

2018

THE AMPLIFY VENDOR FLIPBOOK

A quick-reference guide to new vendors
and technology that can have a big
impact on your business


softchoice

Start flipping

TABLE OF CONTENTS

SECURITY

Forcepoint	3
RSA	4
FireEye	5
Quest	6
Barracuda	7
Eset	8
SentinelOne	9
Cofense	10
Cylance	11
SonicWALL	12
Mimecast	13

HARDWARE

Jabra	14
3M	15
C2G	16
Polycom	17
Plantronics	18
Epson	19
Logitech	20
Zebra	21
ViewSonic	22
Axiom	23
Samsung	24

SOFTWARE

Nuance	25
Solarwinds	26
MobileIron	27
Tenable	28
Rapid7	29
TechSmith	30
Nitro	31
LogMeIn	32
Carbonite	33

DATA CENTER

APC	34
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FORCEPOINT



Reinventing cybersecurity by protecting information where it's most valuable and most vulnerable.

ABOUT US

Reinventing cybersecurity by creating uncompromising systems that understand people's behaviors and motivations as they interact with data and IP everywhere.

FEATURED CONTENT



[Security Considerations for Your Global Office 365 Rollout](#)



[Securing the Wherever, Whenever Workforce](#)



[Protecting Data Where it's Most Vulnerable](#)



[Forcepoint - The Human Point System](#)

CONTENT

- [How You Can Make Every Day Data Privacy \(and Protection\) Day](#)
- [Forcepoint Channel Momentum Builds on Human-Centric Security](#)
- [Forcepoint Research Dispels the Myths of Workplace Monitoring](#)
- [Defend Your Government Agency with CDM](#)
- [Let's Make Firewalls More Human-Centric](#)
- [2018 Security Predictions](#)



RSA enables organizations to thrive in an uncertain, high-risk world.

ABOUT US

RSA offers business-driven security solutions that uniquely link business context with security incidents to help organizations manage risk and protect what matters most. RSA solutions are designed to effectively detect and respond to advanced attacks, manage user identities and access, and reduce business risk, fraud, and cybercrime. RSA protects millions of users around the world and helps more than 90% of the Fortune 500 companies thrive in an uncertain, high risk world.

FEATURED CONTENT



[Who Are You Letting Through Your Digital Doors?](#)



[4 Tips for Strengthening the Security of Your VPN Access](#)



[Delivering Convenient & Secure Access](#)



[RSA SecurID - Keep Ahead of Growing Threats](#)

CONTENT

[When Identity Governance Gets Tough](#)

[Oh, Hello, Access Certification Reviews](#)

[Where Will Fraudsters Go Next?](#)

[Bridging the Gap of Brief with Business-Driven Security](#)

[3 Ways Proximity Authentication Is Revolutionizing Access](#)

[Reducing Identity Risk for VPN Access](#)



FIREEYE



FireEye is the Intelligence-led security company.

ABOUT US

FireEye understands cyber attacks and the threat actors responsible for them better than anyone else.

FEATURED CONTENT



[Tomorrow's Endpoint Protection Platforms](#)



[Comprehensive Endpoint Security Landscape](#)



[Endpoint Security Buyer's Guide](#)

CONTENT

[What You Should Expect from an Effective MDR Provider](#)

[Improve Your Incident Response](#)

[FireEye Endpoint Security Datasheet](#)

[ReelPhish: A Real-Time Two-Factor Phishing Tool](#)

[Preparing for an Incident Response](#)

[FireEye Helix Mission Control](#)



QUEST



Spend less time on IT administration and more time on IT innovation

ABOUT US

At Quest, our purpose is to solve complex problems with simple solutions. We accomplish this with a philosophy focused on great products, great service and an overall goal of being simple to do business with. Our vision is to deliver technology that eliminates the need to choose between efficiency and effectiveness, which means you and your organization can spend less time on IT administration and more time on business innovation.

FEATURED CONTENT



[Microsoft Platform Management Datasheet](#)



[Durham Region Police Case Study](#)



[Shareplex Whitepaper](#)

CONTENT

[GDPR Compliance Implications for US Companies](#)

[9 Steps to Building a Disaster Recovery Plan](#)

[System Admin Cheat Sheet: Let KACE Do the Heavy Lifting](#)

[Toad for Oracle's "Copy User Settings" Feature](#)

[3 Surprising Steps to a Successful Cloud Migration](#)

[Endpoint System Management Datasheet](#)



BARRACUDA



Barracuda Networks offers cloud-enabled solutions that empower customers to protect their email, networks, applications, and data—regardless of where they reside.

ABOUT US

Barracuda is committed to providing partners with complete, holistic security solutions that enable their customers to protect their networks and business critical data—no matter where their data resides.

FEATURED CONTENT



[Unlocking the Public Cloud](#)



[Automating Security on Microsoft Azure](#)



[Barracuda Sentinel - Evolution of Spear Phishing](#)

CONTENT

[What Is a Cloud Generation Firewall?](#)

[Barracuda Difference: Single Source Solution](#)

[Criminals Impersonating Google Docs, Outlook, DocuSign](#)

[Does the Channel Have a Blind Spot?](#)

[Automation of Barracuda Web App Firewall in AWS](#)

[Backup and Archiving for Office 365](#)



Enjoy Safer Technology

ABOUT US

For 30 years, ESET has been committed to helping people protect their digital worlds. From a small dynamic company, ESET has grown into a global brand with over 110 million users in 202 countries. With ESET's multi-layered technology, it allows for the highest detection rates and reacts to threats faster, helping all our customers benefit from stronger and more effective protection. As an industry leader in cybersecurity and malware research, ESET's core aspirations, philosophy and values remain committed to helping build a more secure digital world where everyone can truly Enjoy Safer Technology.

FEATURED CONTENT



[How Technology Can Help You](#)



[ESET: Proven / Trusted](#)



[Blockchain Hardened Devices: Can They Restore Privacy with Security by Design?](#)

CONTENT

[Data Privacy vs. Data Protection: Reflecting on Privacy Day and GDPR](#)

[Android Ransomware in 2017: Innovative Infiltration and Rougher Extortion](#)

[All HTTP Websites to Soon Be Marked as "Not Secure" by Google Chrome](#)

[Think You Have a Tracker on your Phone?](#)

[How Safe Is Your Business from a Cyberattack?](#)

[The State of SMB Cybersecurity in Canada 2017](#)



SENTINELONE



Autonomous Endpoint Protection That Saves You Time

ABOUT US

SentinelOne is the convergence of EPP and EDR in a single, autonomous agent. We leverage static AI and behavioral AI in tandem with EDR capabilities such as remediation, mitigation, and rollback to protect thousands of customer environments across the globe - all while making them safer and saving them time.

FEATURED CONTENT



[8 Visionary Predictions for InfoSec in 2018](#)



[S.M. Wilson & Co Case Study](#)



[SentinelOne Endpoint Protection: Deep Visibility](#)

CONTENT

[SentinelOne Releases Free Linux Tool to Detect Meltdown Vulnerability Exploitations](#)

[SentinelOne - The Best AV for MacOS](#)

[Alexa, Send Me the Daily SentinelOne Report](#)

[Microsoft Selects SentinelOne to Power Mac & Linux Coverage](#)

[Solving the AV Problem](#)

[Automate Endpoint Protection Management With Voice Recognition](#)



COFENSE



The Power of the Collective

ABOUT US

Cofense's award winning solutions reduce the risk and impact of breaches by enabling organization-wide detection and response to active phishing threats. Cofense mobilizes every employee to identify threats so security teams can quickly mitigate attacks in progress. Cofense protects your people, data, and brand against advanced email threats. Designed to anticipate and disrupt the attack kill chain at delivery, Cofense solutions deliver the fastest enterprise-wide detection and security automation and orchestration in response to cyberattacks.

With thousands of customers world-wide including more than half the Fortune 1000, Cofense is raising the aptitude of phishing threat detection and mitigation for global organizations of all sizes.

FEATURED CONTENT



[2018 Cofense Phishing Predictions](#)



[Phishing Response Trends 2017](#)



[Cofense: the Power of the Collective](#)

CONTENT

[How to Avoid Drowning in Spam and Phishing Emails](#)

[Their email filters missed these threats. Good thing the users didn't.](#)

[Examples of Silver-Bullet Technology Fails](#)

[Communication Is Essential to your Anti-Phishing Program](#)

[Phishing Attack Shut Down in 19 Minutes with Cofense Triage](#)

[HealthcareCompany Builds A Complete Phishing Defense](#)



CYLANCE



Cylance® is revolutionizing cybersecurity with products and services that proactively prevent execution of advanced persistent threats and malware at the most vulnerable point: the endpoint.

ABOUT US

Cylance's unique approach, leveraging artificial intelligence and machine learning combined with a lightweight endpoint agent, allows SoftChoice to generate high value and margin strategic services. The end result is that endpoints are protected BEFORE malware executes, and partners can show their customer ROI as soon as they install the product, from DAY ONE.

FEATURED CONTENT



[Email Phishing Has Never Been Easier](#)



[Malicious Actors: Three Steps to Success](#)



[AI Based Prevention and Detection](#)

CONTENT

[Achieving Better Security With Fewer Resources](#)

[The Artificial Intelligence Revolution in Cybersecurity](#)

[Fighting Today's Extortive Ransomware Threats](#)

[Artificial Intelligence in the Enterprise](#)

[Economics of Insecurity](#)

[Cylance Security Value Map](#)



SONICWALL



Innovate More. FEAR LESS.

ABOUT US

SonicWall has been fighting the cyber-criminal industry for over 25 years, defending small, medium size businesses and enterprises worldwide. Backed by research from the SonicWall Capture Labs, our award winning real-time breach detection and prevention solutions, coupled with the formidable resources of over 10,000 loyal channel partners around the globe, are the backbone securing more than a million business and mobile networks and their emails, applications and data. This combination of products and partners has enabled a real-time cyber defence solution tuned to the specific needs of the more than 500,000 global businesses in over 150 countries. The SonicWall real-time breach prevention platform allows businesses to operate with less fear from cyber criminals, so you can do more business with less fear.

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[What's the Difference Between Traditional and Next-Generation Anti-Virus?](#)



[2018 SonicWall Cyber Threat Report](#)



[Boston Pizza Case Study](#)

CONTENT

[New Threat Intelligence Shows Growing Malware Volume](#)

[GDPR: Background, Context & FAQs](#)

[Is Your Firewall Ready for the IoT Era?](#)

[What is MU-MIMO wireless technology?](#)

[Understanding Encrypted Threats](#)

[Detect More with Next Generation Antivirus](#)



MIMECAST

mimecast®

Cyber Resilience for Email.

ABOUT US

Email is at the intersection of a massive amount of risk. As the number one business application that organizations depend on for communication, it's also the number one attack vector for cyber criminals. Your organization needs to have a cyber resilience for email strategy that is easy to manage, lowers costs and is highly effective in preventing attacks before, minimizing disruptions during, and quickly recovering email and data after. Through a single, cloud-based service, the Mimecast cyber resilience for email solution delivers threat protection, adaptability, durability, and recoverability.

FEATURED CONTENT



[What's the Difference Between Cyber Security and Cyber Resilience?](#)



[Cyber Resilience Planning for Email](#)



[GDPR - A Day of Reckoning or Transformation?](#)

CONTENT

[Making a Commitment to GDPR Compliance So Your Organization Can Too](#)

[Mimecast & Vanson Bourne Survey IT Leaders and Executives](#)

[Avoid Costly Email Migration Pitfalls with Archiving Solutions](#)

[There's More Than Just Security When It Comes to Office 365](#)

[Email Archiving - Time for an Update](#)

[The Mimecast Email Security Assessment](#)



Be More. Hear More. Do More.

ABOUT US

Jabra makes life sound better by developing intelligent audio solutions that transform lives through the power of sound—enabling you to hear more, do more and be more than you ever thought possible. We develop an award winning range of wireless headsets for mobile users, and both wireless and corded headsets for contact centers and office-based users. With almost 150 years of experience, we are specialists in sound and communications technology and have unrivalled understanding of high quality sound in all its forms—from conversation to music. Jabra is a pioneering innovator of new sound experiences from wired to wireless.

FEATURED CONTENT



[Unlocking the Power of Conversation](#)



[Get S#!t Done](#)



[Why We Can't Escape Noise - and Why That's A Good Thing](#)

CONTENT

[Jabra Cisco Portfolio Guide](#)

[Jabra Microsoft Portfolio Guide](#)

[Forget Looking.... Listen to What's in Your Blind Spot](#)

[New Technologies Find a Voice... And it's Ours](#)

[Jabra Evolve 75 Unboxing Video](#)

[Jabra XPress For Windows](#)





The experts in screen privacy

ABOUT US

3M is a leader in visual privacy protection. Our advanced microlouver technology “blacks out” side views with world class effective privacy. See your screen with crisp image clarity, while prying eyes beside you see only a black or gold screen. That is why people worldwide trust 3M Privacy Products to help keep their private information ...private.

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[Five Expert Tips for Improved Data Protection and Privacy](#)



[Do Privacy Filters Compromise Screen Display Quality?](#)



[Visual Privacy - Top 5 Reasons](#)

CONTENT

[Think Beyond Cyber Security](#)

[Global Beverage Company Case Study](#)

[3M Visual Privacy - Infographic](#)

[Visual Hacking Exposed](#)

[3M Science Keeps Visual Hackers in the Dark](#)

[Markets Needing Privacy](#)



As a brand of Legrand, C2G now has a broader depth of product offerings and solutions for every customer.

ABOUT US

C2G brings a complete portfolio of products and solutions including Audio/Video & PC, Data Connectivity, Physical Infrastructure, and Power Management—all designed for installation in data centers, networks, and work spaces.

FEATURED CONTENT



[Cabling Disasters and What Causes Them](#)



[Avoiding Cabling Disasters](#)



[New Infrastructure Hardware Must Support the 'Age of Digital Buildings'](#)

CONTENT

[Take Back Your Desktop with a Slim Desktop Power Center](#)

[Custom Power Cords: Quoted, Developed, Delivered](#)

[Data Center Network Infrastructure Catalog](#)

[Racks & Cabinets Portfolio](#)

[Mobility & Connectivity Portfolio](#)

[Who Is Legrand North America?](#)



Unleash the Power of Human Collaboration

ABOUT US

Everything we do at Polycom is to help you unleash the power of human collaboration. That's our sole focus. Our promise is to create experiences that push the greatness of human collaboration forward and make you and your teams more successful.

FEATURED CONTENT



[10 Reasons to Upgrade Your Conference Phone](#)



[Audio Innovations in Polycom RealPresence Group Video Solutions](#)



[Video Innovations in RealPresence Group Video Solutions](#)

CONTENT

[Polycom RealPresence Group Series Overview](#)

[Skype for Business with RealPresence Group Series](#)

[Content Innovations in RealPresence Group Series Video Solutions](#)

[Polycom Pano Datasheet](#)

[Trio 8500 Datasheet](#)

[Polycom Voxbox Datasheet](#)



PLANTRONICS

plantronics®

Empower professionals with wearable solutions

ABOUT US

Plantronics' Brand is built on 50+ years of headset innovation, consistently adding value for our customer and our sales partners alike

FEATURED CONTENT



[The New Contact Center](#)



[Why Plantronics](#)



[Developing a Humanized Customer Experience Around the World](#)

CONTENT

[Charge on the Go](#)

[IT Challenged to Support Growing Number of Small Business Remote](#)

[Workers Behind the Scenes: Voyager 8200 UC Design](#)

[Behind the Scenes: Voyager 3200 Series Design](#)

[United Communications Portfolio](#)

[Unified Communications Case Study](#)



Exceed Your Vision

ABOUT US

Epson is a leading manufacturer in the printer, professional imaging, projector, scanner, system devices, and factory automation categories.

FEATURED CONTENT



[Warner Music Group Case Study](#)



[How Does Display Size Impact Productivity?](#)



[How Universities Are Using Wearable Technology Today](#)

CONTENT

[What Are The Differences In Product Label Types For Packaged Goods?](#)

[Essential Guide to EdTech Trade Shows](#)

[How to Excel with Unified Presentations](#)

[How Does Display Size Impact Productivity?](#)

[Cirra Systems Case Study](#)

[Climb Real Estate Case Study](#)



LOGITECH

logitech

VIDEO CONFERENCING FOR EVERY SPACE

ABOUT US

Logitech is transforming video conferencing by offering an easy and affordable way to collaborate, with crystal-clear audio and razor-sharp video. Logitech products deliver unparalleled value, enhancing and improving productivity at a fraction of the price of competitors.

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[Creating an Optimal Room Environment](#)



[Today's Huddle Room Experience](#)



[Logitech / Dealogic Case Study](#)

CONTENT

[Logitech MX Sound Transforms the Audio Experience at Your Desk](#)

[Introducing Our New Flagship Keyboard](#)

[What's New in the New Landscape of Work](#)

[A Camera That's Actually Designed for Huddle Rooms](#)

[Evaluation of Logitech Meetup](#)

[Baby Boomers - Please Don't Retire!](#)



ZEBRA



Zebra makes businesses as smart and connected as the world we live in

ABOUT US

Zebra builds tracking technology and solutions that generate actionable information and insight, giving companies unprecedented visibility into their businesses.

Zebra's extensive portfolio of solutions give real-time visibility into everything from products and physical assets to people, providing very precise operational data not only about where things are, but what condition they are in. This allows business leaders to use data to make better, more informed decisions, respond in real-time, and ultimately help businesses understand how they work, and how they could work better.

FEATURED CONTENT



[Zebra Odyssey Case Study](#)



[Enabling the Smart Warehouse](#)



[Where Will the Workforce Mobility Revolution Take You?](#)

CONTENT

[Mobile Technology in the Retail Industry: Top Apps](#)

[Raising the Bar on Warehouse Productivity](#)

[A Rugged, Mobile Field Office](#)

[Why Using Consumer Devices in Delivery Operations Can Cost You More](#)

[Are Your Industrial Printers up to the Job?](#)

[Zebra Hospitality Study Webinar](#)



VIEWSONIC



See the Difference

ABOUT US

ViewSonic has a 30-year history of delivering superior support for the channel, winning channel awards year after year and a world leader in display technology. We're committed to relationships that drive growth, innovation, and customer satisfaction without compromise. From our worldwide network of distributors and resellers, to customers that include some of the world's most well-known brands, we've worked hard to earn the loyalty and respect of our business partners. We pride ourselves on our unparalleled commitment to our partners. Time and time again, we have been recognized as one of the best and easiest vendor partners to work with!

FEATURED CONTENT



[Curved Monitor Benefits for Unique Applications](#)



[Efficient Dual-System Switches for Pro-Monitor Users](#)



[Simple, Enterprise-Grade Collaboration](#)

CONTENT

[ViewSonic® Boosts its SC-T25 Based Raspberry Pi Thin Client](#)

[The ViewSonic® SC-T25 Immune to Meltdown and Spectre Threats](#)

[ViewSonic Introduces New Professional and Enterprise Monitors](#)

[ViewSonic Delivers Eye-Catching Signage for Public Spaces](#)

[ViewSonic Launches its Chromebox that Delivers an All-in-One Solution](#)

[The Benefits of Color Calibration for Pro-Monitor Users](#)



AXIOM



The OEM Alternative.

ABOUT US

Not only do we manufacture tier 1 quality products, but we have the best customer service in the industry.

FEATURED CONTENT



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The OEM Alternative](#)



[Axiom BendnFlex Fiber
and Copper Cables](#)



SAMSUNG

Powerful products that work for your business.

ABOUT US

Samsung Electronics Canada inspires Canadians to reach their full potential through a transformative ecosystem of products and services that deliver innovation and distinct design to every aspect of their connected lives. The company is redefining the worlds of TVs, smartphones, digital signage, virtual reality, wearable devices, and tablet. In 2017, Samsung was ranked No. 6 in Interbrand's "Best Global Brands" list and named one of the top 10 Most Influential Brands in Canada, based on a study by Ipsos Canada.

FEATURED CONTENT



[5 Tricks for Working Smarter With Your Phone](#)



[Why Educators Will Flip Over a New Kind of Smart Board](#)



[Modernizing Meetings](#)

CONTENT

[Driving Collaboration in the Digital Office](#)

[Is Samsung Knox the Most Secure Phone?](#)

[How a Digital Flipchart Takes the Pain Out of Office Collaboration](#)

SAMSUNG



NUANCE



Work Better, Faster & Smarter

ABOUT US

Recently named “Best PDF Editor” by PC Advisor, Nuance® Power PDF is the ultimate PDF converter. Perfect for the individual or the enterprise, Power PDF lets you create, edit, annotate and share PDF documents. Power PDF is exceptionally easy to use and comes at a fraction of the price you’d expect. There’s a reason why two-thirds of the Fortune 100 trust Nuance solutions.

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[Dragon Law Enforcement Brief](#)



[Power PDF
Advanced Datasheet](#)



[The Positive Outcomes of
Documentation Productivity](#)

CONTENT

[Create Better Customer Experiences Using the Power of PDF](#)

[Transforming Documentation by Voice](#)

[The Impact of Improved Documentation Productivity](#)

[Assistants Here, Assistants There, Assistants Everywhere](#)

[Nuance Dragon Professional Individual](#)

[Migrating Business Users to a More Robust Desktop PDF Solution](#)



SOLARWINDS



We're Geekbuilt™

ABOUT US

Developed by network and systems engineers who know what it takes to manage today's dynamic IT environments, SolarWinds has a deep connection to the IT community.

The result? IT management products that are effective, accessible, and easy to use.

FEATURED CONTENT



[Why Is Database Performance Analyzer a Smart Investment?](#)



[Thou Shall Not Pass ...I Think?!](#)



[Disaster Recovery - Time to Create our Plan!](#)

CONTENT

[Perfstack - Real-Time Polling - Because Time Is the Only Constant](#)

[Monitoring Microsoft Office 365 with SAM](#)

[Get Your Cisco ASA Firewall ACLS Under Control with These Five Easy Steps](#)

[Out of Office: Planning the Migration to Office 365](#)

[Orion Platform Infographic](#)

[For Every IT Pro, There's a Success Story Waiting to Be Told](#)



MOBILEIRON



MobileIron is the secure foundation for modern work.

ABOUT US

MobileIron is the secure foundation for modern work. Modern work enables employees to make better, faster decisions by using cloud services and mobile experiences. Only MobileIron provides cloud and endpoint security to secure your data on the devices, clouds, and networks you own—and on the ones you don't.

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[Perkins-Coie Case Study](#)



[Data Protection and Agile Management](#)



[Queensland Police Services: iPads and MobileIron. A Modern Work Success Story](#)

CONTENT

[Got a New Mobile Device? Here are Five Ways to Protect It.](#)

[Android - Ready for the Enterprise](#)

[The New Normal: IT Says "Yes" to iOS](#)

[Practicing Safe Security with iOS 11 and Office 365](#)

[MobileIron Access Datasheet](#)

[MobileIron Customer Solution Overview](#)



TENABLE



Empower all organizations to understand and reduce their Cybersecurity Risk

ABOUT US

Cybersecurity is one of the existential threats of our time. New types of connected devices and compute platforms, from Cloud to IoT, have exploded the cyber attack surface. And more tools collecting more data doesn't equate to actionable insight for the CISO, C-suite and Board of Directors. The old way of simply scanning on-premises IT devices for vulnerabilities is no longer enough. It's time for a new approach.

Today, 24,000 organizations around the world rely on us to help them understand and reduce cybersecurity risk. Our goal is to arm every organization, no matter how large or small, with the visibility and insight to answer three critical questions at all times: Where are we exposed? To what extent are we exposed? Where should we focus to reduce our exposure?

FEATURED CONTENT



[Cyber Exposure: The Next Frontier for Security](#)



[What is Driving the Need to Manage & Understand Cyber Risk?](#)



[10 Steps for Achieving Effective Vulnerability Management](#)

CONTENT

[Maintain Your \\$\\$\\$* Systems! A Mantra for IT Professionals in the Wake of Equifax](#)

[Three Reasons Why DevOps Is a Game-Changer for Security](#)

[Cyber Exposure: The Next Frontier for Security](#)

[Find Plugins Faster: Introducing a More Powerful Plugins Search](#)

[Leveraging the Cloud to Achieve Visibility, Tracking, and Security](#)

[Tenable Vulnerability Management](#)



RAPID7



Rapid7 transforms data into action, empowering IT and security professionals to progress and protect their organizations.

ABOUT US

The Rapid7 Insight platform is the first to unify solutions for vulnerability management, user behavior analytics (UBA), SIEM, IT log analytics, and application security.

FEATURED CONTENT



[Getting Started in Ethical Hacking](#)



[How to Phish Your Business
\(And Get Management's Buy-In\)](#)



[7 Best Practices for Cybersecurity](#)

CONTENT

[Vulnerability Management Market Disruptors](#)

[Why Managed Detection Zeroes In On the Endpoint](#)

[3 Questions When Prioritizing Web App Vulnerabilities](#)

[Georgia Should Not Authorize "Hack Back"](#)

[Transforming Data Into Answers](#)

[Live Vulnerability Management & Endpoint Analytics](#)



TECHSMITH



TechSmith makes it simple for everyone to create high-quality screenshots, screencasts, and videos.

ABOUT US

TechSmith is the #1 Company for Visual Communication Software. Join over 30 million professionals around the globe that use TechSmith software to show off a product, teach a course, train others, and communicate in a faster, more engaging way.

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[6 Ways to work smarter and faster with Visual Communication](#)



[Boost Clarity of Communication with Snagit](#)



[Think the Snipping Tool Is Good Enough?](#)

CONTENT

[3 Reasons to Start Using Video in your Business](#)

[How Digital Learning Can Help Solve These Training Challenges](#)

[Deliver Outstanding Customer Service with Screen Recording](#)

[Video Marketing in the Problem Aware Stage](#)



NITRO



Productivity Unleashed™

ABOUT US

The Nitro Productivity Suite delivers end-to-end workflow efficiency and accelerates document workflows by combining powerful PDF productivity tools with lightweight eSignature capabilities, rich data insights, and simple user management. Available at a fraction of the cost and complexity of other solutions, the Nitro Productivity Suite cuts costs while enabling businesses to equip more—or, in many cases, all—of its knowledge workers with the necessary PDF and eSignature tools to reduce printing and advance digital transformation.

FEATURED CONTENT



[4 Productivity Tips to Transform Your Workday](#)



[7 Reasons Why the Fortune 500 Choose Nitro](#)



[Fulfilling the Promise of the Digital Workplace](#)

CONTENT

[Printing to PDF Using Windows 10? Use Nitro Instead](#)

[The 4 Document Collaboration Tools You Should Be Using](#)

[Are You on the Road to Better PDF? The Answer Might Surprise You...](#)

[6 Reasons Standardizing Your Software Is Essential](#)

[Deciphering Digital Transformation](#)

[Modern Change Management](#)



LOGMEIN



We unlock the potential of the modern workplace.

ABOUT US

Simplifying how people interact with each other and the world around them to drive meaningful insight, deeper relationships and better outcomes for all has helped LogMeIn grow to become one of the world's top 10 SaaS companies with a leadership position in every one of our markets.

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[6 Ways to Come Up with a Winning Webinar Topic](#)



[What Matters Most in a Remote Support Solution](#)



[The Psychology of Passwords](#)

CONTENT

[Can Chatbots Really Be an Agent's New BFF?](#)

[Going Global: How to Conquer Support Across Continents](#)

[Debunking Internet Safety Myths](#)

[Here's How to Know When You've Struck Meeting Gold.](#)

[The Easy Way to Create a Personal Meeting Room](#)

[LogMeIn Channel Products Overview](#)



CARBONITE



Data protection solutions for Physical, Virtual or Cloud environments.

ABOUT US

Carbonite provides data protection solutions for businesses and the IT professionals who serve them. Our product suite offers a full complement of backup, disaster recovery, data migration and high availability solutions for any size business in any location. More than 1.5 million customers around the world depend on us and our partners to protect their data from hardware failure, natural disasters and cyberthreats like ransomware and malicious hackers. We're currently protecting more than 160 petabytes of digital information for our customers, and it's all supported by a global infrastructure.

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[IT Skills Shortage: How Bad Is It?](#)



[Carbonite Cloud Migration](#)



[How to Disaster-Proof Critical Data](#)

CONTENT

[CompuTrade Malaysia Moves 2 TBs Between Clouds with Carbonite Migrate](#)

[What's New in Carbonite Availability?](#)

[New Podcast Investigates History's Most Notorious Data Breaches](#)

[Cybersecurity Fears Drive Increase in 2018 IT Budgets](#)

[Carbonite Availability Onboarding](#)

[DRaaS Levels the Playing Field](#)



Certainty in a Connected World.

ABOUT US

Companies around the world and within every industry rely on products from APC to keep their data centers up and running. Our uninterruptible power supply solutions, data security, and surge protector options work hard for you when maximum availability and guaranteed uptime is non-negotiable. Choose the battery backup and data protection built to ensure business critical equipment and applications are never at risk. To find the products you need, start with our power supply calculator for business solutions.

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[IoT to Drive Unprecedented Banking Innovation](#)



[Rethinking Data Center Resiliency](#)



[Deploying Micro Data Centers at the Edge](#)

CONTENT

[How to Pick Out the Right UPS for Your Home or Business](#)

[Edge Resilience Is Resilience for the Whole IT Environment](#)

[How an APC Battery Can Significantly Cut Your TCO](#)

[Lithium-ion UPS Batteries Must Meet Stringent Safety Standards](#)

[Connected Smart-UPS with APC SmartConnect](#)

