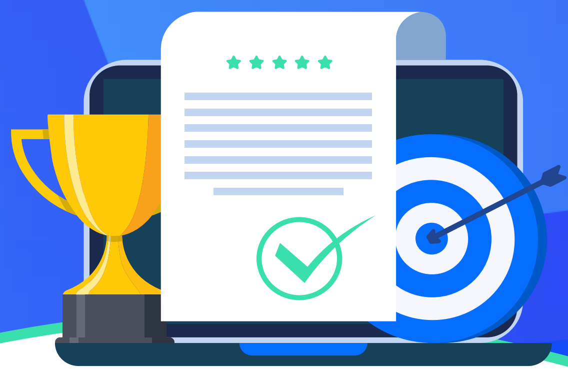
COMPLIANCE MANAGER GRC™
A Kaseya COMPANY

HOW TO SELL CONTINUOUS COMPLIANCE MONITORING AND DELIVER IT IN 10 MINUTES



Compliance isn't just about avoiding fines. It's also a strategic way to reduce a company's cyber-risk, build client trust and grow your managed service provider (MSP) business. Continuous compliance monitoring is a fast and easy way to launch this profitable service.

Compliance Manager GRC equips MSPs with the tools to deliver fast, affordable, continuous compliance services across every client. With features like Compliance Monitor making it easy to automatically scan, assess and monitor Windows device configurations, and Risk Manager providing a centralized view of IT, data security and compliance risks, you can keep clients audit-ready without overloading your team.

Use this checklist to assess your readiness to start turning compliance into a scalable, profit-driving service. Think of it as your blueprint for building compliance into your business model, not bolting it on, enabling you to keep your clients safe while boosting your profits effortlessly.

1. MAKE COMPLIANCE PART OF YOUR VALUE PROPOSITION

Establish a strong foundation for offering continuous compliance monitoring. Position it as a premium, ongoing service, not a one-and-done product. Exploring these questions can help you prepare to show clients how continuous compliance monitoring adds long-term value and protects against costly risks.

- [ ] Is compliance clearly integrated into our service offerings?
- [ ] Can we explain how compliance differentiates us from competitors?
- [ ] Do we highlight success stories where compliance helped close a deal?

2. OFFER COMPLIANCE AS A SERVICE (NOT AS A PRODUCT)

True compliance requires continuous effort. Remind clients that choosing continuous compliance monitoring also means they'll get ongoing support to help them stay compliant, like regular monitoring, assessments, reporting and adjustments. The answers to these questions may help you position the service for long-term success.

- [ ] Is our compliance service positioned as recurring and proactive?
- [ ] Do we include continuous monitoring and periodic reviews?
- [ ] Are roles and responsibilities clearly defined in our agreement?

3. ESTABLISH THE 'WHY' WITH CLIENTS

Remind your clients that auditors don't just want to see security practices in place — they want proof that smart security is actively in progress. Emphasize that compliance success depends on policy, documentation and verification. These questions can serve as a great starting point for that conversation:

- [ ] Are there written policies for every compliance requirement?
- [ ] Is there proof that MFA, backups and access controls are in place and enforced?
- [ ] Are documentation and audit trails regularly updated?

4. DEBUNK THE MAGIC SCAN MYTH

Some providers promise instant compliance with a simple scan, but that's not realistic. Guide your clients into understanding that compliance is a process, not just a download. Asking yourself these questions can help you identify the best approach for your MSP:

- [ ] Have we explained the limits of one-time compliance scans?
- [ ] Are we educating clients on what a full compliance program looks like?
- [ ] Do we offer a checklist or questions to vet competitors' claims?

5. ALIGN COMPLIANCE WITH CYBER INSURANCE POLICIES

Many clients don't fully understand their cyber insurance requirements. In fact, some haven't even read the fine print. Review their policies, align coverage needs with your services, and guide them through the findings. These questions can help guide the conversation:

- [ ] Have we requested access to the client's cyber insurance policy?
- [ ] Did we confirm what technical controls are required?
- [ ] Are we tracking which requirements are fulfilled and by whom?

6. BUILD A RISK MANAGEMENT CONVERSATION, NOT JUST A COMPLIANCE PITCH

Business leaders want to understand their risks and potential costs upfront. Highlight how continuous compliance enables proactive risk management that delivers both immediate and long-term savings. Use these key questions to frame your conversation around its value.

- [ ] Are we guiding clients through a risk-based decision process?
- [ ] Can we present multiple compliance options with clear outcomes?
- [ ] Do we avoid fear-mongering and instead promote informed choices?

7. EDUCATE, EDUCATE, EDUCATE

Compliance can be intimidating and confusing, especially for clients unfamiliar with key requirements. Ongoing education keeps them engaged, informed and more likely to invest in protection. It also positions you as their trusted security and compliance expert. Use these questions to ensure your message resonates:

- [ ] Are we sending regular updates or hosting compliance webinars?
- [ ] Do we provide simple guides or templates for client teams?
- [ ] Is compliance part of every quarterly business review (QBR)?

8. MEASURE AND MARKET YOUR IMPACT

Don't hesitate to share the success stories from your compliance efforts. You're doing the work, so show it off. Help clients and prospects recognize the monetary value of partnering with a compliance-savvy MSP like you. Ensure that you're not selling your security and compliance wins short with these questions:

- [ ] Do we have before/after compliance snapshots or case studies?
- [ ] Are we measuring KPIs tied to compliance outcomes?
- [ ] Do we celebrate client wins, like passing audits or reducing insurance premiums?

COMPLIANCE MANAGER GRC MAKES LAUNCHING CONTINUOUS COMPLIANCE SERVICES FAST, EASY AND PROFITABLE

Compliance Manager GRC is the ideal solution for turning compliance headaches into profit opportunities with innovative features like these:

Compliance Monitor – Automatically scans Windows endpoints to verify alignment with CIS Benchmarks and selected compliance standards.

Risk Manager – Provides real-time visibility into IT, data security and compliance risks through a centralized dashboard.

Automated Process Management – Streamlines data collection, risk assessment, action plan creation and compliance documentation.

Vendor Assessments – Simplifies third-party compliance management with a built-in, self-service assessment portal.

User Training & Tracking – Delivers IT security awareness training and tracks user participation, completion and policy acknowledgment.

Yes, Compliance Manager GRC really does make it possible to implement continuous compliance monitoring service for virtually any client in just 10 minutes.

IT'S AS EASY AS 1-2-3:

1. Install agents
2. Enable monitoring
3. Review and remediate

THAT'S IT! NOW YOU CAN SIT BACK AND WATCH THE PROFITS ROLL IN.

With Compliance Manager GRC, you can have it all:
Reduce cyber-risk for your clients, keep them audit-ready and unlock a new revenue stream by delivering affordable, reliable continuous compliance services to every customer.

Let us show you how.

REQUEST A DEMO

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