



Proposal for City of Carson

Prepared for:

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Prepared by:

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People phished
previous campaign
10%



Cybersecurity
Threat Alerts



Cybersecurity Risk Assessment Tool

Vulnerabilities Detected

22

High

16

Medium

9

Low



What We've Heard

Kevin,

It's been great getting to know more about your business and current cybersecurity needs. Thank you for the time, insights, and interest you've shared with us so far. We're excited by the opportunity to put the Defendify all-in-one platform to work for you, empowering you with robust and reliable cybersecurity to improve your security posture and to mitigate risks and challenges.

On the following pages, you will find more about Defendify and the cybersecurity program we've designed for City of Carson. We place high value on communication, support, and guidance as part of developing a successful partnership. Our team of dedicated cybersecurity professionals, myself included, are here for you every step of the way—real people who know and care. To support you ongoing, Defendify also provides multiple resources such as live chat, our technical help desk, and a growing knowledge base.

If you have any questions, please don't hesitate to reach out directly to me.

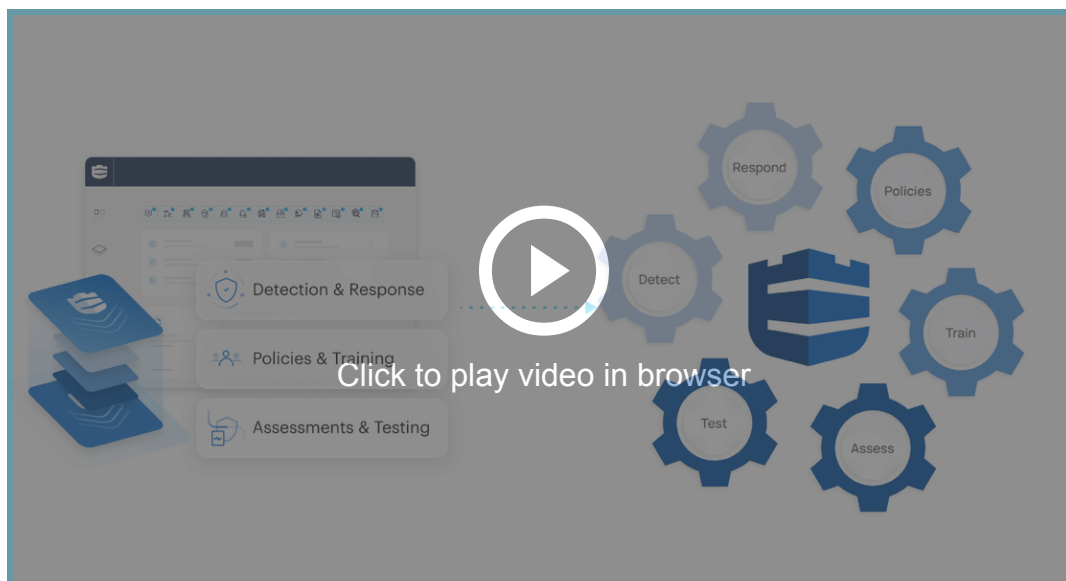
Thank you,

Glen Capen
gcapen@defendify.com
Success Manager



Why Defendify?

The All-In-One Cybersecurity Platform



SINGLE PANE OF GLASS

Cybersecurity is more than just technology. Defendify brings multiple tools into one place so you don't have to manage various vendors or complicated systems.

EASY-TO-USE

Reduce manual steps and increase protection. Automated tools accelerate implementation and drive continuous improvement.

ONGOING PROTECTION

Cybersecurity is a posture, not a project. Defendify's ongoing program helps you know where to start, what to do next, and how far you've come.

BUILT ON BEST PRACTICES

Compliance, regulations, and customer security mandates are on the rise. Defendify is built around industry-published cybersecurity frameworks to help you check the boxes.

NO SECURITY TEAM? NO PROBLEM.

Defendify delivers comprehensive, accessible cybersecurity that provides immediate value and grows with your business.



Trusted by Thousands

of Organizations Across 60+ Countries



Award-Winning Cybersecurity



**Datatech
vibe**

TOP DARK WEB
Monitoring Platforms



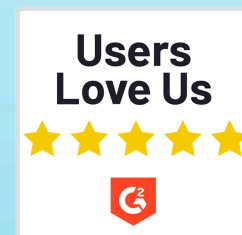
2021 TOP 100
**THREAT.
TECHNOLOGY**



What Users Say

"When our organization first implemented the Defendify program, cybersecurity was no more than firewalls for most of us. In a short time, Defendify clarified the need to shift and expand our program to a complete cybersecurity posture."

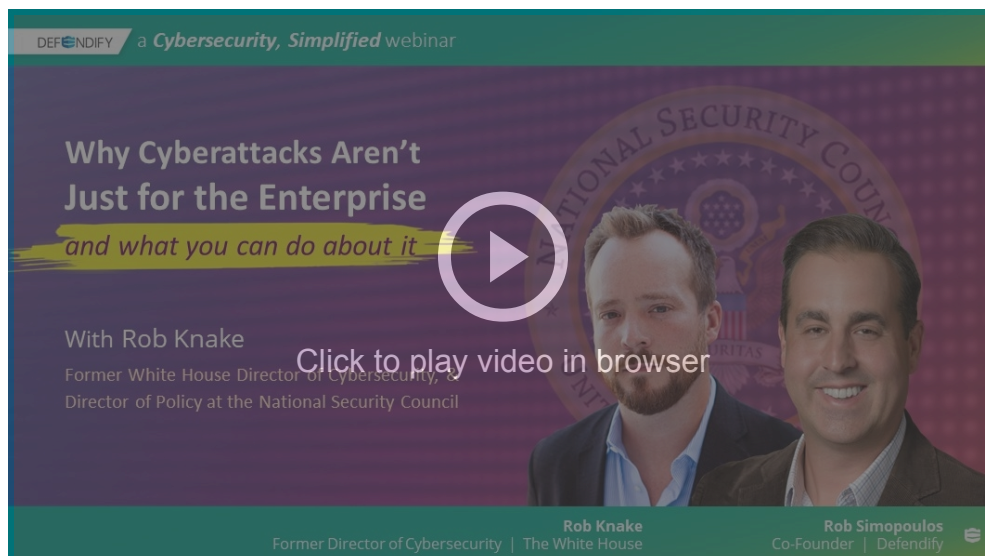
See what our customers are saying on [G2](#).





Cost-Effective Approach

Most small and mid-sized organizations don't have full-time security experts on staff, and building a Security Operations Center with the team and tools to support it can cost upwards of \$1,000,000+ annually. Enter Defendify, the all-in-one platform that delivers holistic cybersecurity protection and industry expertise that is truly cost-effective.



Learn more with this webinar featuring Rob Knake, Former Director of Cybersecurity for the Whitehouse

Return On Investment

The expense associated with a cyber breach can be devastating. The impact on small and mid-sized businesses as a result of a breach is estimated at anywhere from \$690,000 to millions of dollars *. Considerations include:

DIRECT COST

- Remediation
- Regulatory Fines
- Legal Fees
- PR & Outreach Programs
- Insurance Premium Increases
- Direct Financial Loss
- Identity Theft Repair

INDIRECT COST

- Business Disruption & Downtime
- Loss of Business/Customers
- Loss of Intellectual Property
- Damage to Credit & Credibility
- Damage to Brand & Reputation
- Devaluation of Trade Name
- Reduction in Operational Efficiency

*Sources: IBM/Ponemon Institute, Entrepreneur Magazine



Defendify All-In-One Cybersecurity Platform

| MODULE | LICENSES | TYPE | FREQUENCY |
|--------------------------------------|-----------|-------------------------|---------------------------|
| Assessments & Testing | | | |
| Cybersecurity Assessments | Unlimited | | |
| Vulnerability Scanning | | | |
| ◦ External Scanner | 15 | Assets (IPs/Domains) | Monthly Reports |
| ◦ Internal Scanner | 550 | Assets (IPs/Domains) | Monthly Reports |
| Compromised Password Scanning | 750 | Email Addresses | Monthly Reports |
| Website Scanning | 4 | Domains | Monthly Reports |
| Penetration Testing | 15 | IP Addresses (External) | Annual Test & Report |
| Policies & Training | | | |
| Technology Acceptable Use Policy | Unlimited | | |
| Awareness Training | Unlimited | | |
| Phishing Simulations | 750 | Email Addresses | Monthly Campaign & Report |
| Awareness Videos | 750 | Email Addresses | Monthly Video & Report |
| Awareness Graphics | Unlimited | | |
| Detection & Response | | | |
| Incident Response Plan | Unlimited | | |
| Threat Alerts | Unlimited | Email Addresses | Ongoing notifications |

Annual Investment \$55,357

Customer Loyalty Discount (-55%) **-\$30,446.35**

TOTAL ANNUAL INVESTMENT **\$24,910.65**



Next Steps

Platform Activation

Your Defendify all-in-one cybersecurity platform will be activated within one business day after signing up. Feel free to take a look around and get started with what you are comfortable and at your own pace.

Onboarding Call

Your dedicated Defendify Success Manager will touch base to schedule an introduction and onboarding call to help you get started on your cybersecurity improvement journey. On your call, we will cover:

- How to activate each of your Defendify modules
- How to add administrators and users
- Where to receive generated module reports
- Schedule your regular success check-ins, technical reviews, guidance and recommendation meetings
- Answer any other questions you might have

Thank you for considering Defendify as your cybersecurity partner, we are excited at the opportunity to work together!



Agreement

If you have any questions at all, please let us know.

We're happy to clarify and are committed to finding the best way to partner together.

GENERAL TERMS & CONDITIONS

- All pricing is in USD and payments are due annual in advance.
- By signing this proposal you agree to the initial term of 3 years and the Defendify Master Services Agreement available online here: [Defendify Master Services Agreement](https://assets.defendify.com/agreements/Defendify-Master-Services-Agreement-12012022v01.pdf)
<https://assets.defendify.com/agreements/Defendify-Master-Services-Agreement-12012022v01.pdf>
- For Internal Vulnerability Scanning and/or Managed Detection & Response, customer is responsible to supply VM meeting minimum requirements.
- Defendify EDR for Managed Detection & Response can be deployed on Windows, Mac & Linux machines. Defendify Mobile Apps for Managed Detection & Response can be deployed on Chromebook, IOS or Android devices
- Managed Detection & Response includes up to 45 days log retention. If longer retention time is required please discuss pricing options with your Defendify representative.

Once you are ready to get started, please click the 'Sign Here' button:



SIGNATURE

Kevin Kennedy

Kevin Kennedy, *Chief Information Officer*

701 E Carson Street
Carson, California 90745

Accounts Payable Contact Information:

Name:

Email Address:

Phone Number: