

# Insider Risk Threat Assessment



## What is it?

The Insider Threat Risk Assessment is an interactive web tool that helps you show your customers and prospects their insider threat readiness and how they benchmark against their peers. By offering them this free plan, you can help them improve their insider threat maturity.

## Who are we targeting?

Partners can use the Insider Threat Risk Assessment as a tool to generate more leads, nurture prospects or provide a new solution to existing customers

## Why your customers will say “yes!”

By completing the survey with your customers, you will be able to provide a detailed report on whether they are set up to:

- Detect malicious insiders, negligent behavior and compromised users
- Determine if users are undertaking risky actions, such as data exfiltration, excessive or unauthorized privilege or application misuse
- Know that their personnel are prepared and trained
- Have the right governance structure, policies and metrics in place
- Balance user privacy with organizational security

## Process for your Customer

The tool is quick to use (12 questions that take only five minutes to complete).

## Get Started Today:

1. Invite your customer or prospect to take part in the Insider Threat Risk Assessment (sample email included in kit).
2. Schedule a meeting, and walk through the assessment with your prospect.
3. Share the summary results with the prospect.
4. Complete the form on their behalf, and include your contact details.
5. On the form, make sure you include the prospect “Organization size” and “Industry,” as this will enable the results to be benchmarked correctly.
6. Download the full report, and return it to the prospect separately with the results.
7. Go through the results with the prospect during your meeting.
8. Complete your Deal Registration and protect your opportunity.

# Email Template

## Is Your Organization Protected from Insider Risk?

Hi [first name],

Like many others, your organization had to adapt quickly to a work environment that relies on technology to connect people.

The “perimeter” of the office no longer applies—and neither do traditional security defenses.

Employees, contractors, third parties or anyone who has access to your sensitive data and critical systems can become insider threat actors.

## How do you know if your business is protected from insider threats?

We are partnering with Proofpoint to offer you an **Insider Threat Risk Assessment** to find out.

Is your organization set up to:

- Detect malicious insiders, negligent behavior and compromised users?
- Determine if users are undertaking risky actions, such as data exfiltration, excessive or unauthorized privilege or application misuse
- Have the right governance structure, policies and metrics in place?
- Balance user privacy with organizational security?

Assess your organization’s insider threat readiness, and see how you benchmark against your peers today.

Walk away with a free plan to improve your insider threat maturity.

[Start here.](#)

Sincerely,

[Add your signature and contact information]