EXECUTIVE SUMMARY
+ PREVENTION GAP

EXECUTIVE SUMMARY

Fluency Alliance enables MSPs to deliver human-verified security operations, powered by Fluency SIEM and a best-of-breed integration model.

The core premise is operational: prevention tools catch most threats, but what slips through requires human judgment, not just automation. That's where Fluency Alliance operates.

This is built for MSPs who want to:

✔ retain control of the customer relationship

✔ close the gap between alerting and resolution — with human-verified detection, response, and evidence

✔ avoid rip-and-replace by integrating the customer's current stack — with a standardized baseline available when the partner is ready

! **Executive takeaway:**
Deliver managed security operations with human-verified outcomes — and expand margin through an ecosystem of attachable services — without building a SOC.

WHY THIS EXISTS: THE PREVENTION GAP IS STRUCTURAL

Every modern security program is built on prevention. But if prevention alone were sufficient, there would be no need for monitoring teams, incident response plans, or SOCs.

Prevention fails for structural reasons:

Latency from unknown/modified threats	**Operational** risk	**Business policy** exceptions

**Prevention is necessary. Detection and response
are the difference between "alerted" and "resolved."**

PARTNER MODEL
+ GO-TO-MARKET STRUCTURE

THE PARTNER MODEL: BUILT FOR LOCAL ACCOUNTABILITY

Fluency Alliance is designed as a partner-led model built on best-of-breed tools outside the walled garden — ensuring local partners deliver the outcomes customers actually need.

Security isn't something done 3,000 miles away.
It requires accountable local delivery.

HOW PARTNERS PACKAGE AND SELL FLUENCY ALLIANCE

Three offerings tailored to different customer needs:

Peace of Mind
Start with What You Have

- ✓ Fluency Enterprise SIEM
- ✓ SOC Services (Securicom or approved provider)
- ✓ Integrate customer's existing stack
- ✓ Simplicity + partner profitability

Zen
Expanded Visibility

- ✓ Everything in Peace of Mind
- ✓ Expanded ingestion via Syslog + APIs
- ✓ Network, identity, datacenter, virtualization

Alliance Complete
Standardized Baseline

- ✓ Everything in Peace of Mind + Zen
- ✓ SentinelOne Complete Plus
- ✓ Proofpoint Email Protection
- ✓ Standardized package

Partner-led. **Best-of-breed.** Human-verified **outcomes.**

WHY MSPs JOIN
+ ECOSYSTEM OVERVIEW

WHY MSPs JOIN (PARTNER VALUE)

Fluency Alliance is built to help MSPs:

✓ **Keep the account:** you remain the primary relationship and delivery owner

✓ **Leverage what customers already have:** start delivering detection and response outcomes immediately, with a path to standardized baseline coverage.

✓ **Differentiate** with a human-verified SOC layer vs. automated-only approaches

✓ **Expand margin** through a curated ecosystem of integrations and attachable services.

ECOSYSTEM OVERVIEW

A Integration Catalog
(Operational Coverage)

Firewalls

EDR/MDR

Virtualization

ZTNA

Cloud Telemetry

UEBA

+ additional connectors

B Next-Generation Security Technologies
(Strategic Differentiation)

The Ecosystem includes next-generation partner integrations such as:

Bloksec

ArmorX

Acuvity

Executive intent: Enable partners to expand coverage and capability over time — without disrupting how they operate today or forcing tool replacement.

SERVICES, ONBOARDING, & EXECUTIVE CTA

White-Labeled Professional Security Services
(On-Demand Expertise)

- ✔ Vulnerability services
- ✔ Pen testing
- ✔ Threat simulation and adversary emulation
- ✔ Red teaming

Assessments & Advisory
(Executive Outcomes)

- ✔ CIS Controls gap assessment
- ✔ AI readiness assessment
- ✔ NIST AI RMF assessment
- ✔ CMMC Level 1 & 2 readiness
- ✔ vCISO
- ✔ vCAIO

Partner Onboarding   (Simple and Repeatable)

1. **Select** your primary offer (Peace of Mind, Zen, or Alliance Complete)
2. **Confirm** your standard integration set + optional add-ons
3. **Complete** intake and enablement (talk track, packaging, implementation motion)

EXECUTIVE CTA

If you want to scale managed security delivery without losing client control, Fluency Alliance is built for that.

Next step: Schedule a partner overview to confirm your standard offer packaging and integration set.