

Top Ten Reasons to Implement Security Risk Assessments With ConnectWise Identify



1. Affordable for SMBs

SMBs need to protect themselves just as carefully as enterprise organizations. ConnectWise Identify allows you to bring risk assessment to customers as a high-margin service, increasing credibility and stickiness.

2. Get Proactive About Security

Reactive security leaves too much room for costly errors. Prove you're several steps ahead of the competition with a proactive approach that includes risk assessment as a foundational part of your security offering.

3. Know the Risks

Smart action starts with awareness of current risk. ConnectWise Identify allows you to assess customers' risks against a global framework, delivering a clear picture of your starting point and a path to less risk.

4. Speak a Common Language

Decision makers want to talk about outcomes. Risk assessments put security in a language they understand — the financial impact of security risks. Engaging customers through risk assessment creates an opportunity for education.

5. Protect Your House

How do you know you're protecting yourself from attack? Performing an assessment on your business builds experience in assessing risks and remediating them, and telling customers you use the same practice builds trust.

6. Build Security Confidence

If you're just looking at your customers' networks, you're missing 80% of potential security risks. ConnectWise Identify covers all five functions of the NIST Cybersecurity Framework so you leave no stone unturned.

7. A Revenue-Generating Roadmap

Risk assessment shows you tools, processes, and policies to increase customer buy-in. ConnectWise Identify reports risks to address and recommends remediation steps as a foundation for an actionable roadmap with customers.

8. Clarify Ownership

When an incident occurs, who's responsible? With ConnectWise Identify, you can outline customers' risks, discuss who owns each, and provide an attestation letter for them to sign off on risks they choose to accept.

9. Know *Your* Risk

Not every customer is good for your business. Everyone has challenging customers who create noise and don't listen to recommendations. Assessing risk can help you determine who is the right customer for your business.

10. Repeatable Results

ConnectWise Identify lets you offer risk assessment to customers regardless of size, industry, or regulatory needs. When practiced consistently, you can address the impact on their risk over time as you implement remediation plans.

Not sure where to start?

[Schedule Time With a Security Expert to Implement Risk Assessment in Your Business >>](#)

Top Ten Reasons to Implement Security Risk Assessments With ConnectWise Identify



About ConnectWise Identify

ConnectWise Identify is a risk assessment platform based on the NIST Cybersecurity Framework (CSF) that provides a baseline of risk posture to discuss and plan for remediation. The platform is SaaS-based and easy to engage with your clients to risk assessments complete together. The assessment allows you to re-frame the security conversation with your customers or stakeholders, using it as an ongoing method to identify critical risks and create a roadmap for addressing them together. Each assessment includes an outline of top risks, the impact it has on the business, and remediation recommendations from veteran CISOs. Should your customer not accept recommended remediation steps, an attestation letter template is included that you can share with your customers. Once authorized, the risk is transferred back to them if they choose not to implement the recommended remediation plan.

About ConnectWise

ConnectWise transforms how Technology Teams successfully build, manage, and grow their businesses. Our award-winning set of software solutions provide a seamless experience to companies in more than 50 countries, giving them the ability to increase their productivity, efficiency, and profitability. When combined with our commitment to innovation, passion, and more than 30 years of experience, ConnectWise software solutions deliver the support companies want at each step of their business journey. Be a part of our game-changing community, come to our events, and see the benefits for yourself. For more information, visit ConnectWise.com or call 800.671.6898.



"To prepare a security analysis usually requires a high level of resource involvement to perform the audit and correctly write up the output to present to the client. You'd end up having your best people do everything. Identify gave us the ability to produce a high value security risk assessment of our clients with consistency and very minimal input on our end."

— DAN SCOTT, QUALITY AND PROJECT MANAGER, COMPLETE IT CO UK



Not sure where to start?

[Schedule Time With a Security Expert to Implement Risk Assessment in Your Business >>](#)