



SmartProfiler

Proactive Risk and Security Engagement Program
for Microsoft and Non-Microsoft Technologies

DynamicPacks Partner Program



DynamicPacks
TECHNOLOGIES

Microsoft
Partner



Microsoft

Gold Cloud Productivity
Gold Cloud Platform
Silver Collaboration and Content
Silver Small and Midmarket Cloud Solutions
Silver Enterprise Mobility Management

DynamicPacks – Corporate Profile

- DynamicPacks founded in 2019 in Bangalore and having client base across North America, Europe, Middle-east and India
- Our automated assessment tools, **Smart**Profiler and **SecID** help clients and service providers in performing a health and risk assessment of IT infrastructure and generate an actionable report
- We have been growing year-on-year in terms of geographies & revenues and adding new clients
- Our key clients include TekDana LLC, Wintellisys, TruGreen, MDF eCommerce, Servant LTD, Nolan, SBS Security SecureSky, BK Tires, NMC Healthcare to name a few

Key Leadership Profile



Nirmal K Ratawa

MD & CTO

Nirmal is the founder at DynamicPacks Technologies and currently serving as MD & CTO. He is leading the product development of the SmartProfiler product suite. He is a former Microsoft MVP in Directory Services and Premier Field Engineer (PFE) and certified on Microsoft technologies. He brings in about three decades of experience and has been following the progress of Microsoft technologies since 1994.



Sunil Nehru

Strategic Business Advisor

Sunil is an accomplished business leader with strong track record of more than three decades of global experience in Strategy, Sales, Marketing, Alliances & Partnerships, Influencer & Analyst Relations, Business Transformation and M&A Integration across industries working for large global organizations like Infosys, Newgen and helping such organizations in their growth journey.



Tim Jackelen

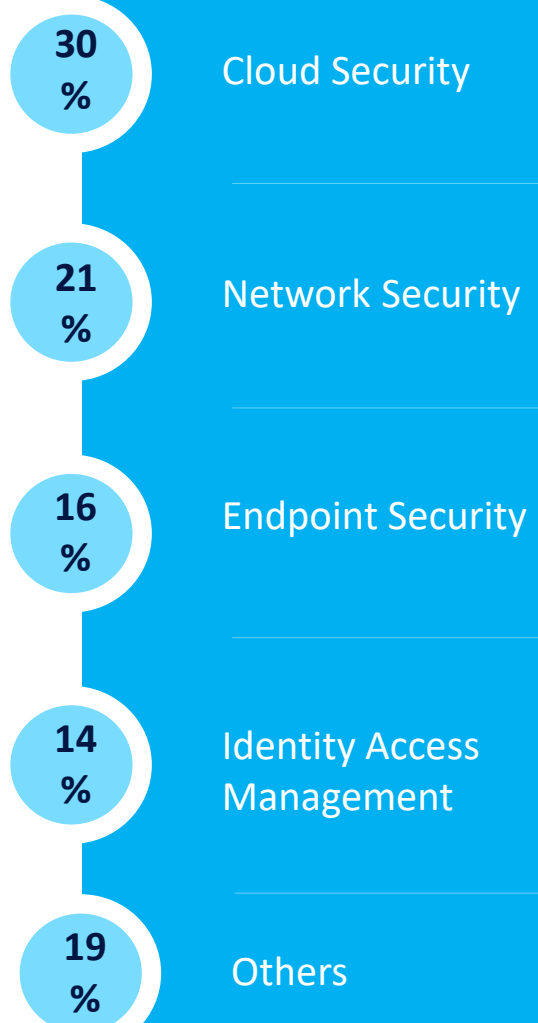
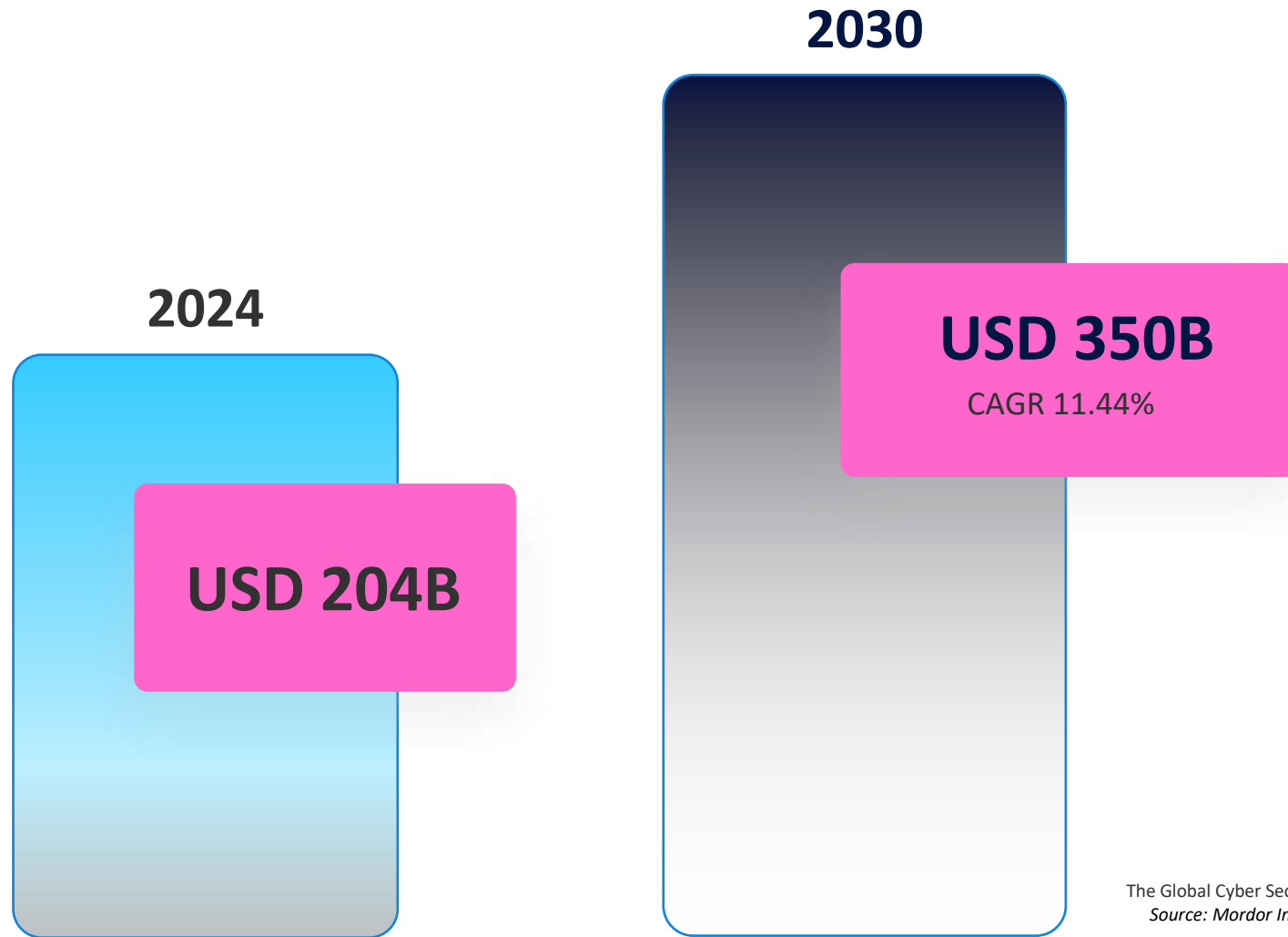
Sales Leader

Tim brings a wealth of about four decades of experience as a Sales Leader with a background in IT Products and Services. Tim has honed a unique skill set that blends technical expertise with exceptional communication and relationship-building abilities. With a focus on excellence and a dedication to customer satisfaction, Tim is poised to make a meaningful impact driving innovation, fostering growth, and building lasting partnerships with clients.

SmartProfiler – Cyber Security Market

Ransomware & Data-breach threats are fuelled by rising cyberattacks and reliance on digital technologies
Businesses must protect key infrastructure and data

Market Share divided among major segments



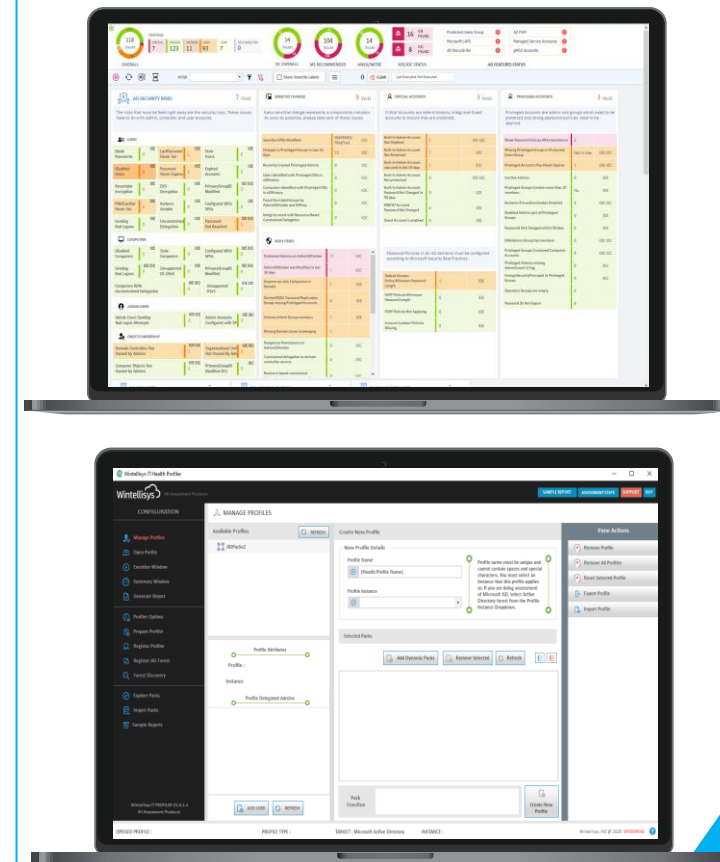
SmartProfiler – Features & Benefits

FEATURES

- **SmartProfiler** is our flagship product designed to support CIS Standard controls for Microsoft as well as non-Microsoft technologies
- **SmartProfiler** is a single desktop application designed to perform assessment of multiple technologies
- Helps uncover Critical, High, Medium and Low Health and Risk Items within an environment
- Multi-tenant capabilities
- Generates Actionable Reports and Executive Summary that can be customized with client brand logo
- Quick view in Dashboard
- Provides recommendations to fix issues

BENEFITS

- Improves regulatory compliance enforcement of internal policies with comprehensive audit trails, access controls and reporting
- Increases IT efficiency by identifying impending system failures to give you more time for business-critical tasks
- Ensures security posture of technologies
- Continuous Assessment: Ensure ongoing security of technologies by performing assessment as and when needed
- Ensure your IT Infrastructure is following below global standards:
 - CIS
 - NIST CSF 2.0
 - MITRE
 - ANSSI



The [Center for Internet Security \(CIS\)](#) is a nonprofit entity whose mission is to 'identify, develop, validate, promote, and sustain best practice solutions for cyber defense'

SmartProfiler – Supported Technologies

SmartProfiler supported technologies for Security & Compliance Assessment				
Microsoft Active Directory	Microsoft Azure CIS v2.1.0	Windows Server 2016 CIS v3.0.0	Amazon Web Services CIS v3.0.0	Ubuntu Linux 22.04 LTS CIS v2.0.0
Microsoft 365 CIS v3.1.0	Microsoft AVD Assessment	Windows Server 2019 CIS v3.0.1	AWS Compute Services CIS v1.0.0	Ubuntu Linux 20.04 LTS CIS v2.0.0
Microsoft Windows 11 CIS v3.0.0	Microsoft Azure Infra	Windows Server 2022 CIS v3.0.0	AWS Database Services CIS v1.0.0	CentOS Linux 8 CIS v1.0.0.1
SQL Server 2019 CIS v1.4.0	Azure Database Services CIS v1.0.0	Exchange Server 2016 CIS v1.0.0	AWS Storage Services CIS v1.0.0	Debian Linux 12 CIS v1.0.1
SQL Server 2022 CIS v1.1.0	Azure Compute Services CIS v1.0.0	Exchange Server 2019 CIS v1.0.0	AWS End User Compute CIS v1.1.0	Red Hat Enterprise Linux 9 CIS v2.0.0
InTune-Apple iOS CIS v1.1.0	Azure Kubernetes Service CIS v1.5.0	SharePoint Server 2019 CIS v1.0.0	Google Cloud CIS v3.0.0	NGINX Web Server CIS v1.0.0
Intune for Windows 10 CIS v3.0.1	Microsoft Azure Entra ID	Microsoft IIS 10 CIS v1.2.1	VMWare ESXi 8.0 CIS v1.0.0	Oracle Database 18c CIS v1.0.0
Intune for Windows 11 CIS v3.0.1				Oracle Database 19c CIS v1.0.0

SmartProfiler – Assessment Approach

SmartProfiler is designed to perform quick and easy assessment in four simple steps

Register
Target



Register Target
Technology

Execute
Assessment



Once Tenant is registered
Execute Assessment

Assessment
Summary



View Assessment Summary in
SmartProfiler console

Generate
Report



View issues uncovered by
SmartProfiler and be able to
generate and customize
reports in Word/Excel/PPT

SmartProfiler – Reporting Capabilities



Microsoft Word Summary

- Contains items per tests
- Contains impact and recommended action

ABC Consulting, Professional Services

Microsoft Active Directory Assessment

By SmartProfiler Assessment

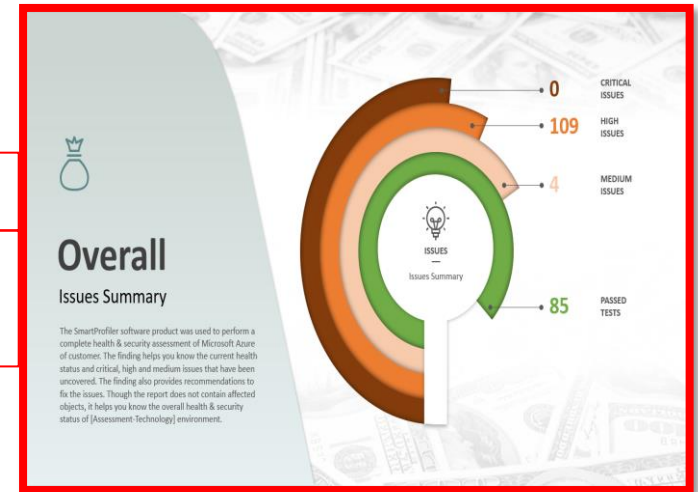
Version 5.4.1.1

ABC Consulting
Assessment date: 12-03-2023
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Microsoft PowerPoint Summary

- Executive Summary Report to present issues and assessment summary to senior management



Three Types of reports are generated



Microsoft Excel Summary

- Contains list of affected objects

5. Issues Category-Wise

The SmartProfiler software product was used to perform a complete health & security assessment of **Active Directory** of customer. The finding helps you know the current health status and **critical**, high and medium issues that have been uncovered. The finding also provides recommendations to fix the issues. Though the report does not contain affected objects, it helps you know the overall health & security status of **Active Directory** environment.

AD CATEGORY	Critical	HIGH	MEDIUM	LOW	PASSED	NOT EXECUTED
Account Policies	0	1	0	0	3	0
AD DNS	1	2	0	0	7	0
AD FOREST	0	3	0	1	10	0
Configuration-Domain	0	2	1	0	5	0
Configuration-Domain Controllers	[OALLE1]	[OALLE2]	[OALLE3]	[OALLE4]	[OALLE5]	[OALLE6]
Configuration-Forest	0	4	0	0	5	0
Domain Controller	0	6	0	1	7	1
Group Policy	0	0	0	1	6	0
Security and Risk	0	17	2	2	30	4
Time Sync	0	0	0	0	1	0

5. Microsoft Active Directory Components Summary



Personalized Word/Excel/PowerPoint Summary

Reports can be personalised with your company branding and logo

SmartProfiler – Value Proposition

Requirements	Other Vendors	SmartProfiler
Technical	Need SQL Server installed on computer	No Additional Software or License required to run
Time Engagement Per Technology	5 Days or more	5 Hours or less
Assessments	Highly experienced technical resources	All IT Leaders can run & get report
Additional Costs	May need specialized resources for every cost	Depends upon size of infrastructure
Licensing	Every Year	Yearly renewable
Solution Availability	Premier/Large Customers only	Available to All Customers
Expandable	Cannot expand checks	More checks can be added
Easy Reporting	Reporting not customizable as many software generates in PDF format	Reports can be rebranded
Multiple Technologies	One product tied to one technology	Supports multiple technologies assessment
Tenants	Single Tenancy support	Unlimited Tenants

SmartProfiler – Become a Partner

Why DynamicPacks

- Global provider of technology assessment platform
- Comprehensive product range and offerings
- Industry domain expertise
- Enterprise-wide coverage
- Flexible and rapid deployment
- Diversified revenue stream

What do we offer

DynamicPacks Technologies core mission is to secure and optimize Microsoft as well as non-Microsoft environments through comprehensive assessment tools

SmartProfiler product suite performs over 900 checks to ensure the health, configuration, and security of Active Directory, Microsoft 365, Azure, VMWare ESXi, AWS, GCP, SQL Server, and AVD by scanning these environments for vulnerabilities, identifying shortcomings and intelligently applying corrective patches for remediation

SmartProfiler comes bundled with analytical and reporting capabilities providing actionable insights and recommendations, meeting stakeholder expectations and driving IT compliance

Many global organizations have leveraged SmartProfiler to manage their environment assessment for more than five years now

Strategic & Seamless Collaboration

- Conduct strategic planning session with partners to define the joint go-to-market and identify accounts and winning propositions
- Build a roadmap to measure success and to make necessary adjustments
- Build partner strategy around high-impact business model that is efficient, scalable and future-proof

SmartProfiler – Become a Partner

How we help you sell

- Comprehensive Sales Kit
- Lead Generation Campaigns
- Digital Marketing Campaigns
- Product Training
- Proposal and Solution support
- Customer meetings and Demos

Training and Certification

- Comprehensive set of training courses that extensively cover our products and services
- Training material including videos, presentation decks and other literature and is available in the partner portal
- Empower partners with the skills and knowledge related to our products, enabling them to sell and deliver solutions on their own

How to Become a Partner

Visit our website to learn more about our products and services, the geographies we operate and our customer base

Complete the online application on our partner page and our team will contact you within 24 hours

Alternatively send an email to partners@Microsoft-assessment.com. We will promptly schedule a call with you to discuss your business goals and determine the best next steps

You will also gain access to the **Partner Portal**, a one stop shop for all the information related to DynamicPacks and SmartProfiler products solution, presentation, training content, marketing collaterals

SmartProfiler – Partner Program

Partnership Models

Partners have been integral to DynamicPacks success and by collaborating with you we increase success for both our businesses, to expand our customer base, increase market share and speed revenue growth. In today's competitive economy, cultivating strategic partner relationships is crucial to any company's long-term success. DynamicPacks recognizes the importance of partner relationships and is dedicated to providing a profitable agreement with partners. We have a defined multi-tier partnership model that caters to market needs based on geographies, partners' organization - business focus, market penetration and current services offerings.

The various partnership types are:

Channel Partners

System Integrators specialize in integrating various software solutions into a cohesive system for their clients. They often work on complex projects that requires multiple software products to work together seamlessly, often involving customization and integration.

Global/Regional SI's, IT Services Providers interested to expand their services portfolio and having an existing network of resellers fit into this category. They can take on large, high-value projects and become essential partners for clients with complex IT needs.

Channel Partners can leverage their existing network of Resellers to expand reach and coverage

Channel Partners can benefit from the top-tier slab-based discounted transfer price and command premium for their added services

Channel Partners will be supported by a dedicated Partner Relationship Manager

Channel Partners have exclusive distribution rights for a region or market and manage software sales and revenue targets

Value Added Resellers

Partners who are reselling software products and interested in selling and delivering security and compliance solutions to solve customer specific requirements. VARs not only resell software but also add their own services or products to enhance the original offering that includes customization, integration or additional support. VARs buy the software at a discounted rate and resell it to end customers at a markup. They provide added value through their expertise and services, making the software more appealing to specific customer needs. We enable VARs to handle sales, marketing, and provide customer support. VARs can leverage the DynamicPacks brand and digital resources while focusing on their sales strategies. They can charge a premium for the added value, increasing their profit margins.

SmartProfiler – Partner Program

Managed Services Providers

Managed Services Providers offer a range of IT services, including software reselling. They manage and support the software for their clients, often providing a comprehensive IT solution. They provide ongoing support, maintenance, and management of the software, often as part of a broader IT services package. This helps MSPs create a recurring revenue stream through subscription-based services and builds long-term relationships with clients. MSPs interested to offer IT Assessment 'AS A SERVICE' model to their customers fit into this category. MSPs buy the software at a discounted rate and offer it as a managed service to their customers

White-label Resellers

Value Added Resellers or Managed Services Providers purchase software from DynamicPacks and rebrand it as their own. This allows resellers to offer a complete solution under their brand, which can be particularly appealing for businesses looking to expand their product line without developing new software. Partners will handle branding, marketing, sales, and customer support under their own brand. Also it allows resellers to offer a complete solution under their brand without the need to develop new software, enhancing their product portfolio. This type of partnership comes with a minimum threshold for qualification.

Affiliate or Referral Partners

Affiliates promote SmartProfiler on their platforms (websites, blogs, social media) and earn a commission for every sale made through their referral links. They focus on marketing and driving traffic to DynamicPacks website. This comes with low entry barriers and minimal investment is required. It's a good way for such partners to monetize their existing online presence.

Ready to Become a Partner?

Contact Us

