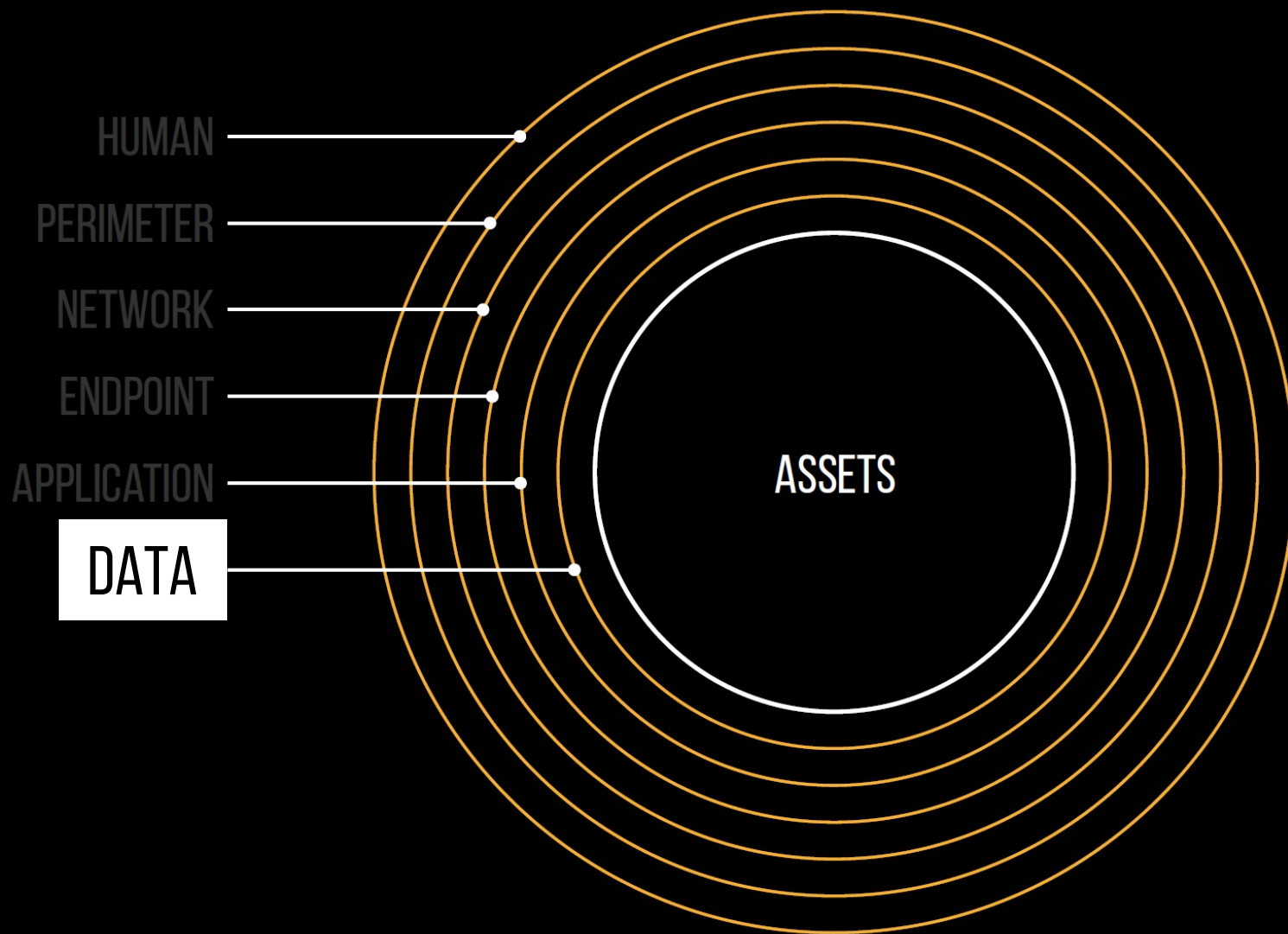




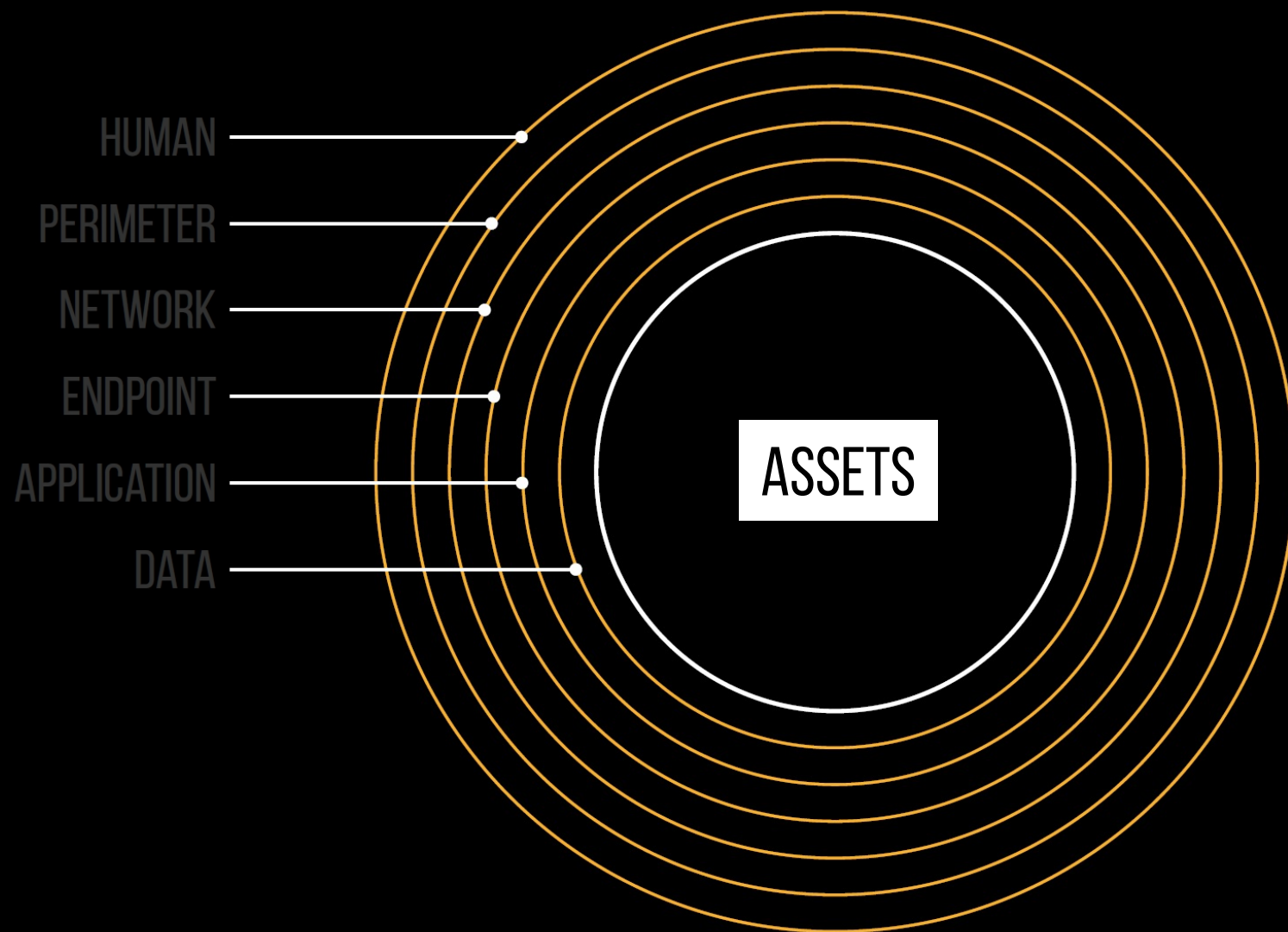










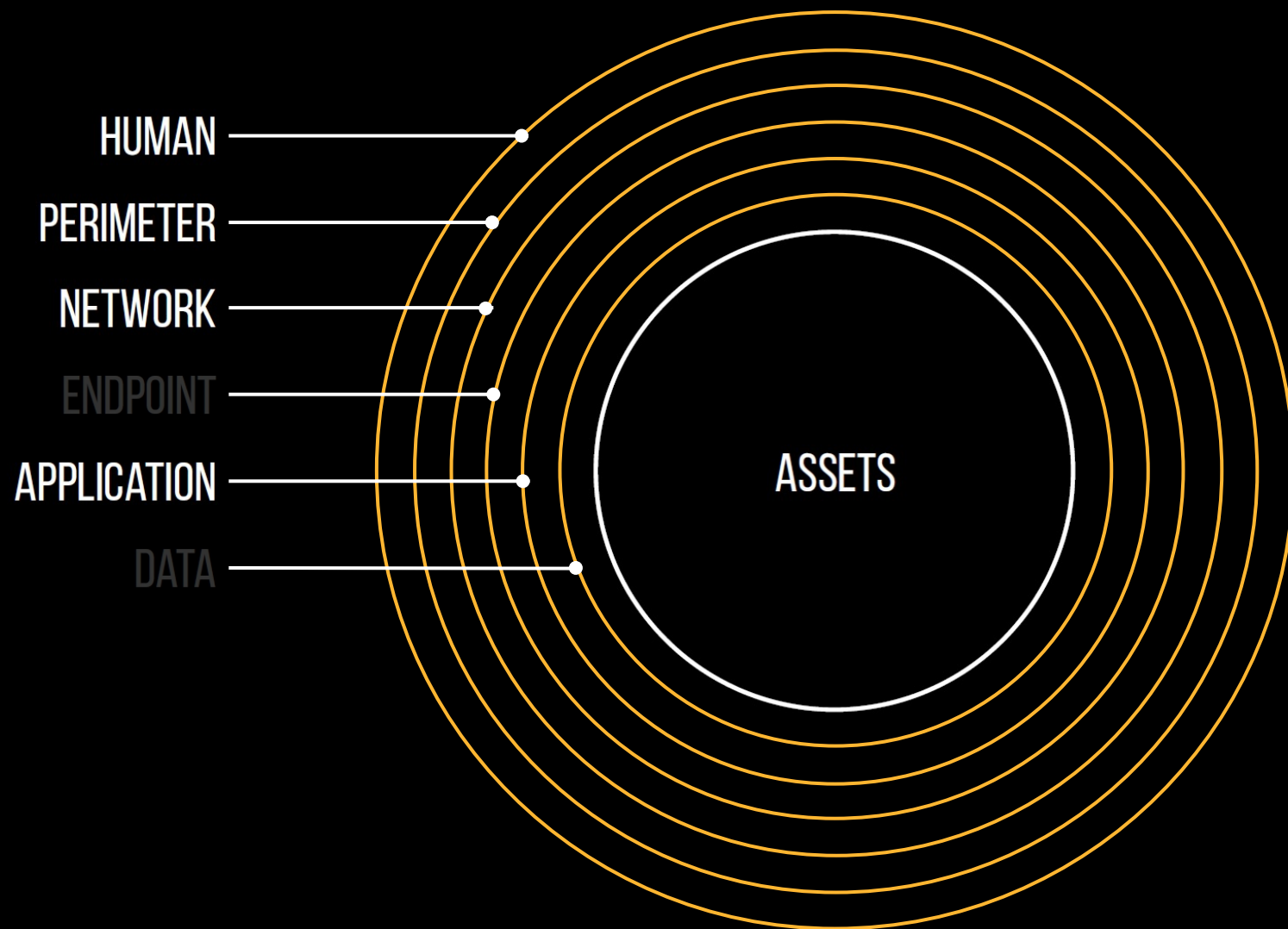


**PREVENT**

**GUARD**

**DETECT**

**MITIGATE**





**NOT IMPLEMENT**

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**OVER TROUBLESHOOT**

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**NOT MAINTAIN**



**DON'T**  
GIVE IT AWAY



COVER YOUR  
**LAYERS**



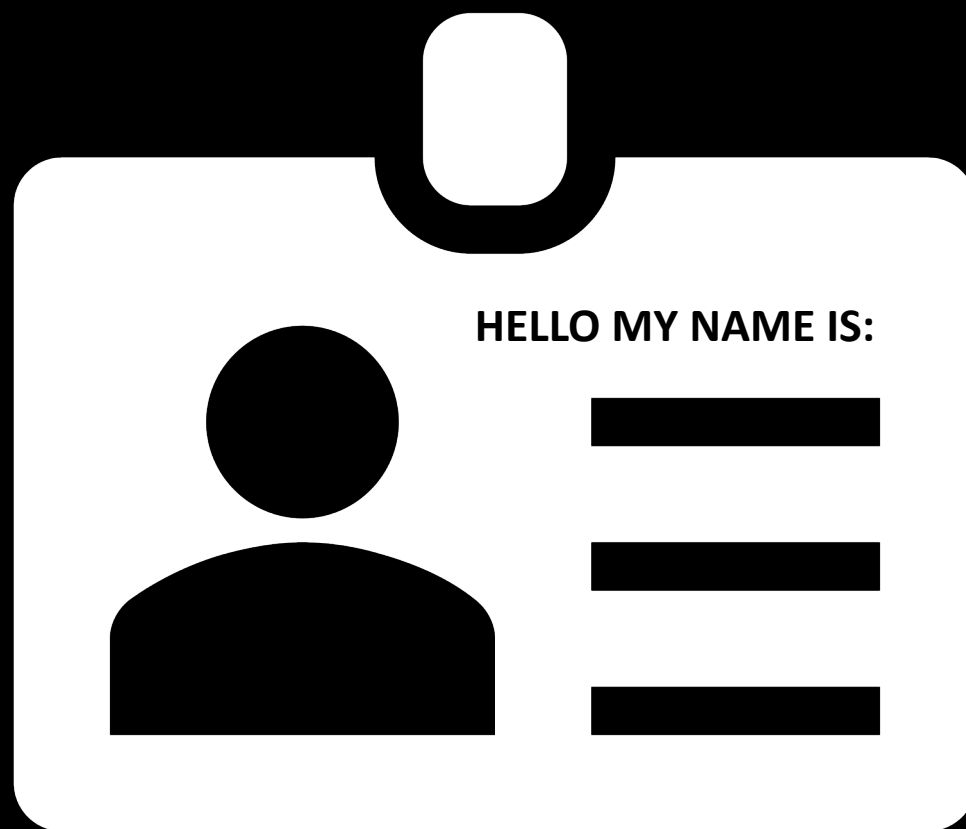
NAMING YOUR  
**STACK**



PACKAGING  
YOUR  
**TOOLS**



SELLING THE  
**SOLUTION**



# BRUCE PROTECT



**MSP SERVICE**  
**+ BRUCE PROTECT**

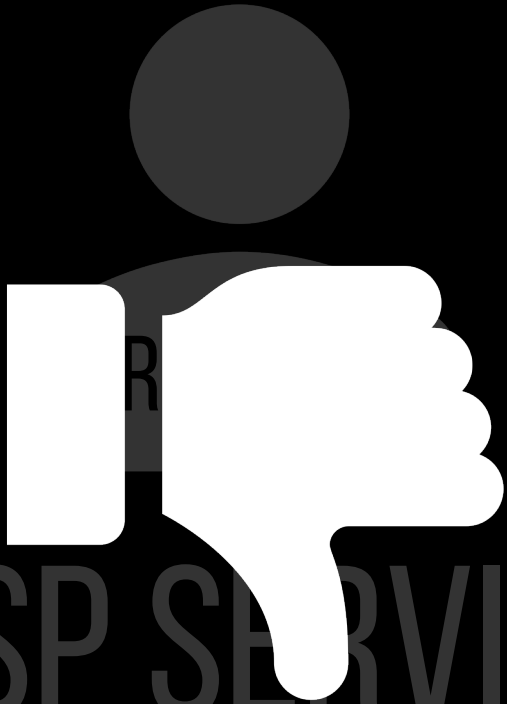


**MSP SERVICE**  
**[ BRUCE PROTECT ]**

# MSP SERVICE

[ BRUCE PROTECT ]

# MSP SERVICE



MSP SERVICE  
[BRUCE PROTECT]



MSP SERVICE  
+ BRUCE PROTECT

# BRUCE PROTECT 2021





**DON'T**  
GIVE IT AWAY



COVER YOUR  
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SELLING THE  
**SOLUTION**  
**N**

# FEATURES VS BENEFITS



## FEATURES

- ERASER
- HEXAGONAL

## BENEFITS

- FIX MISTAKES
- WON'T ROLL

## EMOTIONAL BENEFIT?

- KEEPS YOUR DAY RUNNING SMOOTHLY

# THREATLOCKER

## FEATURES

## BENEFITS

# THREATLOCKER

## FEATURES

**Stops untrusted scripts**  
from running

## BENEFITS

**Keeps users** from running  
scripts

**Stop worrying** about your  
employees rolling out the red  
carpet for hackers



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# BRUCE PROTECT 2021

**STOP WORRYING ABOUT YOUR EMPLOYEES  
ROLLING OUT THE RED CARPET FOR HACKERS**

# NEW SECURITY STACK

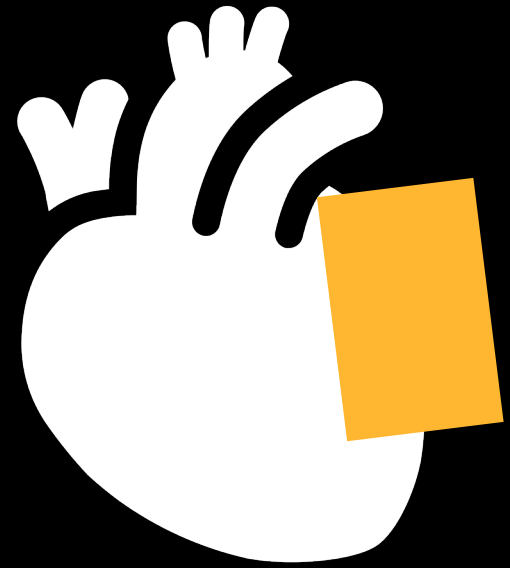
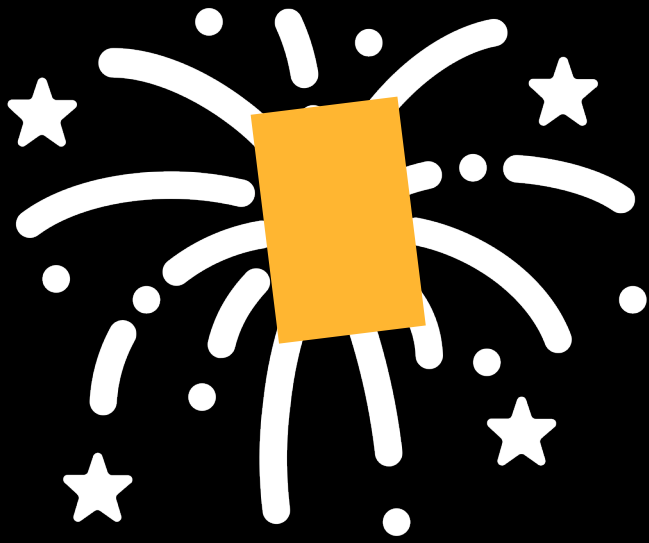
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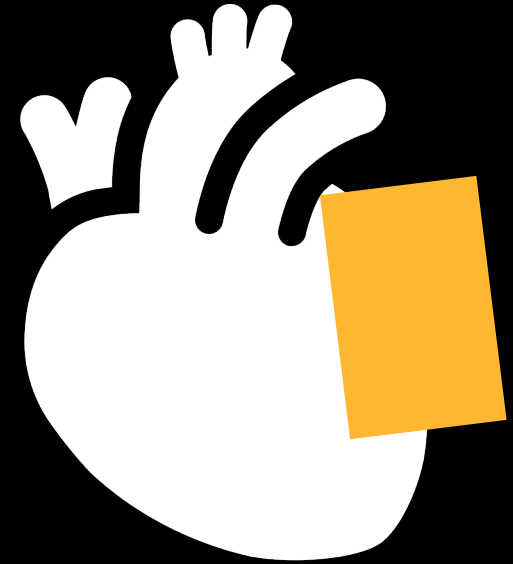
# ANALYZE THE NETWORK

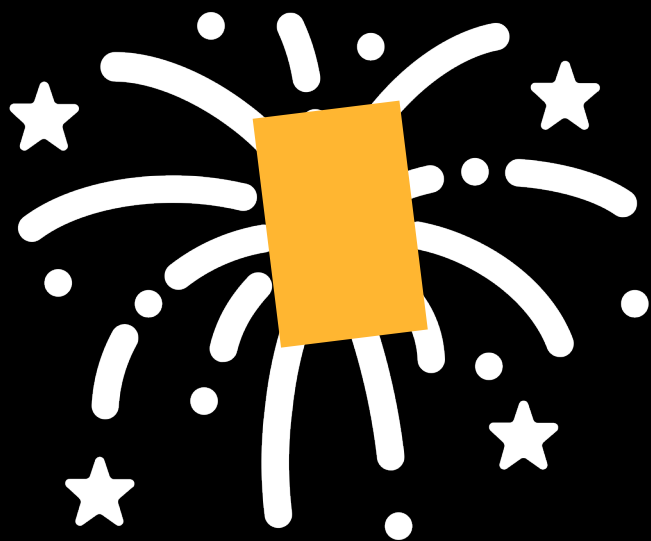
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# YOU NEED MY NEW SECURITY STACK









SOLUTION



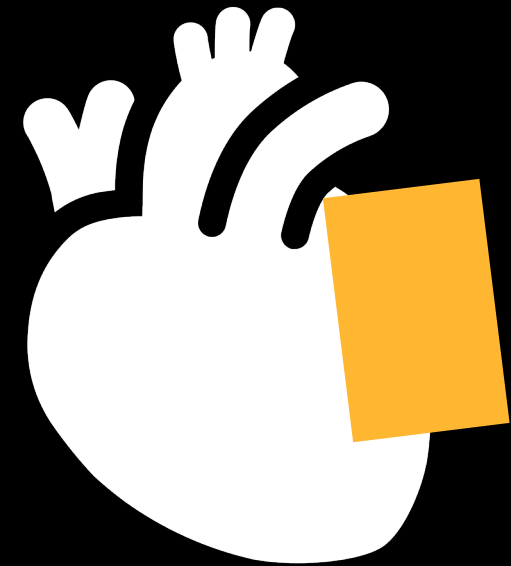
DIAGNOSIS



SOLUTION



**DIAGNOSIS**



**SOLUTION**

# MALICIOUS LINK



# DO NOT TELL THEM WHAT TO BUY

Show them **why they need to buy**

Clients:

**CHEAP**

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**UNINTERESTED**

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**UNWILLING**

# THE PEN TEST IS AN EXTREMELY POWERFUL TOOL THAT **MAKES YOUR CLIENTS LISTEN.**

**We had a stubborn client who refused MSP services for years.**

Once we received the results, I submitted a short PEN test report and few pages of recommendations by email. The company president called me in the next few hours to schedule a meeting as soon as possible. We sealed the deal the next morning.

— Zoran



Clients:

**EDUCATE THEM**

Prospects:

**DON'T TALK MONEY**

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**DON'T SHOW SAVINGS**

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**DON'T WORRY ABOUT PRICE**

# **WE CLOSED OUR FIRST DEAL WITH A PEN TEST WITH MSP SERVICES + THE SECURITY STACK.**

**The report gave us some extra street cred and I think it was enough to put the deal over the edge.**

I am going back through our lost deals and going to see if we can get in with the pen test.

It's a good foot in the door and a good wedge against an incumbent MSP.

Thanks for your help.

— Chris



# GALACTIC SCAN

Bull Heating and Cooling

10/05/2020



BACKUPS



ACCOUNTS



OFFICE 365



PATCHES



ANTIVIRUS



FIREWALLS



EDUCATION



ENCRYPTION



SURVEILLANCE



## Accounts

- *Admin User Password Does Not Expire*

Mike	Administrators
MBAdmin	Administrators
gjohnson	Administrators
user	Administrators
MBAdmin	Domain Admins
MBAdmin	WseAlertAdministrators

- Description: Accounts with Administrative access were found that do not have a password policy enforced on them. When accounts like this are used on computers, hashes of their passwords are cached.
- Recommendation: Create a policy in Active Directory to force Administrative users to change their passwords periodically. Also consider enforcing password complexity, length and reuse rules.



## Accounts

- *Passwords Found / Cracked*

MIKE-PC	mike.bull@mikebullheating.com	MB20****	https://login.microsoftonline.com/
MIKE-PC	bullmikejr2@hotmail.com	john****	https://care.siriusxm.com/
MIKE-PC	bullmikejr2@hotmail.com	john****	https://www.amazon.com/
MIKE-PC	bullmikejr2@hotmail.com	john****	https://www.wayfair.com/
MIKE-PC	bullmikejr2@hotmail.com	john****	https://login.live.com/
MIKE-PC	bullmikejr2@hotmail.com	jeni****	https://www.facebook.com/
MIKE-PC	bullmikejr2@hotmail.com	Pegg****	https://www.gmfamilyfirst.com/
MBSERVER	mbadmin	M!4****	https://dlserver:1311
MBWK04	(empty)	mike****	https://securenet.goodmanmfg.com
MBWK04	(empty)	4008****	https://www.centurytool.net

- Description: Passwords were cracked within the environment. Attackers use tools like memory abuse and ripping to obtain access to passwords stored in memory or caches.
- Recommendation: Communicate to users to never store passwords inside browser memory. Consider additional training around password complexity and management.

Who else wants **GREAT SECURITY**  
**AND A COMPETITIVE ADVANTAGE?**



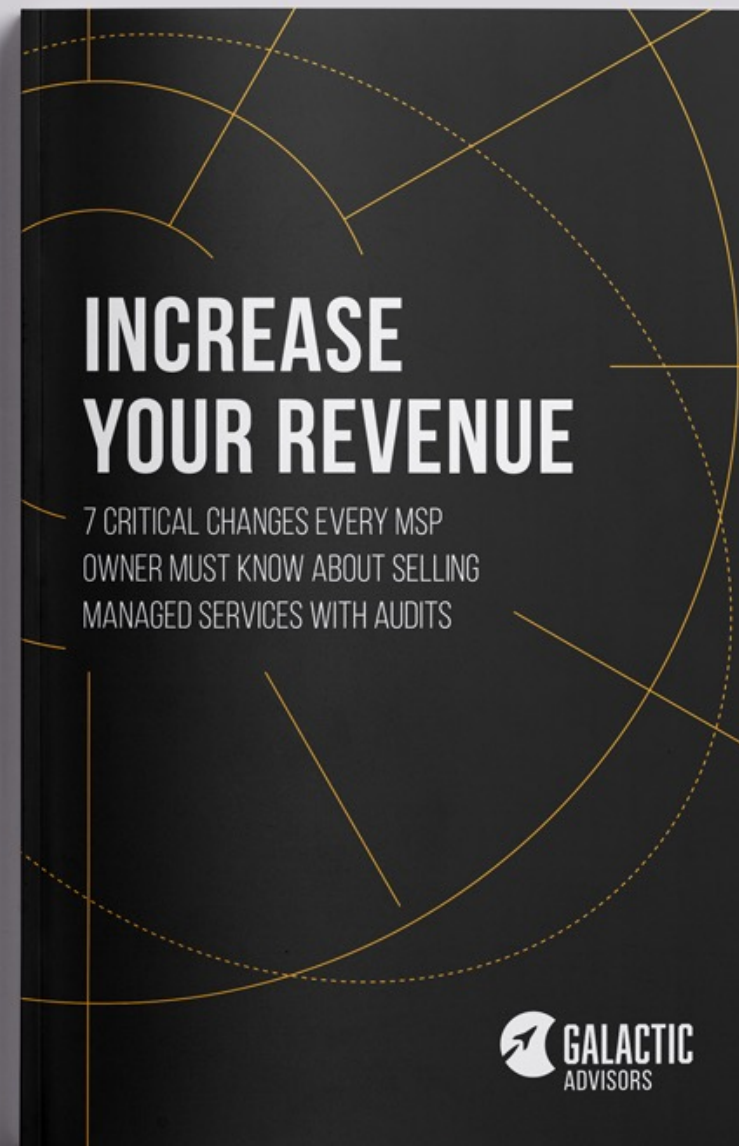
**GALACTIC SCAN**

[WWW.GALACTICSCAN.COM/STACK](http://WWW.GALACTICSCAN.COM/STACK)

# BETTER SALES

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[WWW.GALACTICSCAN.COM/AUDIT](http://WWW.GALACTICSCAN.COM/AUDIT)







**GALACTIC**  
**ADVISORS**