

AE Business Solutions Increases Business Opportunities with Cymulate



About AE Business Solutions (AEBS)

AEBS is a leading IT Integration and Workforce Management company that serves enterprise organizations throughout the Midwest. Its clients consist of organizations in higher education, state and local government, and includes Fortune 1000 and Fortune 500 companies. AEBS delivers solutions such as network security, data centers, business intelligence and analytics, and more.



AEBS's Challenge

AEBS was searching for a comprehensive solution for their clients experiencing the following obstacles:

Limited cybersecurity personnel

It is difficult for organizations to retain employees and attract new talent so there are not enough people to meet operational needs and continually validate their security controls.

Complex security stacks

Most companies are using numerous offensive and defensive security tools and lack a single pane of glass that encompasses them all. This makes it difficult for clients to know if their controls are configured correctly, or even turned on.

Lacking automation capabilities

Human operators are needed to manage all the disjointed security technologies and ticketing systems manually, which further exacerbates the previous challenge with limited personnel. Additionally, analyzing data from many different sources without automation is complex and time-consuming and yields low quality results.



The Cymulate Solution

In addition to providing better service to AEBS customers, Cymulate enables partner business growth with:

Superior technology in the marketplace

AEBS claims that Cymulate **"brings our clients innovation and shows proof of value faster, which makes our job easier."** With Cymulate, AEBS elevates its status as a trusted security advisor with their clients.

A go-to-market strategy

Cymulate prepares ready-made use cases for AEBS to effortlessly present the product to their clients, which is attractive to C-levels and board leadership. It makes it easier for AEBS to approach a client with a solution to a problem, rather than to just sell them another platform.

A partnership with ongoing support

Cymulate opportunities offer a competitive profit margin, and they provide great technical support throughout the entire sales cycle, which are strong factors helping partners win deals. Dave W., AEBS VP Business Development, said that Cymulate has **"one of the top three sales engineering teams that we have worked with. They are knowledgeable, know how to solve problems, and give a pitch that shows real value to the client."**

Increased business opportunities

Cymulate is vendor agnostic, which means it can be used by organizations from all industries, of any size, and at any security maturity level. AEBS claims the platform can be used by over 90% of its clients, which means Cymulate is a tool that helps partners access additional technology and services sales opportunities.

Improved product evaluation

Any additional security solutions or architecture that AEBS offers a client who already uses Cymulate, can easily perform a 'bake-off' evaluation to assess new products in a client's environment and show their effectiveness. This saves both time and money on future POCs for AEBS.



Cymulate elevates our relationship with clients as their partner and trusted security advisor



John M., AEBS Security Lead



End-User Benefits

Following a vendor vetting process, AEBS added Cymulate to its product portfolio because it:

Solves many customer pain points with one platform

Cymulate addressed a gap in AEBS's product portfolio by providing an extensive array of features that speak directly to customer pain points. Cymulate enables organizations to maximize their small cyber teams' resources by automating manual tasks. The platform also integrates with an organization's existing security controls and tools to automate continuous security control validation and provide easy-to-digest remediation instructions to improve operational efficiency. Once security controls are reconfigured, organizations can easily run assessments to understand if their actions made an impact on risk levels.

Is the most comprehensive

Cymulate offers "a much more complete toolkit compared to similar vendors in the market" said John M., AEBS Security Practice Lead. The platform includes solutions like security control validation, network segmentation, and purple teaming.

Is easy to use and immediately demonstrates value

Cymulate is easy to use and quick to deploy; AEBS clients can test their controls quickly and with minimal effort. An added benefit is that AEBS clients can easily vet and validate Cymulate before purchase by running assessments directly in the platform.

*This document is internal to Cymulate and its partners and is not intended for external distribution to end-users.

“Cymulate's offering aligns directly with our clients' needs.”

John M., AEBS Security Lead

Partner Benefits

-  Comprehensive solution for its clients
-  Instant go-to-market strategy
-  Ongoing support
-  Additional sales opportunities
-  Improved product evaluation

About Cymulate

Cymulate provides organizations with comprehensive security control validation and in-depth insights into breach feasibility. This modular solution addresses a wide variety of business and technical use cases and scales from out-of-the-box simulations to full customization for advanced attack simulations. With Cymulate, companies assess, optimize, rationalize, and prove their security program with minimal resource investment. Security professionals and business stakeholders leverage these insights to reduce cyber risk, justify investments, provide proof of security resilience to executive leadership, and to gain evidence for compliance and regulatory purposes.

Contact us for a live demo

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