



Verizon Professional Security Services

RAPID RESPONSE RETAINER

Plan your response to security incidents and know who to call

Product Definition

Verizon's Rapid Response Retainer provides organizations with a comprehensive approach to security incident planning and response.

The program includes:

- **Cyber Incident Capability assessment** which can include an Incident Response Readiness Assessment, Network Health Check, First Responder Training or an Executive Breach Simulation
- **Incident escalation hotline** with phone support and return call SLA
- **Emergency Services - on site investigation** with and investigator in-transit SLA
- **Pro-active, non-emergency malcode analysis** and reporting SLA*
- **Perimeter Netflow collection** to identify if any customer data crosses an IP on Verizon's watch list *
- **Verizon RISK Intelligence communications**
- **100 hours of security Professional Services** support

As a program with a set annual fee, the customer has the ability to engage the RISK team and security professionals with the assurance they will receive rapid support which is backed up by a response time SLA for a customer's security emergency. Three service levels are available with Rapid Response Retainer: Basic, Advanced and Advanced Plus.

A key function of Rapid Response Retainer is to provide expert support in the event of a suspected security incident, offering an immediate response by the seasoned investigative response experts within the Verizon RISK organization. In context, this support comes in the form of a designated Investigative Liaison who familiarizes himself with the customer environment upon contract signature. The Investigative Liaison will spend time understanding the customer's environment and can offer policy guidance as well as training to in-house staff on how to respond in the immediate aftermath of an incident. Where possible, the Investigative Liaison will remain with the customer for the annual term of the program.

Upon a suspected incident occurring, the customer will call the 24*7 incident escalation hotline with remote response initiated within the 3 hour contractual SLA, although typical return call response times are within 30 minutes. Beyond the immediate remote support provided by Verizon's RISK professionals, investigators from the Verizon RISK team will visit customer sites in order to continue assisting with containment and commence investigative activities. The physical presence is also

Availability:

- Available for order in PRM
- Customers need to have agreed to PS Terms

Segment Availability:

- Appropriate for Enterprises especially MNCs

Vertical Availability:

- Available for all verticals
- Finance, Retail and Manufacturing have been higher takers of the service historically, although we have customers in all Verticals

Geographic Availability:

- Contracting in all countries Verizon has an operating entity
- Currently delivered in 108 countries
- Consult IC [Insite](#)

Key Decision Makers:

- Chief Information Security Officer
- Chief Technical Officer
- Chief Information Officer
- CEO
- Operational Management (IT, SOC and/or NOC managers)



backed up by an SLA: response times for sending an investigator on site vary between 24hrs for Advanced or Advanced Plus and 48hrs for Basic.

Rapid Response Retainer also includes 100 hours of consulting labor which customers can utilize towards either investigation support, or for other security professional services identified in the program. Once the 100 hours have been exceeded, the program includes pre-defined rates for additional hours.

What has changed with Version 5?

- Introduction of service levels in a more packaged format than in previous versions
- One Cyber Incident Capability assessment included per year
- Malcode Analysis at any time, and an associated SLA for analysis and reporting*
- Netflow collection on a 30 day rolling basis*
- Includes 100 hours to be used for any RISK and named security Professional Services
- Discounted, and locked in hourly rate for any work beyond the 100 packaged hours (significantly discounted hourly rates versus non-retainer customers)

The program still includes:

- Incident escalation hotline
- Phone support and SLA
- On site investigation and in-transit SLA
- Verizon RISK Intelligence

Value Proposition

The value of Rapid Response Retainer is three-fold but largely centers around the peace of mind provided by knowing there is someone to call in the event of a security emergency or concern.

- **Immediate Response** – when the customer calls into the incident escalation hotline, Verizon is triggered to initiate remote assistance and diagnostic support, whilst arranging on-site attendance. The fact the customer has already contracted for the service vastly simplifies the engagement process to ensure no time is wasted in addressing the potentially critical incident.
- **Expert familiar with the customer's environment** – one of the great concerns when thinking about any type of emergency, is having the right people on hand, those who are familiar with the situation. Rapid Response Retainer's designated Investigative Liaison assures the customer that not only is an expert on hand to respond to the incident, but someone who has prior knowledge of the customer's organization, security infrastructure, as well as the customer's incident response processes and capabilities.
- **Cost efficiency** – Protecting an organization from cyber threats can be astronomically high but budgets are finite. Rapid Response Retainer is a cost effective way of preparing and having experts available to react as needed. The service is offered at reduced rates in comparison to Verizon's standard RISK professional service consulting fees, and the hours can also be spent on other security professional services as required.

Business Challenges

- Unaware of how to respond in the event of a security incident: in-house staff don't have the knowledge to know how to deal with security incidents
- Lacks knowledge on how to prepare against incidents occurring including identification of critical assets
- Doesn't have in-house expertise or tools to investigate, isolate and analyze security incidents
- Doesn't know how to protect the organization or prepare in a cost-effective manner

Competitors

- Mandiant
- Dell SecureWorks
- Trustwave
- FishNet
- PWC
- Deloitte
- Ernst & Young

Verizon Competitive Differentiators

- Verizon RISK team comprises 100+ ring-fenced experts in IT security incident response and investigations
- Team spread across the globe
- 5 concentrated investigative response labs across the globe
- 358 cases reviewed in 2013, 399 in 2014
- RISK team personnel are the primary contributors to the DBIR
- Account relationship, trusted advisor, professional services

Qualifying Questions

- What expertise, technology and processes do you use to protect your security infrastructure?
- Do you partner with any other organization in relation to security incident response?
- Do you have an emergency response plan in place?
- Do you have in-house expertise to react in the event of a security incident?
- Would you be able to deal with a security incident effectively if one were to occur currently?
- How quickly would you expect a response to be needed, if a security incident were to occur?

Additional Resources

Resources	Description
Internal Resources	
IC Insite Page	Library of internal and external resources
Call Script and Conversation Starters documents	Guidance to Sales on how to approach a conversation with the customer and suggested topics to address
2015 Data Breach Investigations Report and Resources	Insite page for the 2015 Data Breach Investigations Report
External Resources	
Customer Proposal	Customer proposal document on Rapid Response Retainer
2015 Data Breach Investigations Report	External site for the 2015 Data Breach Investigations Report