

**BENELUX**

# CompTIA<sup>®</sup> COMMUNITY

**Welcome**

Benelux Community Meeting  
23 November 2023



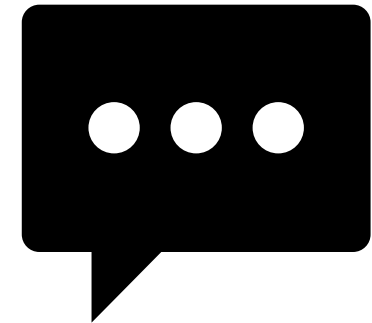
# Antitrust, Anti-Harassment, and Diversity

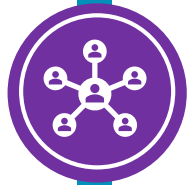
- **Antitrust**  
CompTIA has a policy of strict compliance with federal and state antitrust laws.  
<https://www.comptia.org/membership/communities-and-councils/antitrust-statement>
- **Anti-Harassment**  
CompTIA is committed to providing a safe and welcoming environment at all of our events and forbids unwelcome conduct that is based on an individual's race, color, religion, sex, gender identity, national origin, age, mental or physical disability, citizenship status or any other protected status of an individual.  
<https://www.comptia.org/contact-us/harassment-complaint>
- **Diversity**  
A diverse mix of voices leads to better discussions, decisions, and outcome for everyone.  
<https://comptia.informz.net/COMPTIA/pages/CompTIAATTD>



**Wifi: nh**

**Password: wifi**





08:45 – 09:00 **Registration, Breakfast and Networking**



09:00 – 09:45 **Women in Tech Networking – Open to ALL**



09:45 – 10:20 CompTIA Welcome



10:20 – 10:35 Introduction: The CompTIA Community



10:35 – 10:55 Keynote: AI in Business: Embrace, Invest, or Lock Out?



10:55 – 11:35 Q&A with Hans Demeyer



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**CompTIA**  
COMMUNITY



**Estelle Johannes**  
CompTIA



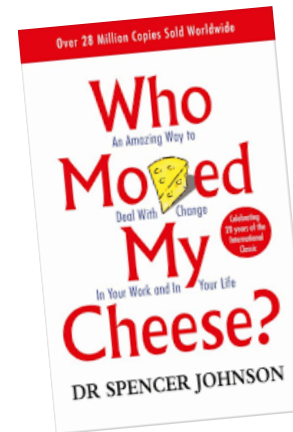
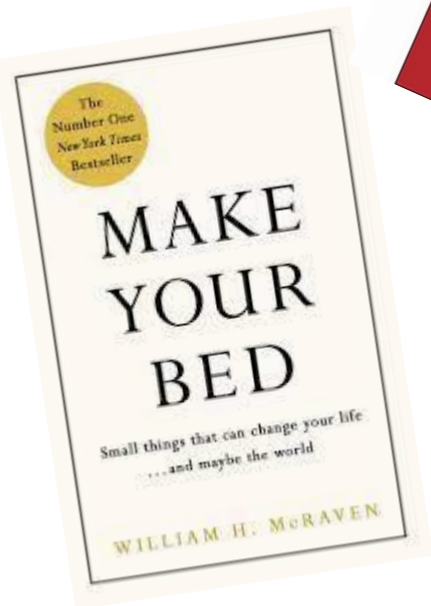
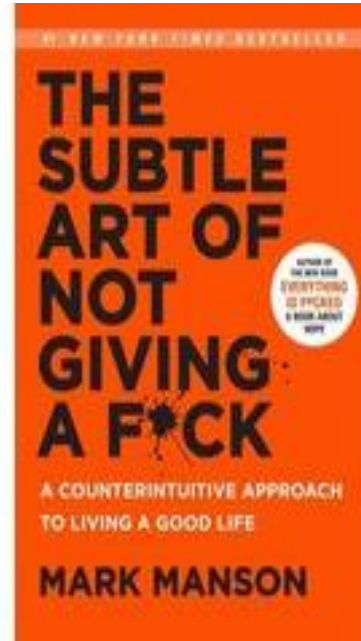
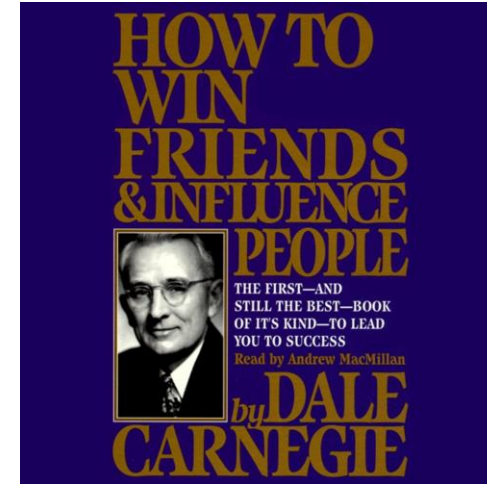
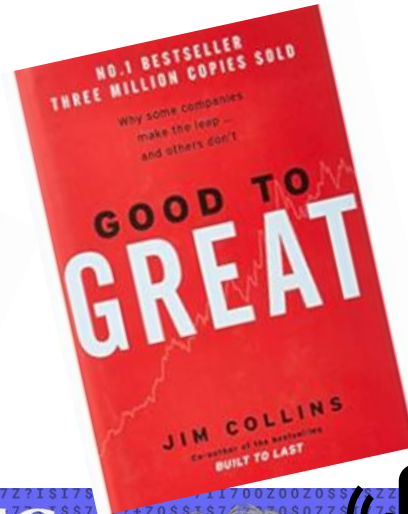
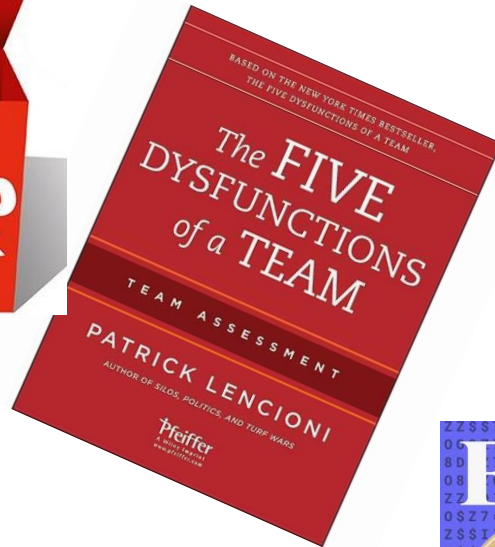
- Challenges
- Opportunities
- What can we do as a community?
- What would we want to see in 2024?



<https://forums.comptia.org/forums/diversity-equity-inclusion-committee.127/>



**Supporting Women in Tech**



The   
Women  
in Tech  
Show

Supporting Women in Tech



# Supporting Women in Tech

CompTIA<sup>®</sup>  
COMMUNITY

**BENELUX**



Sameera Deen  
CompTIA



Katrin Giza  
CompTIA



Sibyl Jacob  
Kingston  
Technology Belux



Estelle Johannes  
CompTIA



Leanne Johnson  
CompTIA



Daniëlle  
Meulenberg  
Sophos



Ashley Schut  
ESET Nederland



Yasemin Usanmaz  
Pax 8



Lieve Van De Voorde  
KYOCERA



Valérie Vernout  
Data Wise Consultancy

**Chair CompTIA  
Benelux Community**



<https://forms.office.com/r/ZA6GBHJGmx?origin=IprLink>

# Why CompTIA Community

**BENELUX**

# CompTIA<sup>®</sup> COMMUNITY

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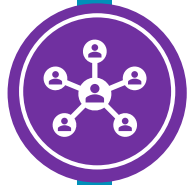


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COMMUNITY



**Estelle Johannes**

CompTIA



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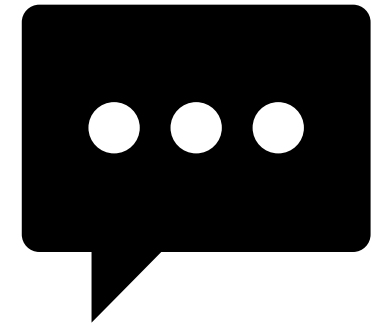
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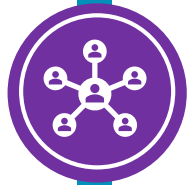


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11:35 – 12:00 Embracing the Automation and AI Revolution



12:00 – 13:00 **Lunch**



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13:35 – 14:35 The Benelux Community World Café



14:35 – 15:00 **Networking Break**



15:00 – 15:15 Supporting Kika: The Chosen Charity Recipient of  
CompTIA Benelux



15:15 – 15:45 Understanding the NIS2 Directive



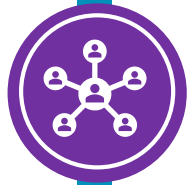
15:45 – 16:30 Empowering with Community Solutions  
(interactive Session)



16:30 – 16:50 2024 Community Meeting



17:00 – 19:30 **Networking Buffet Dinner & Drinks**



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**MJ Shoer**  
CompTIA

If you want to go quickly, go alone.  
If you want to go far, go together.

African Proverb



- ✓ Peer Guidance
- ✓ Safe Space for Sharing
- ✓ Vendor Neutral
- ✓ Confidence Building
- ✓ Giving Back
- ✓ Efficiency
- ✓ Access to Resources
- ✓ Influence Industry Standards

- ✓ Reduced Isolation
- ✓ No Sales Pitches
- ✓ Networking Opportunities
- ✓ Leadership Development
- ✓ Collaboration
- ✓ Continuous Learning
- ✓ Career Advancement

## Why CompTIA Community

# WE ARE THE CompTIA® COMMUNITY



**Katrin Giza**

CompTIA



**Leanne Johnson**

CompTIA



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**Sander Almekinders**

Techzine NL and EU



**Didier Beernaert**

IT Resellers Group

**Thank you**



WE ARE THE  
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COMMUNITY

**Welcome**



**Ashley Schut**

ESET Nederland

# Executive Council

CompTIA  
COMMUNITY

**BENELUX**



**Timon Bergsma**  
Pax8



**Jef Bogaerts**  
Zomentum



**Jos Hageman**  
Scale-up



**Sibyl Jacob**  
Kingston  
Technology Belux



**Pierre Kleine Schaars**  
ICT  
Cyber Security



**Daniëlle  
Meulenberg**  
Sophos  
**Chair CompTIA  
Benelux Community**



**Ashley Schut**  
ESET Nederland



**Steven Tytgat**  
Tyneso  
**Vice Chair CompTIA  
Benelux Community**



**Lieve Van De Voorde**  
KYOCERA



**Valérie Vernout**  
Data Wise Consultancy



**North America**  
Community

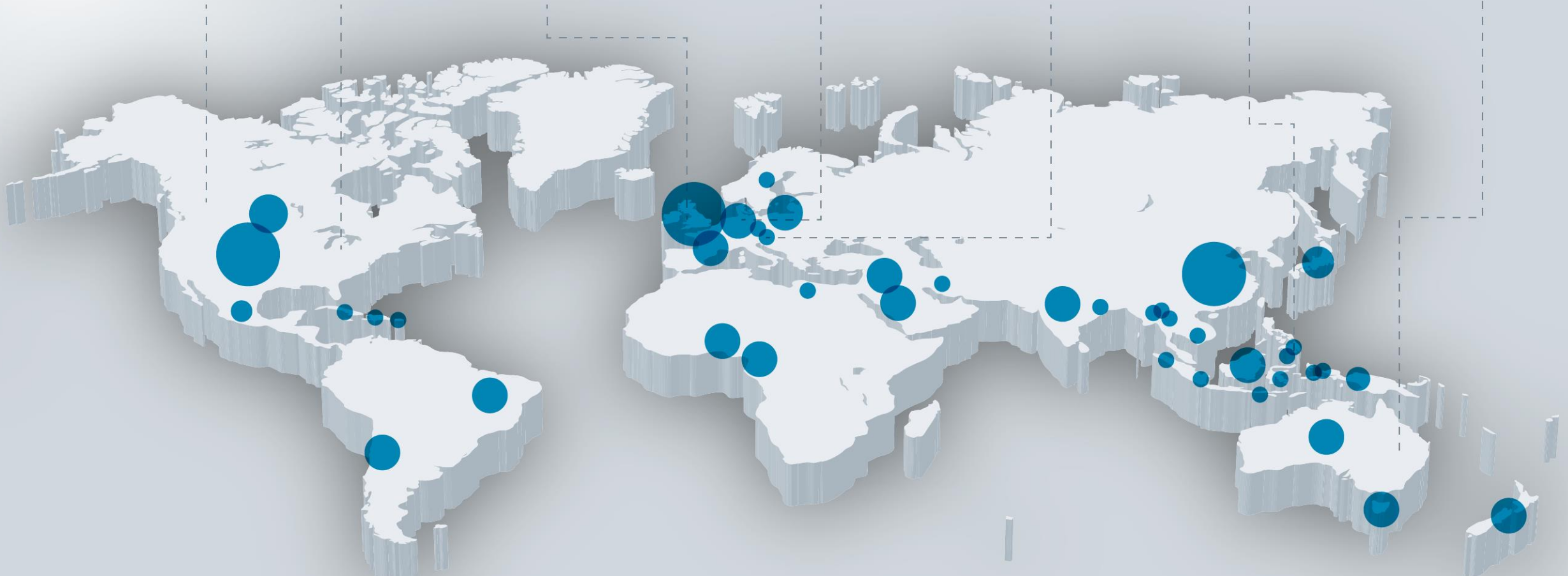
**UK&I**  
Community

**Benelux**  
Community

**DACH**  
Community

**ASEAN**  
Community

**ANZ**  
Community



**Global Reach of Our Member Community**

**North America**  
Community

**UK&I**  
Community

**Benelux**  
Community

**DACH**  
Community

**ASEAN**  
Community

**ANZ**  
Community

**Adam Proulx**



**Brianna White**



**Leanne Johnson**



**Sam Ross**



**Katrin Giza**



**Rose Stamell**



# Regional Communities



# Updates from Last meeting

CompTIA<sup>®</sup>  
COMMUNITY



# 2023 Key Areas of Focus



Workforce –  
Closing the  
Confidence  
Gap, Driving  
Diversity,  
Filling the  
Pipeline



Invest in  
Certification  
Training and  
Testing, Drive  
Revenue to  
Drive Impact



Industry  
Leadership  
for  
Cybersecurity



Advocates for  
Closing the  
Future Gap  
and Driving  
the Adoption  
of Technology



Global  
Expansion -  
Grow  
CompTIA's  
Reach and  
Relevance

# Highlights

## October

EMEACON – Benelux, DACH, UK&I EC in attendance  
Spotlight Awards – ANZ Community  
Mentor | Mentee Programme – North America Community  
MSP and Cyber GuideBook – North America Community

## December

Year End Planning Meeting  
- From Member Journey to Women in Tech  
- 60 leaders input & guidance for 2024/5 strategy

New EC Members elected – ANZ, Benelux, North America and UK&I  
Seeheim Meeting - DACH Community  
Eindhoven - Benelux Community

Global Task Force

## November

CompTIA Spark: This is CompTIA's social innovation and impact arm, providing a free curriculum to Middle School students in the U.S. The meeting will explore ways members can support CompTIA Spark and potential expansion opportunities.

The Member Journey: This initiative aims to help members fully utilize their benefits. Feedback will be sought on how to improve this journey.

New Member Mentoring Program: Launched at ChannelCon, this program facilitates mentor/mentee relationships. Feedback from pilot participants will be shared and input on its delivery will be sought.

CompTIA Community Forums and Mobile App: A guided tour of these new platforms will be provided, with first impressions and suggestions for engagement sought.

Relaunch of CompTIA's Advancing Women in IT (AWIT) Group: Plans for a meaningful initiative for women in IT will be discussed, with input sought on how to differentiate AWIT from other similar initiatives.

## Key Areas of Discussion



# CompTIA<sup>®</sup>

ANZ Community





# WE ARE THE CompTIA® COMMUNITY



**Sam Ross**

CompTIA

**SRoss@comptia.org**

# CompTIA Gives Back: 2023 Community Philanthropy Recipients

\$120,000 donated to tech-focused  
charitable organizations

Accelerating Aotearoa Inc. \$5,000

Apps for Good \$5,000

The Cyber Helpline \$10,000

i.c.stars \$30,000

Ignite Worldwide \$5,000

Innocent Lives Foundation \$30,000

KiKa \$10,000

Project Tomorrow \$5,000

The Smith Family \$5,000

Teen Tech Charity \$5,000

Women in Tech \$10,000



# News



**Giving Campaign Now Live**  
The [first video](#) highlighting charities supported by CompTIA Community members is now live. 9 more videos will be released leading up to Giving Tuesday (Nov 28)

# Updates



## Previous Members of the Year



John Tippet  
2016 CompTIA  
Member of the Year



Tracy Pound  
2017 CompTIA  
Member of the Year



Victor Johnston  
2018 CompTIA  
Member of the Year



Angel Pineiro  
2019 CompTIA  
Member of the Year



Nelly Scott  
2020 CompTIA  
Member of the Year



Hannah Lloyd  
2021 CompTIA  
Member of the Year



Rita Loncar  
2022 CompTIA  
Member of the Year



Alex Spigel  
2023 CompTIA  
Member of the Year



# 2023 STATE OF THE CHANNEL

CompTIA Research | May 2023



**W**hat's in a name? When it comes to defining the IT channel, it's a question even some practitioners acknowledge can be tricky to answer articulately, especially in response to a non-tech industry person. There are some mostly agreed-upon channel characteristics: The indirect sales nature, its longstanding role as a middle piece in the go-to-market technology chain and its proximity to the customer or buyer of the technology. Most often, when those in the industry hear the word "channel," they typically conjure a product reseller, IT solution provider or MSP.



Consider the following description of the channel's composition:

<https://connect.comptia.org/content/research/2023-state-of-the-channel>



## INTERNATIONAL BRIEFS

ANZ

ASEAN

Benelux (Dutch)

Benelux (English)

Benelux (French)

DACH (English)

# STATE OF CYBERSECURITY 2024



DOWNLOAD THE FULL REPORT

## Trends to Watch 2024

### Policy

Risk management is the driving force behind cybersecurity



### People

Talent pipelines get stronger as firms build skill resilience



### Process

Cybersecurity processes drive a wide range of decision-making



### Product

AI drives the cybersecurity product set to new heights



People

Product

Methodology

About CompTIA

### INTERNATIONAL BRIEFS

ANZ

ASEAN

Benelux

DACH

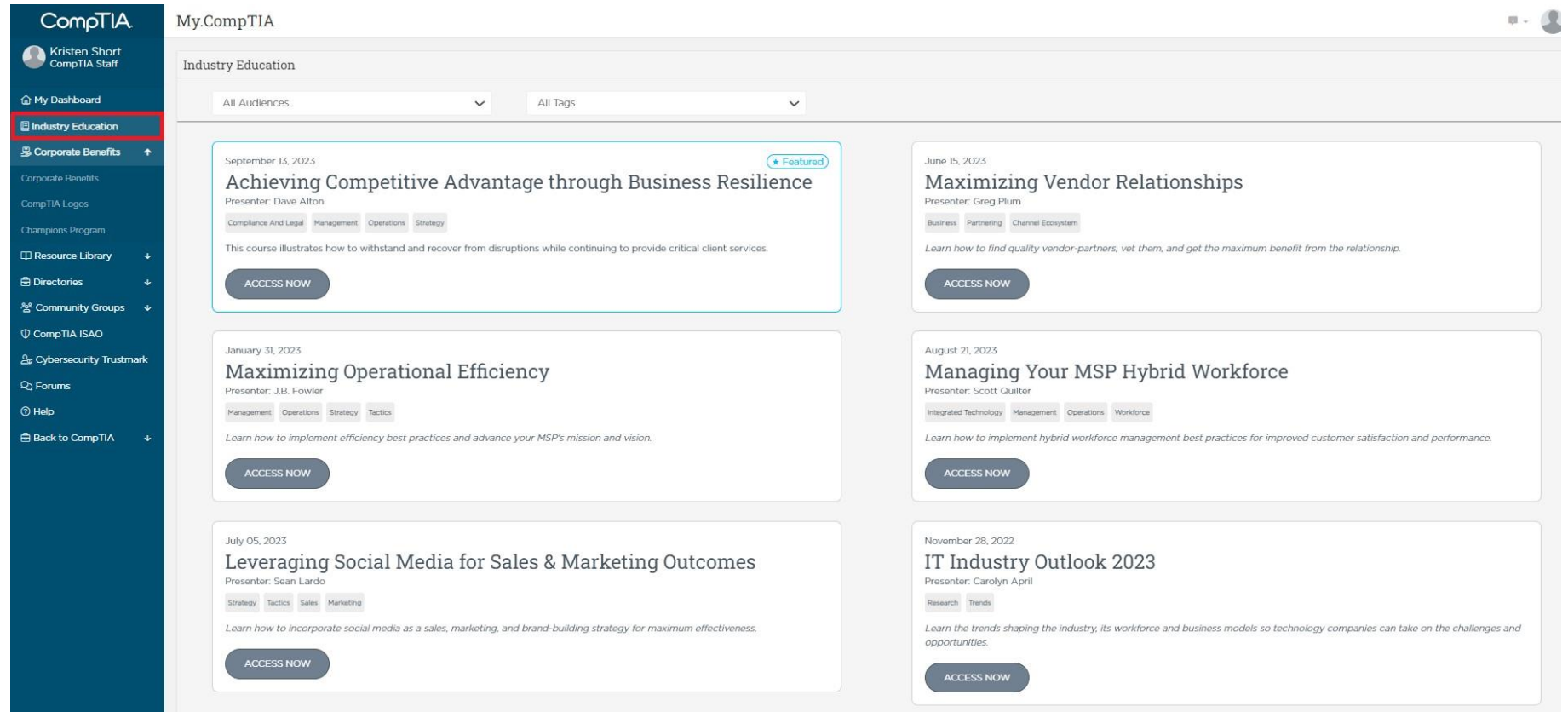
UKI

<https://connect.comptia.org/content/research/cybersecurity-trends-research>

1. When members are logged into [my.comptia.org](https://my.comptia.org), they may select Industry Education from the left-hand menu.

2. A new window displays the different courses available.

3. Members select the course they want and **BOOM** they're enrolled.



The screenshot shows the 'My.ComptIA' interface. On the left is a dark blue sidebar menu with the CompTIA logo at the top. Below the logo is the user profile 'Kristen Short, CompTIA Staff'. The menu items are: 'My Dashboard', 'Industry Education' (highlighted with a red box), 'Corporate Benefits', 'Corporate Benefits' (with a plus icon), 'CompTIA Logos', 'Champions Program', 'Resource Library' (with a dropdown arrow), 'Directories' (with a dropdown arrow), 'Community Groups' (with a dropdown arrow), 'CompTIA ISAO', 'Cybersecurity Trustmark', 'Forums', 'Help', and 'Back to CompTIA' (with a dropdown arrow). The main content area is titled 'My.ComptIA' and 'Industry Education'. It features two dropdown menus: 'All Audiences' and 'All Tags'. Below these are six course cards arranged in a 3x2 grid. Each card includes a date, a title, a presenter, tags, a description, and an 'ACCESS NOW' button. The courses are: 1. 'Achieving Competitive Advantage through Business Resilience' (Sept 13, 2023, Dave Alton, Compliance And Legal, Management, Operations, Strategy, Featured tag). 2. 'Maximizing Operational Efficiency' (Jan 31, 2023, J.B. Fowler, Management, Operations, Strategy, Tactics). 3. 'Leveraging Social Media for Sales & Marketing Outcomes' (July 05, 2023, Sean Lardo, Strategy, Tactics, Sales, Marketing). 4. 'Maximizing Vendor Relationships' (June 15, 2023, Greg Plum, Business, Partnering, Channel Ecosystem). 5. 'Managing Your MSP Hybrid Workforce' (August 21, 2023, Scott Quilter, Integrated Technology, Management, Operations, Workforce). 6. 'IT Industry Outlook 2023' (November 28, 2022, Carolyn April, Research, Trends).

# Industry Education



## In-person Events

<b>February 8, 2024</b>	BENELUX Community Meeting in Antwerp, Belgium
<b>March 11-13, 2024</b>	CompTIA Communities & Councils Forum (CCF) & North America Spotlight Awards Dinner, Chicago, USA
<b>March 14, 2024</b>	DACH Community Meeting in tbd, Germany

# The CompTIA Community Events



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**Membership**



**Kris Nagamootoo**

CompTIA

## Networking

Free CCF,  
ChannelCon &  
EMEA Registration

Communities &  
Councils

Regional  
Meet Ups

Webinars &  
Podcasts

## Industry Insights

Business Education

Podcasts, Blogs,  
Newsletters

Research &  
Content

Member Learning  
Portal

## Business Tools & Resources

ISAO Access

Marketing Toolkit

Emerging Tech

Toolkits & Sprints

## Certification Discounts

15% Certification

10% CertMaster  
Practice

10% CertMaster  
Learn

10% Materials

## Branding & Visibility

Booth @  
ChannelCon/EMEA  
(Not for Solution  
Providers)

Web Site Listing  
(Not for Solution  
Providers)

CompTIA Advisor  
Ads  
(Not for Solution  
Providers)

CompTIA Volunteer  
Leadership

# The CompTIA Member Benefits

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**Daniëlle Meulenberg**

Sophos

Chair CompTIA Benelux Community



**Steven Tytgat**

Tyneso

Vice Chair CompTIA Benelux Community



# CompTIA BENELUX Eindhoven 2023

Prepared by:

**Steven Tytgat**  
steven.tytgat@tyneso.com



# Who is Steven Tytgat

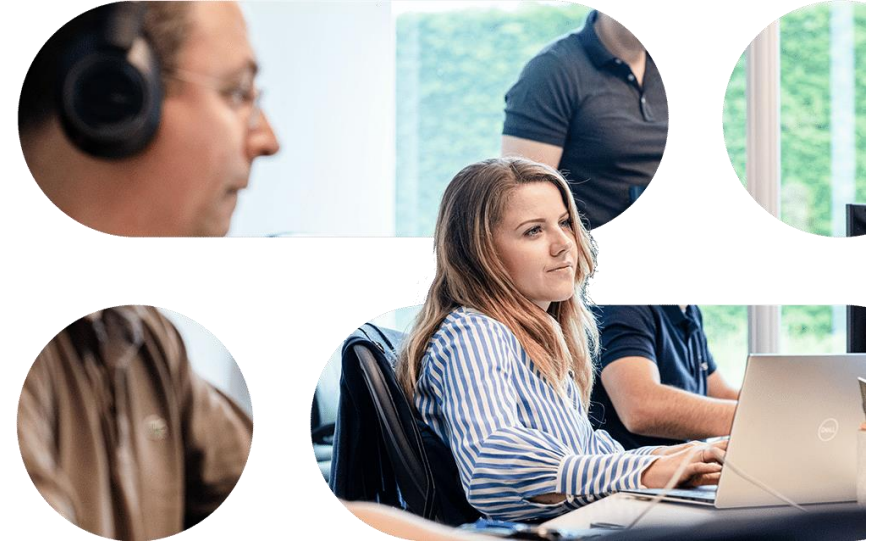
- - 44 yr old family man with a blended family of 4 kids and 2 dogs
- - Loves to travel with and without the kids but lost without his wife
- - Passionate about technology, especially networking and security
- - Entrepreneur pure sang
- - Hobbies, skiing, sailing, swimming, fine dining & just having a drink with friends
- What do I do
  - - CEO of Tyneso NV, an MSP of about 30 employees.
    - Daily management & long time goals
  - - CTO of Tyneso NV.
    - My favorite part of the job. Playing with new stuff
  - - Drive my kids all over the planet all the time





# What does the Community mean to me

- As a CEO, I get direct access to a network of vendors, other SMB's and potential employees
- As a CTO, I get insights from experts in security, emerging tech, peer insights and more
- As a person, I get and give support to others in the industry, I get valuable insights in social initiatives such as women in tech, minorities in tech,...
- Speakers such as Hans who give you psychological insight into why we do things, how we motivate and what we need as individuals





# TYNESO

ENGAGING WORKPLACES

Rekelstraat 37  
1980 Eppegem, Belgium

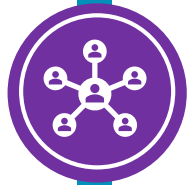
T +32 2 253 50 05  
info@tyneso.com

[www.tyneso.be](http://www.tyneso.be)





#CompTIACommunity



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# WE ARE THE CompTIA® COMMUNITY



**Hans Demeyer**

Digital Comfort Factory





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# WE ARE THE CompTIA® COMMUNITY



**Jamie Claret**

Amazing Support



# AUTONOMATE

<https://www.autonomate.io>

Jamie Claret

Jamie@autonomate.io





Embracing the future of the automation and AI revolution

# A foot in both camps

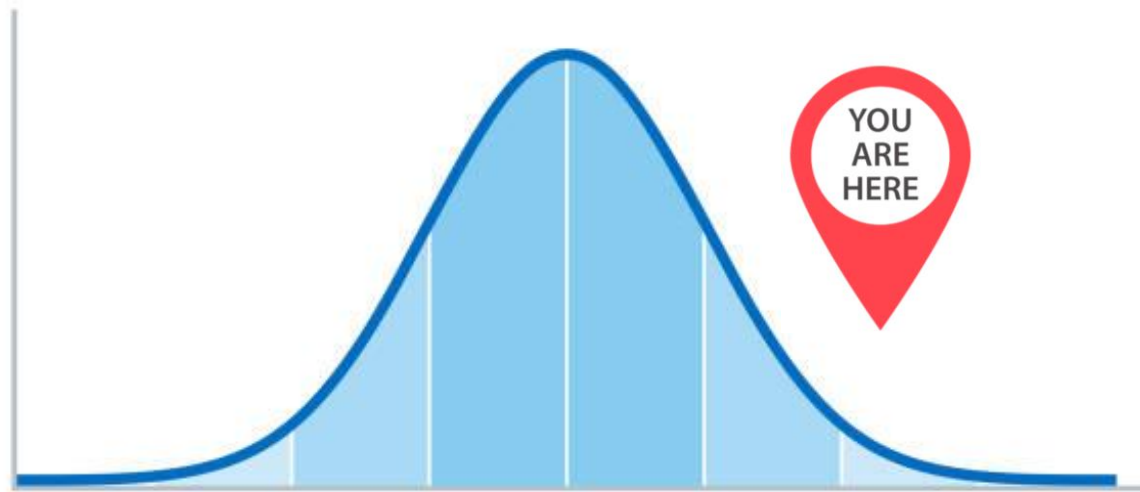


- ▶ IT Managed Service Provider for over 24 years
- ▶ Over 1500+ End points
- ▶ Fully Managed IT Service
- ▶ Much of this is now automated...!

## AUTONOMATE

- ▶ Started in Summer 2022
- ▶ Two years of planning and research
- ▶ Managed RPA, AI and IA
- ▶ Growing quickly!

# Evolution of MSP's



- ▶ Market Saturation
- ▶ Highly competitive
- ▶ Searching for inspiration
- ▶ Less relevant?

# The MSP Business Model

- ▶ Recurring Model vs Project/Time and Materials
- ▶ Industry Standard skills vs New Skillsets
- ▶ Managed Service (Pain) Selling vs Consultative Selling
- ▶ Comfort zone vs Discomfort zone
- ▶ Surviving vs Thriving



# Your Customers Need You!

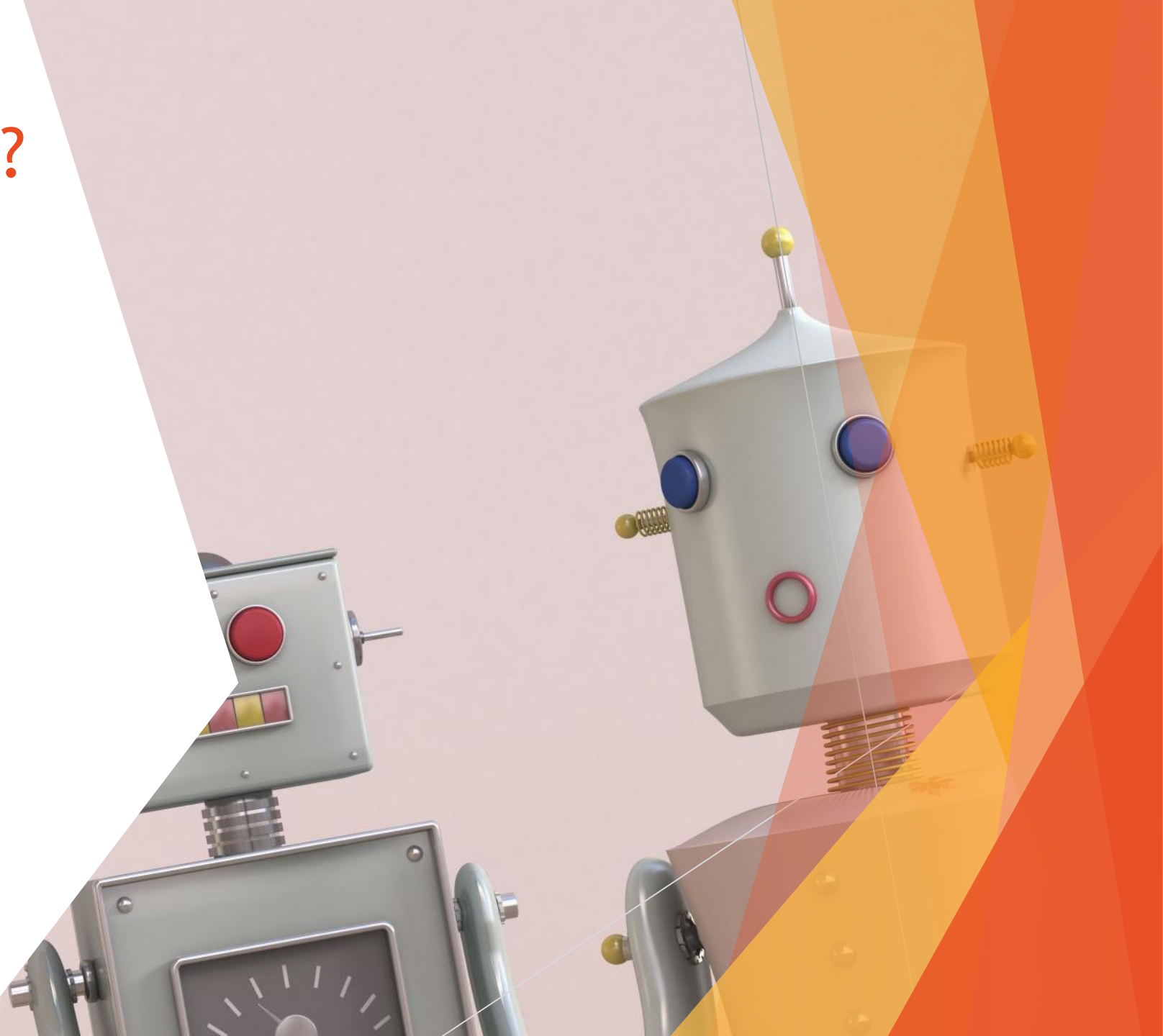
- ▶ They want to know about Automation
- ▶ They want to know about AI
- ▶ They want to gain advantage
- ▶ They want to be more efficient
- ▶ You and they have the same challenges
  - ▶ Lack of good staff
  - ▶ Costs increasing
  - ▶ Staff motivation
  - ▶ Etc...





# What is Automation?

- ▶ 'Bots' are not Physical robots!
- ▶ They are not
  - ▶ Terminator
  - ▶ Robocop
  - ▶ HAL
- ▶ Software 'bots' that perform tasks that humans currently do on computers.
- ▶ 'Self playing piano'
- ▶ Best to show you....



The background of the slide features a dark gray, almost black, field filled with several interlocking gears of different sizes. The gears are rendered in a lighter gray tone, creating a mechanical, industrial aesthetic. The largest gear is positioned centrally, with its teeth pointing upwards and to the right. Other gears of varying diameters are scattered around it, some partially visible at the edges of the frame, suggesting a complex, interconnected system.

# A simple process summary

# 100+ RPA Use Cases at a Glance

## WHAT CAN BOTS DO?

Virtually any tasks that a human sat at a computer can do



### Customer Service

- Issuing Refunds
- Rewards & Gifts
- Customer Notification
- Application
- Returns
- Customer Data
- Application



### HR

- Performance Management
- Leave Tracking
- Absence Management
- Payroll Processing
- Scheduling of Meetings
- Data Updates from Emails and Forms
- Employee Offboarding
- Offer Letter Administration
- Employee Background Check
- Attendance Management for Shift and Hourly Workers
- Spend Analysis & Reporting
- Expense Management
- Position Budget Management
- Integrating ERP and other systems
- Credentials and System Access
- Employee Relations
- HR Virtual Assistants
- Learning & Development Administration
- Employee Onboarding
- Job Postings on Multiple Sites
- Scorecards & Dashboards for Performance Tracking
- Talent Sourcing
- Employee Data Management



### Sales & Marketing

- Customer Satisfaction Surveys
- Rewards & Gifts
- Customer Notification
- New Customer Setup and Onboarding
- Competitor Monitoring
- Self-Service Options for Customers
- Internal Notifications on New Customers
- Transferring Business Cards to CRM
- Data Updates from Emails and Forms
- Tracking of Tender Opportunities
- Forms Processing
- Large-scale Leads Gathering
- Sales Reports
- Sales Order Booking
- SLA Reports
- Management of Customer Contacts
- Roundup Content Creation
- Invoice Creation & Distribution
- Research on Customer Sentiments



### IT

- Ongoing Server Monitoring
- Password Reset
- Resolving Login Issues
- Checking Disk Usage
- Customer Service and Support
- SLA Reports
- Data Backup
- IT Policy and Training
- Integrating ERP and other systems
- Virus Check on Server
- LAN Connectivity Check
- Content Migration
- User Account Management
- Scorecards & Dashboards for Performance Tracking
- Software Installation
- File Management



### Supply Chain

- Issuing Refunds
- Vendor Setup and Maintenance
- Supplier Onboarding and Updates
- Inventory Cycle Count
- Inventory Monitoring
- Contract Management and Enforcement
- Purchase to Pay
- Strategic Sourcing
- Supplier Risk Management
- Bill of Materials
- Spend Analysis & Reporting
- Integrating ERP and other systems
- Accounts Payable
- Category Management
- Supplier Relationship Management
- Automating Returns
- Scorecards & Dashboards for Performance Tracking
- Expense Management



### General Cross-functional

- Intelligent Email Classification
- Data & Content
- Generating Mass
- Data Reconciliation
- Transferring Business Cards to CRM
- Data Updates and Forms
- Data Entry
- Forms Processing
- Data Extraction & Aggregation
- Report Generation & Distribution

### Accuracy

Extreme accuracy and uniformity – much less prone to error or typos



### Improved Employee Morale

Workers can dedicate more time to engaging, interesting work



### Productivity

Process cycle times are much faster compared to manual process approaches



### Reliability

Bots tirelessly work 24/7 without interruption



### Consistency

Routine tasks are performed the same way each and every time



### Non-Invasive Technology

No disruption to underlying legacy systems, reducing the burden on IT



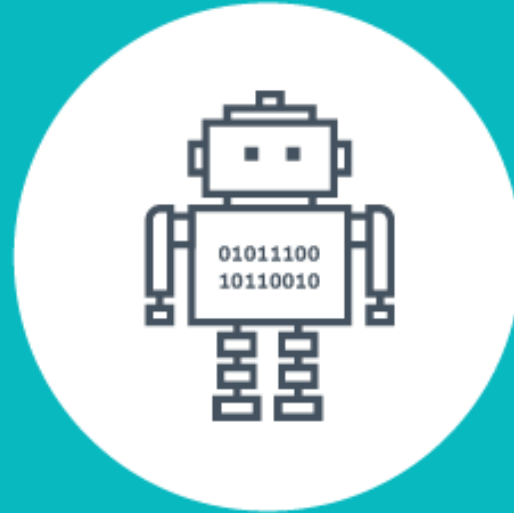
### Compliance

Bots follow regulatory compliance rules to a tee and provide an audit trail history



### Low Technical Barrier

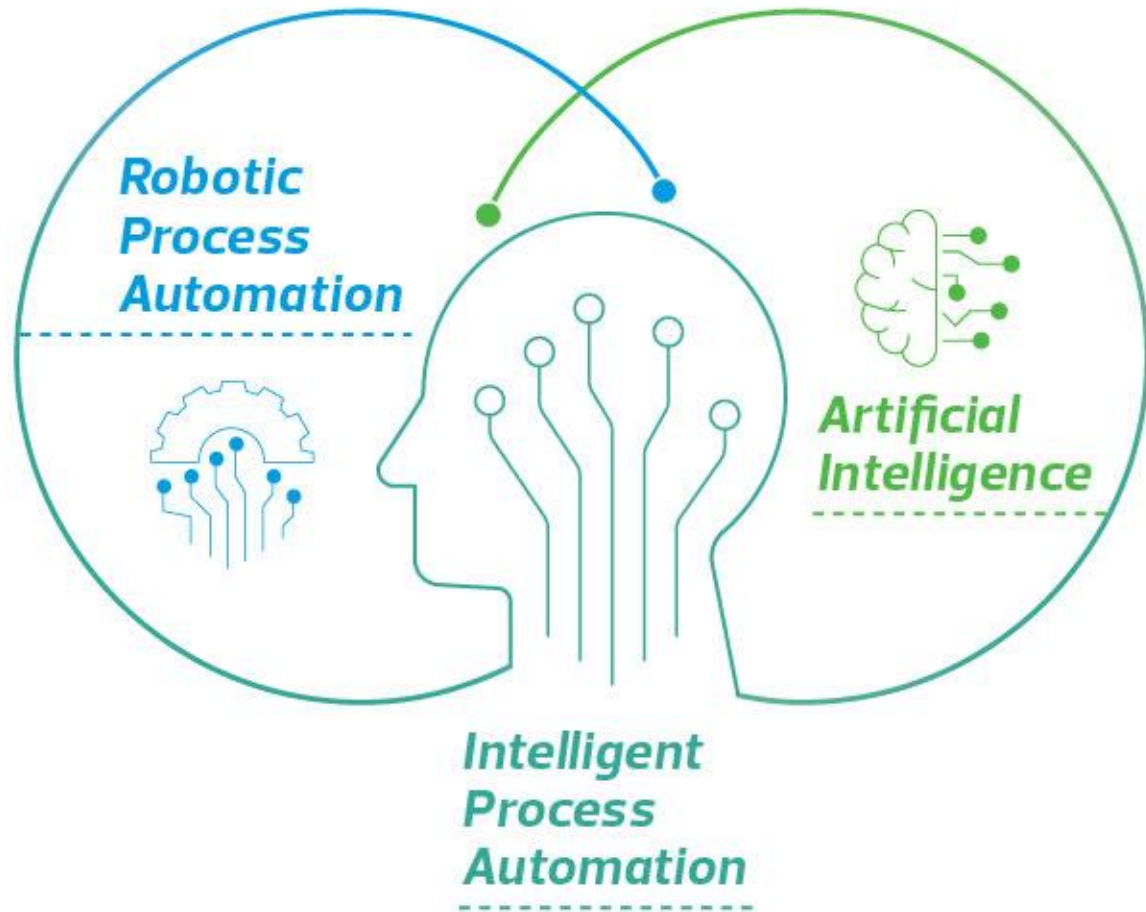
No programming skills necessary to configure a bot



# AUTONOMATE

<http://www.autonomate.io>





# AUTONOMATE

<http://www.autonomate.io>

# So why is this important?

## MSP / Vendor

- ▶ Fix the challenge of finding staff
- ▶ Significantly reduce costs
- ▶ Increase staff moral (no more boring stuff!)
- ▶ Increase client satisfaction (efficiency)
- ▶ Your competitors ARE doing this

## Your Clients

- ▶ Fix the challenge of finding staff
- ▶ Significantly reduce costs
- ▶ Increase staff moral (no more boring stuff!)
- ▶ Increase THEIR client satisfaction (efficiency)
- ▶ THEIR competitors ARE doing this



Automation and AI are here to stay



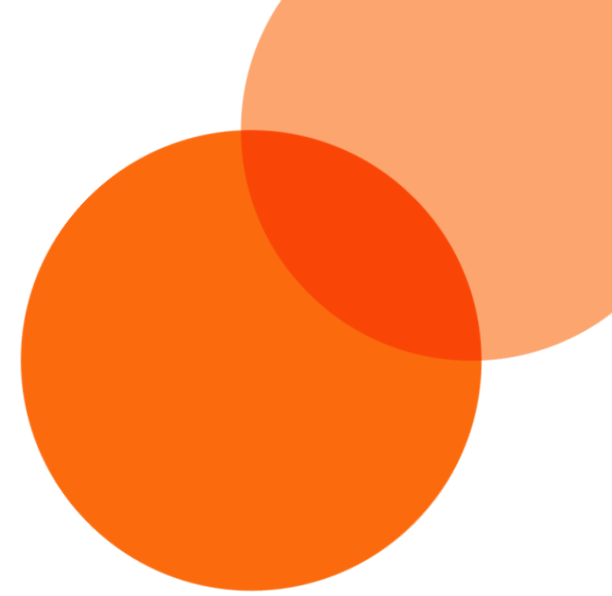
You need to stay relevant









# Where to start?

- ▶ Educate yourself and your teams
- ▶ Go outside of your comfort zone
- ▶ Ask your customers if they have been hearing about Automation and AI
- ▶ Do some research on
  - ▶ Intelligent Automation
  - ▶ Robotic Process Automation
  - ▶ AI





**Lunch**  
**13<sup>th</sup> Floor**

	11:35 – 12:00	Embracing the Automation and AI Revolution
	12:00 – 13:00	<b>Lunch</b>
	13:00 – 13:35	Mastering Digital Marketing for MSPs
	13:35 – 14:35	The Benelux Community World Café
	14:35 – 15:00	<b>Networking Break</b>
	15:00 – 15:15	Supporting Kika: The Chosen Charity Recipient of CompTIA Benelux

# WE ARE THE CompTIA® COMMUNITY

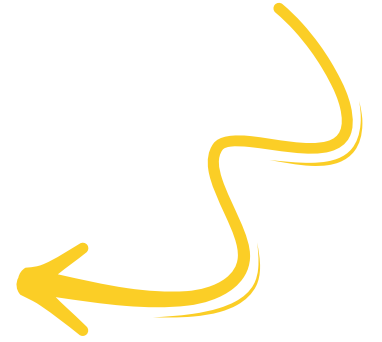


**Nicolas Demeure**  
Channel Awards



**Rien van den Bosch**  
AI5050

# DIGITAL MARKETING



FOR MSP  
AND EVERY OTHER COMPANY



NICOLAS DEMEURE

RIEN VAN DEN BOSCH







# START LAYING THE FOUNDATIONS IN YOUR COMPANY



CHECK YOUR STRUCTURE

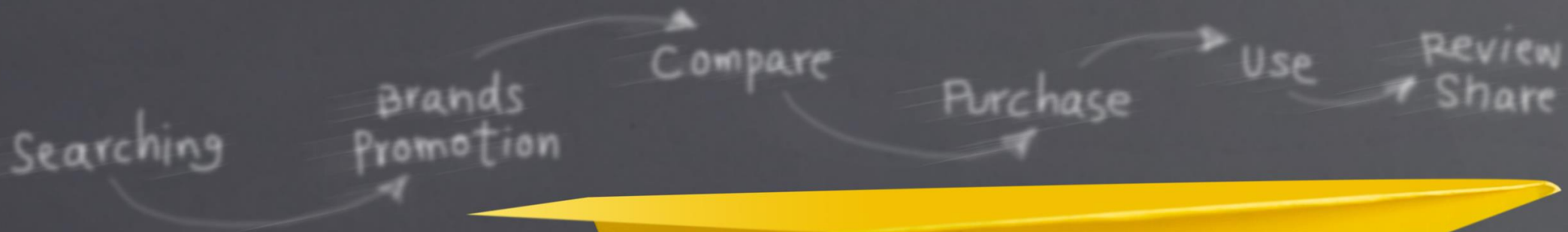




## THE SILOS OF MARKETING AND SALES



## THE RISE OF THE CRO



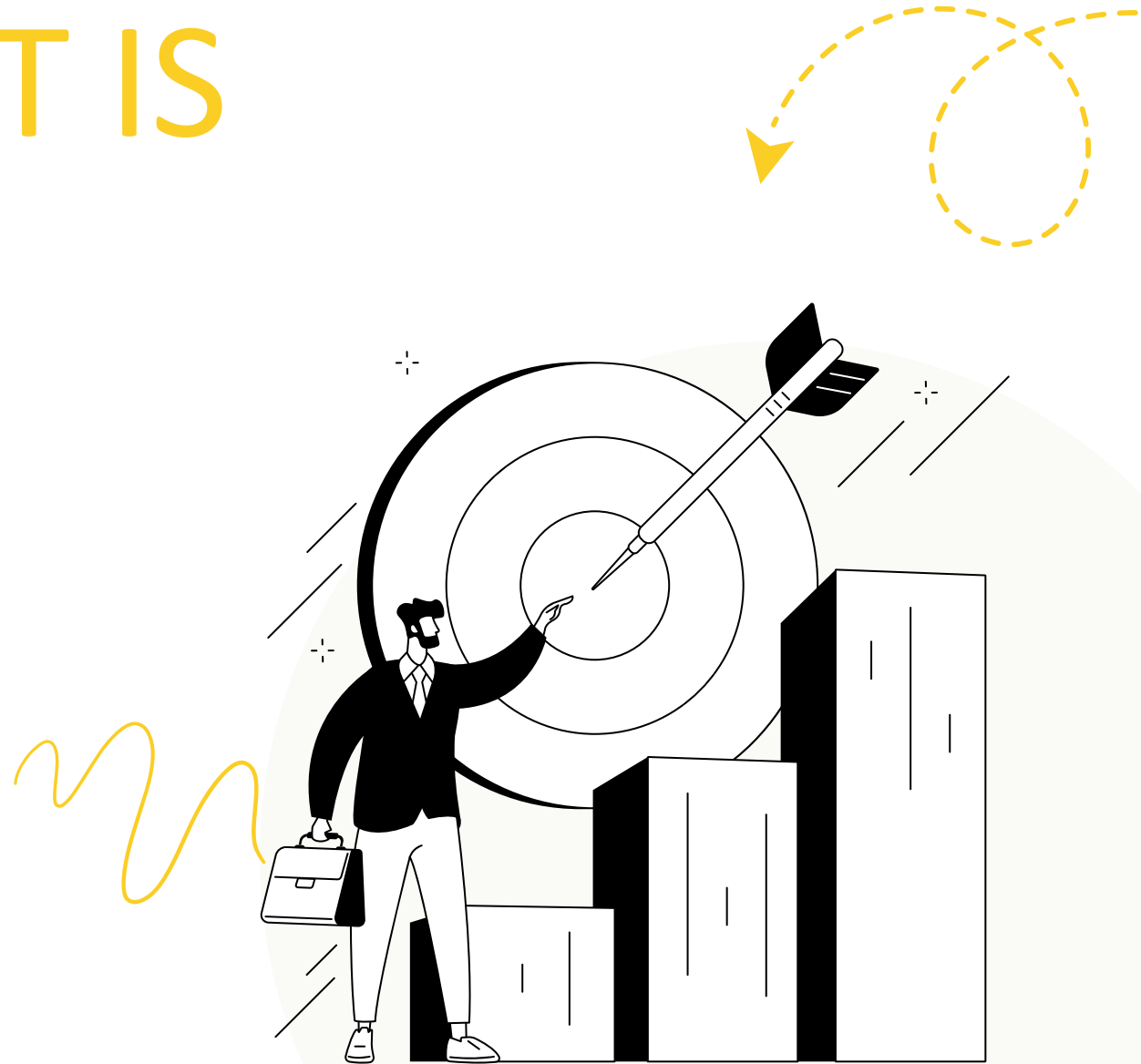
customer

# EMBRACE WHAT IS YOURS

## AND THAT IS YOUR WEBSITE

IN ORDER TO ACHIEVE THE SPECIFIC GOALS & MISSIONS IN DIGITAL MARKETING, YOU NEED TO KNOW YOUR ASSETS:

- PEOPLE
- POSSIBILITIES
- BUDGET
- BEHAVIOUR





# KNOW WHAT IS COMING

## AND BE INSPIRED

- HUMAN FIRST
- DIGITAL FIRST
- AI --> TECH SAVVY MARKETINGTEAMS
- PRIVACY CENTRIC & CYBER RESILIENCE
- SHORT FORM (CREATOR-)CONTENT
- SOCIAL MEDIA & SEO
- FROM PAGES TO SPACES





# MEET THE CORE PILLARS OF DIGITAL MARKETING



SEO  
CONTENT MARKETING  
SOCIAL MEDIA  
DATA ANALYTICS



# SEO

COMPETITION

META DATA

OPEN GRAPH

MOBILE



89/100

✎ Titel: ChannelNews, de community voor en door het BeLux ICT-kanaal

✎ Beschrijving: ChannelNews is de nieuws- en community website voor bedrijven en personen actief in het ICT-distributiekanaal in België en Luxemburg.

AIOSEO Instellingen

General

Social

Schema

Redirects

SEO Revisions

Advanced

Snippet voorbeeld

https://channelnews.be/nl/

ChannelNews, de community voor en door het BeLux ICT-kanaal

ChannelNews is de nieuws- en community website voor bedrijven en personen actief in het ICT-distributiekanaal in België en Luxemburg.

Titel Pagina

Klik op de tags hieronder om variabelen in je titel in te voegen.

+ Titre Pagina

+ Séparateur

+ Titre du site

🤖 [Alle tags bekijken →](#)

ChannelNews, de community voor en door het BeLux ICT-kanaal

59 uit 60 maximum aanbevolen tekens.

Meta beschrijving

Klik op de tags hieronder om variabelen toe te voegen aan je meta beschrijving.

+ Contenu Pagina

+ Séparateur

🤖 [Alle tags bekijken →](#)

ChannelNews is de nieuws- en community website voor bedrijven en personen actief in het ICT-distributiekanaal in België en Luxemburg.

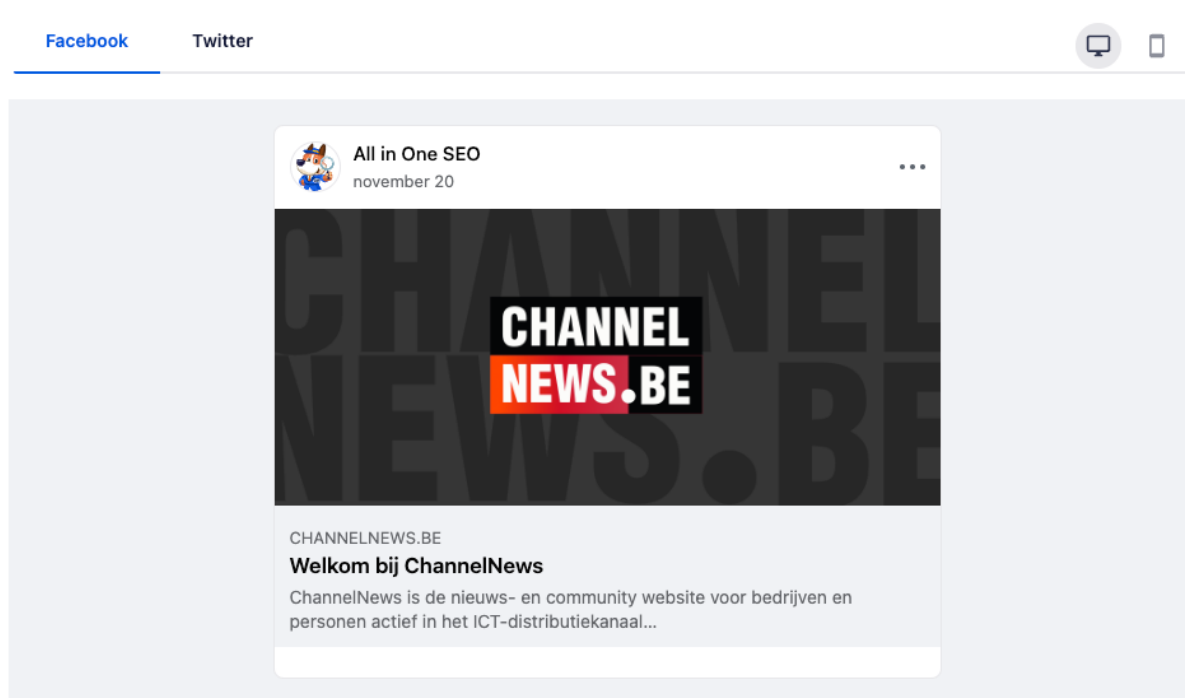
133 uit 160 maximum aanbevolen tekens.

CompTIA

Copyright© 2023 CompTIA, Inc. All Rights Reserved. | [Connect.CompTIA.org](#)



## Facebook voorbeeld



## Facebook titel

Klik op de tags hieronder om variabelen toe te voegen aan de naam van je site.

[+ Titre Pagina](#) [+ Séparateur](#) [+ Titre du site](#) 😊 [Alle tags bekijken →](#)

Welkom bij ChannelNews

22 uit 95 maximum aanbevolen tekens.

## Facebook beschrijving

Klik op de tags hieronder om variabelen toe te voegen aan je meta beschrijving.

[+ Contenu Pagina](#) [+ Séparateur](#) 😊 [Alle tags bekijken →](#)

ChannelNews is de nieuws- en community website voor bedrijven en personen actief in het ICT-distributiekanaal in België en Luxemburg.

133 uit 200 maximum aanbevolen tekens.

Bron van de afbeelding

Aangepaste afbeelding



Facebook afbeelding

<https://channelnews.be/wp-content/uploads/2023/09/Capture...>



Upload of selecteer een afbeelding

Minimale grootte: 200px x 200px, ideale verhouding 1.91:1, maximaal 5MB. (bijv. 1640px x 856px of 3280px x 1712px voor Retina schermen).  
Alleen JPG, PNG, WEBP en GIF formaten.



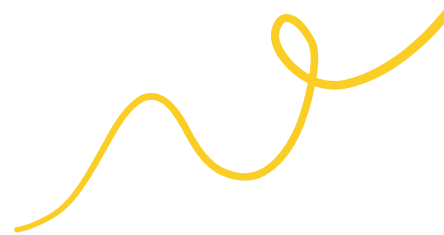
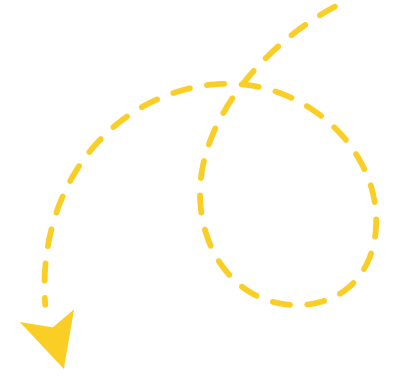
# CONTENT MARKETING

PROMOTES YOUR BUSINESS  
EFFECTIVELY

THERE ARE A VARIETY OF CONTENT MARKETING TYPES  
THAT MARKETERS CAN CHOOSE FROM.



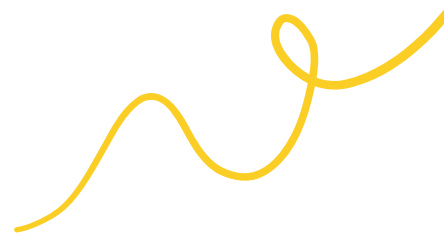
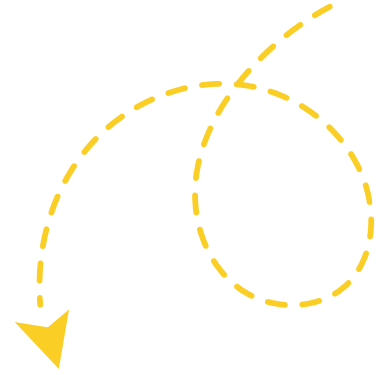
CONTEXT  
CREATIVITY  
CONSISTENCY  
CUSTOMER JOURNEY



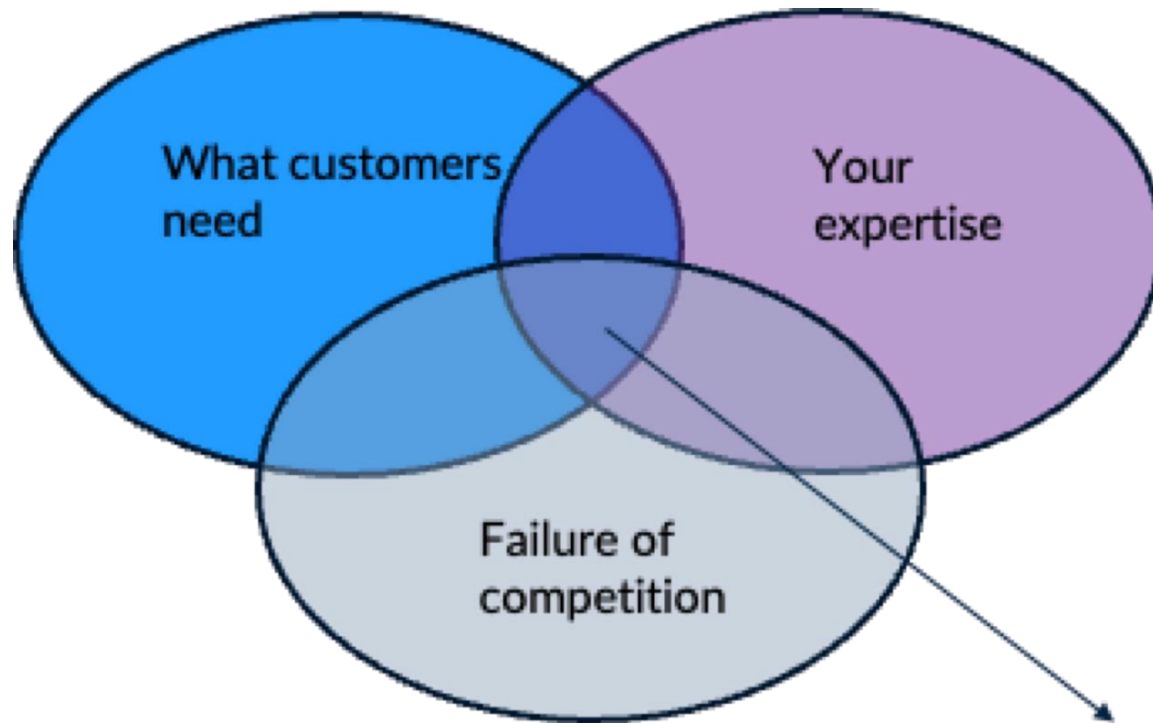
CONTEXT  
CREATIVITY  
CONSISTENCY  
CUSTOMER JOURNEY



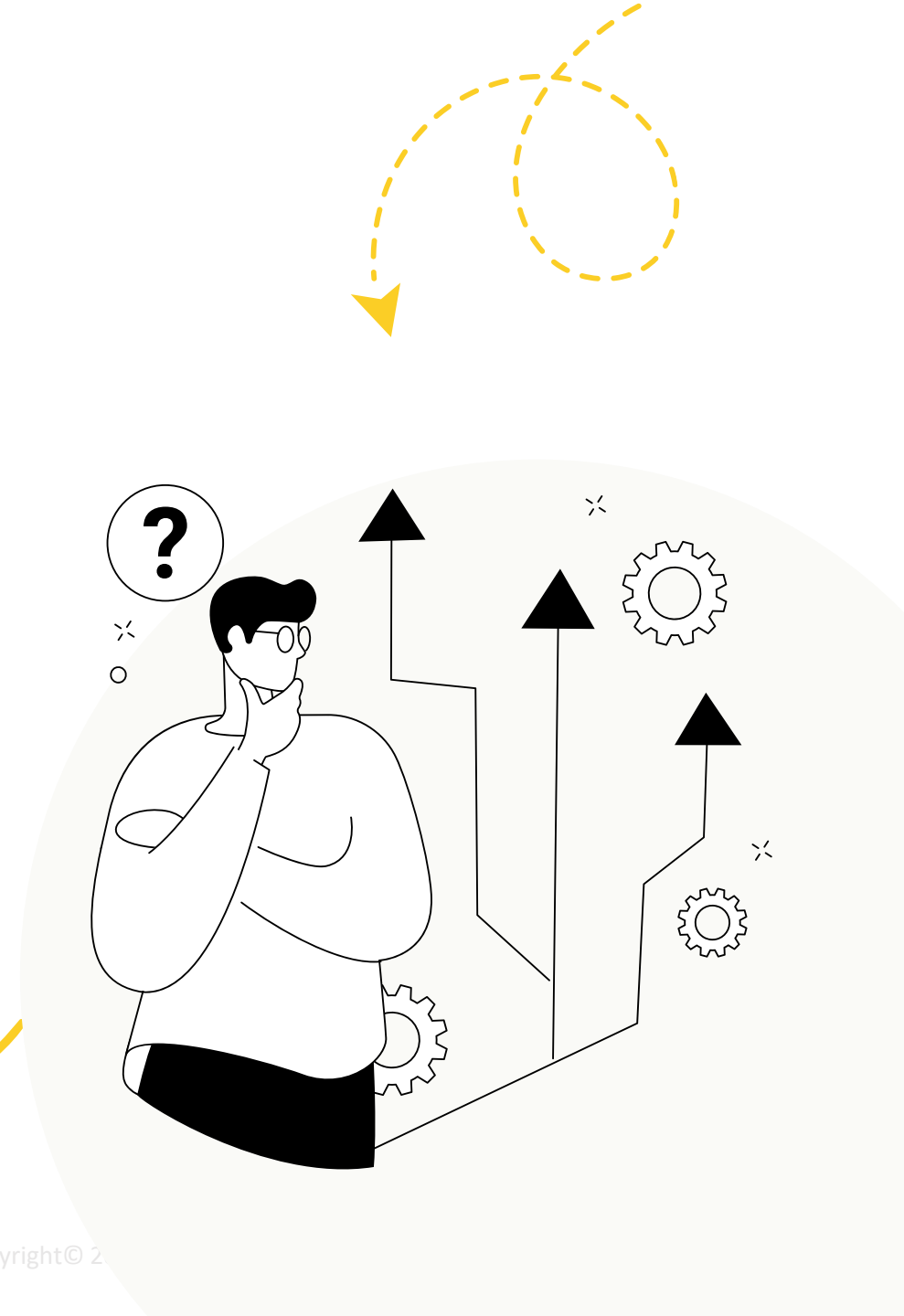
COMMUNITY  
CURATION  
CONVERSATION







**Your sweetspot?**



### Core content

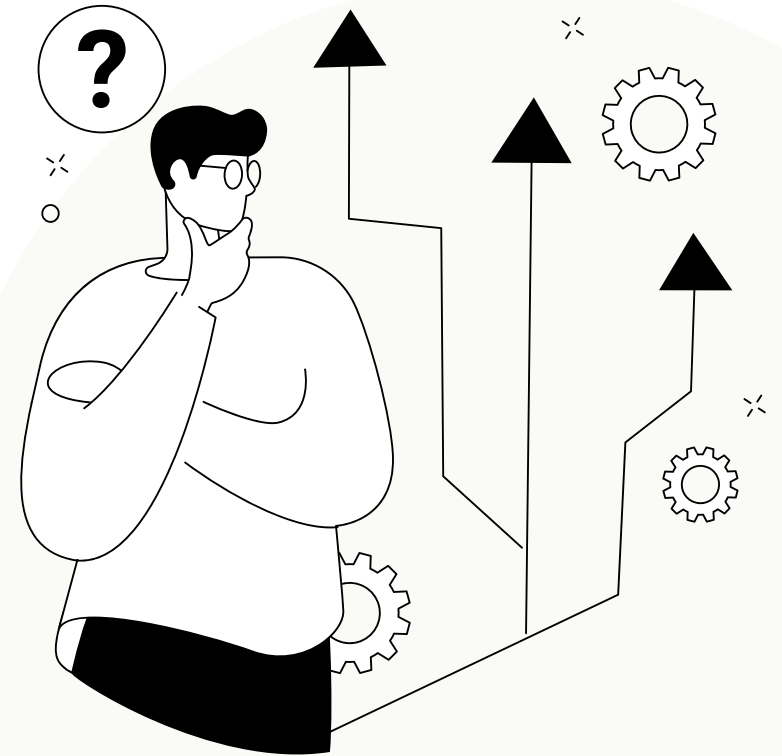
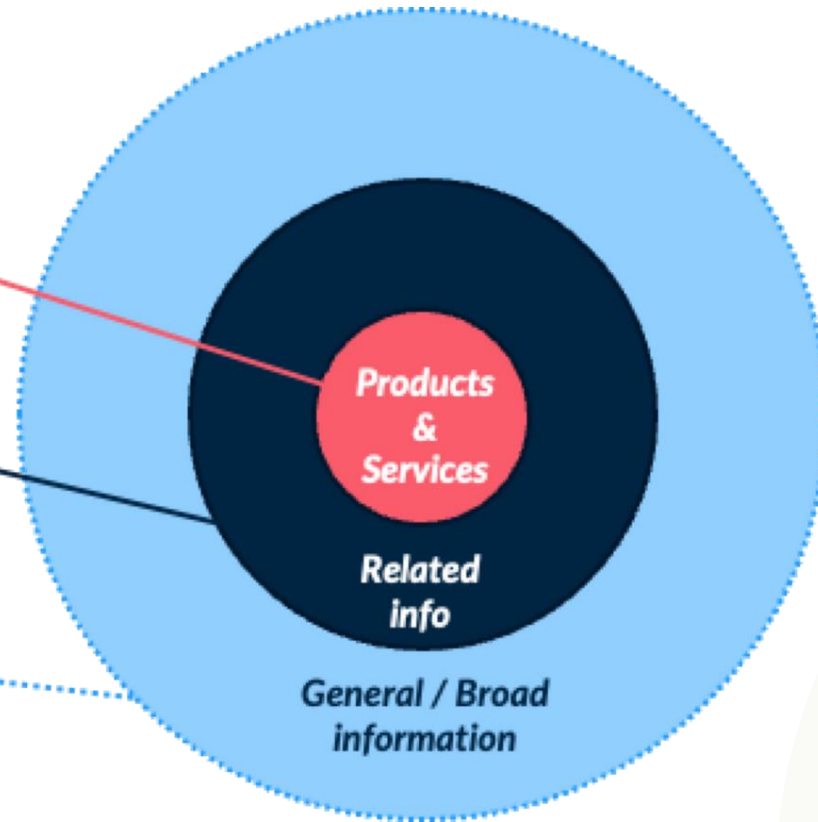
Product related content,  
Improving the use, indicating  
benefits

### Peripheral content

Adjacent content,  
indicating the indirect  
benefits of products &  
services, positioning products

### Societal content

Broad content that is  
used for better positioning



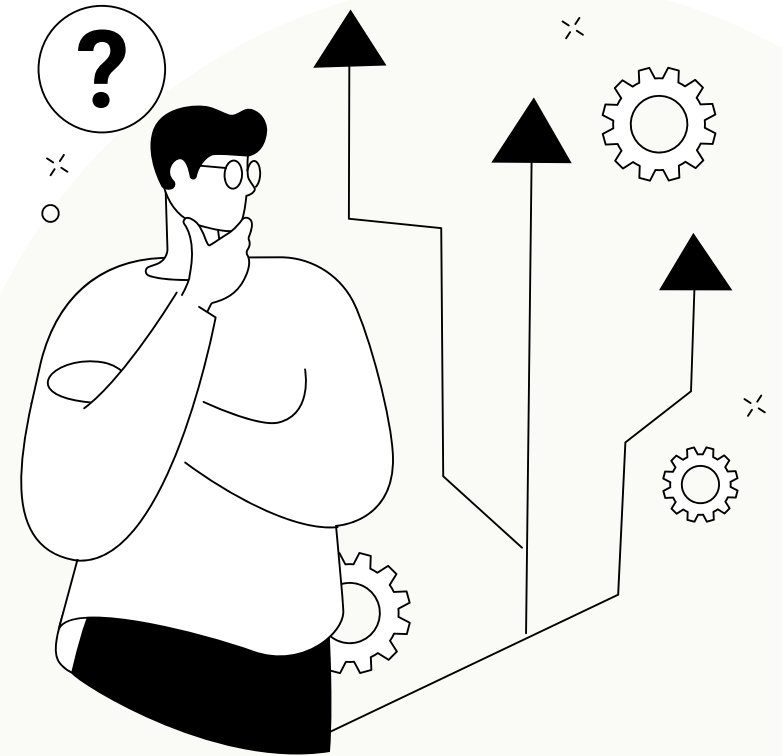
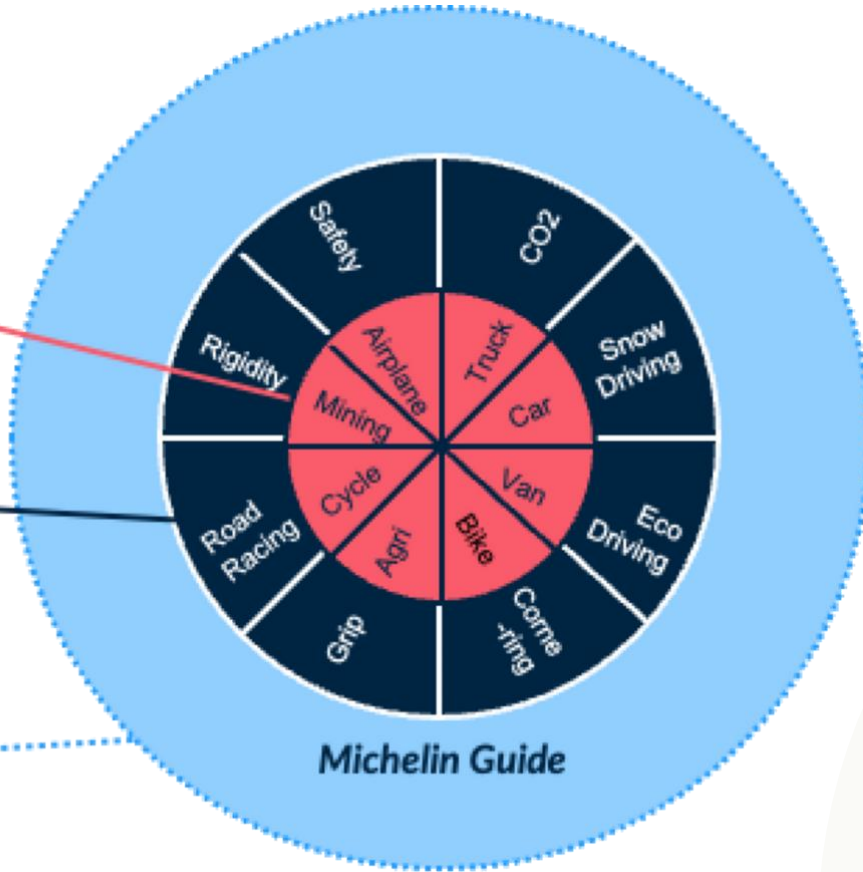
Core content



Peripheral content

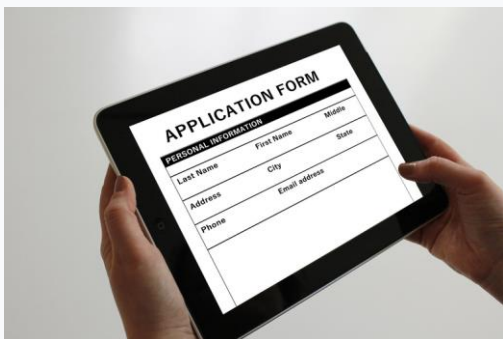


Societal content





**DYNAMIC** WAY

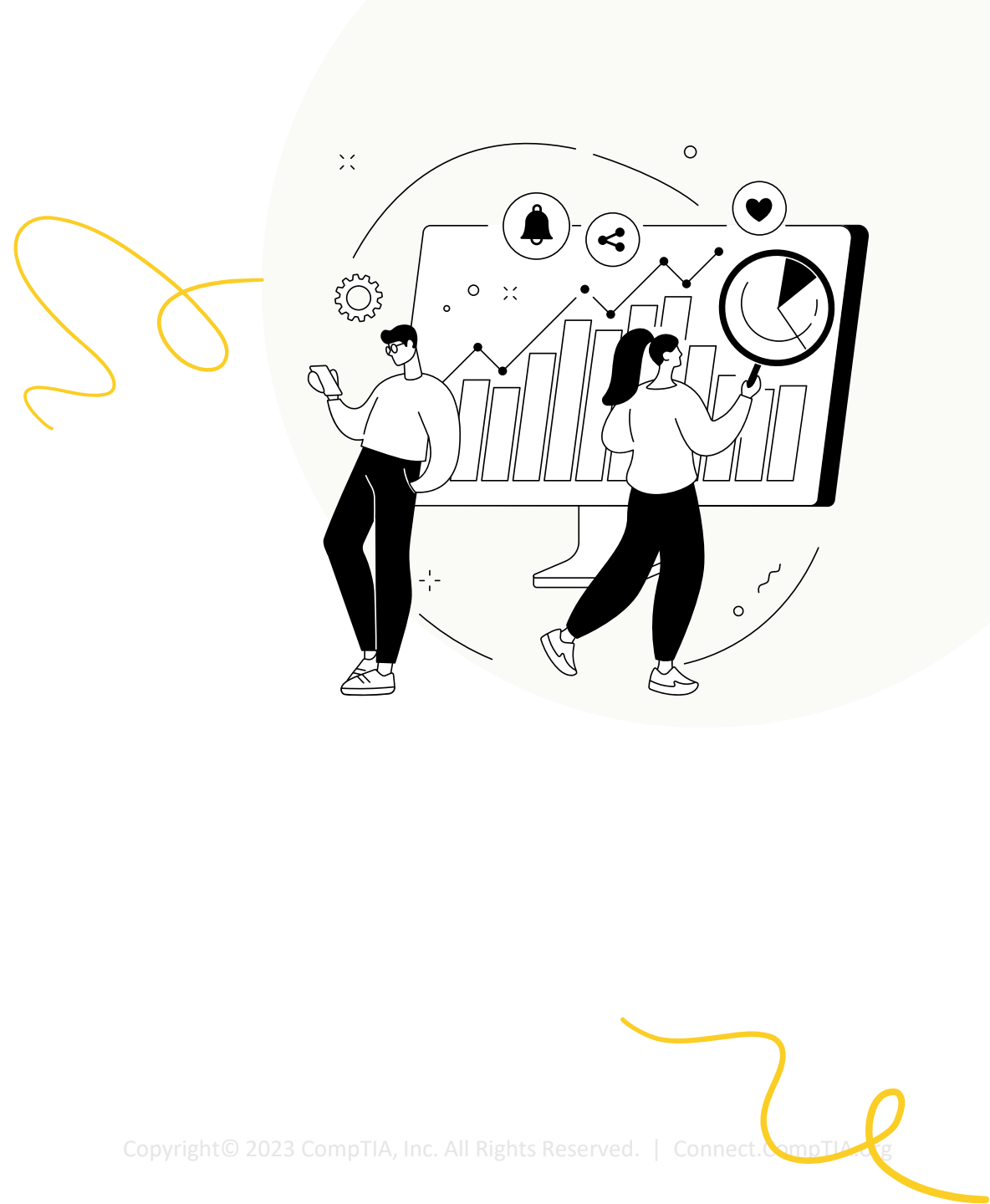


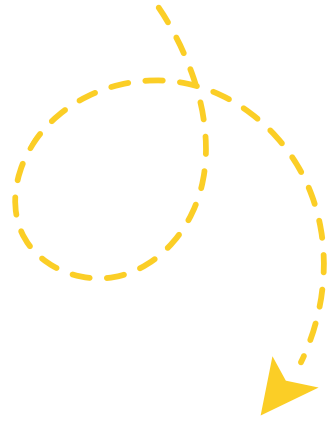




# SOCIAL MEDIA

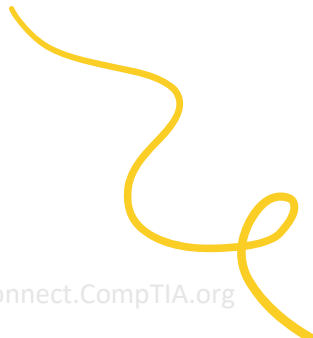
- SEE SEO
- RELEVANT
- TONE OF VOICE / LANGUAGE / TYPE
- AUDIENCE
- NO DISCUSSION





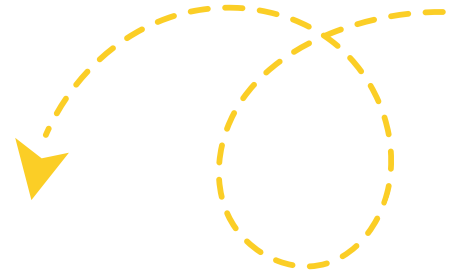
# MEASURE RESULTS IN MARKETING

IT IS ESSENTIAL TO MEASURE THE RESULTS OR  
OUTCOMES OF USING A DIGITAL MARKETING  
STRATEGY IN YOUR BUSINESS.



# ANALYTICS

- VOLUME
- SOURCES
- TIME
- BOUNCE
- CONVERSION
- EXIT






# LINKS AND TOOLS











Download videos and flash games very easily, with one click

**Open Graph Preview**




Preview what users will see if this webpage is shared on Facebook. Uses the webpage'...

**SEO Analyse & Website Review door WooRank**

SEO-analyse en website review voor SEO, mobiel, gebruiksvriendelijkheid en sociale m...

**SEO Minion**

SEO Minion helpt je bij je dagelijkse SEO-taken zoals SEO-analyse van de pagina, het c...

**SEOquake**

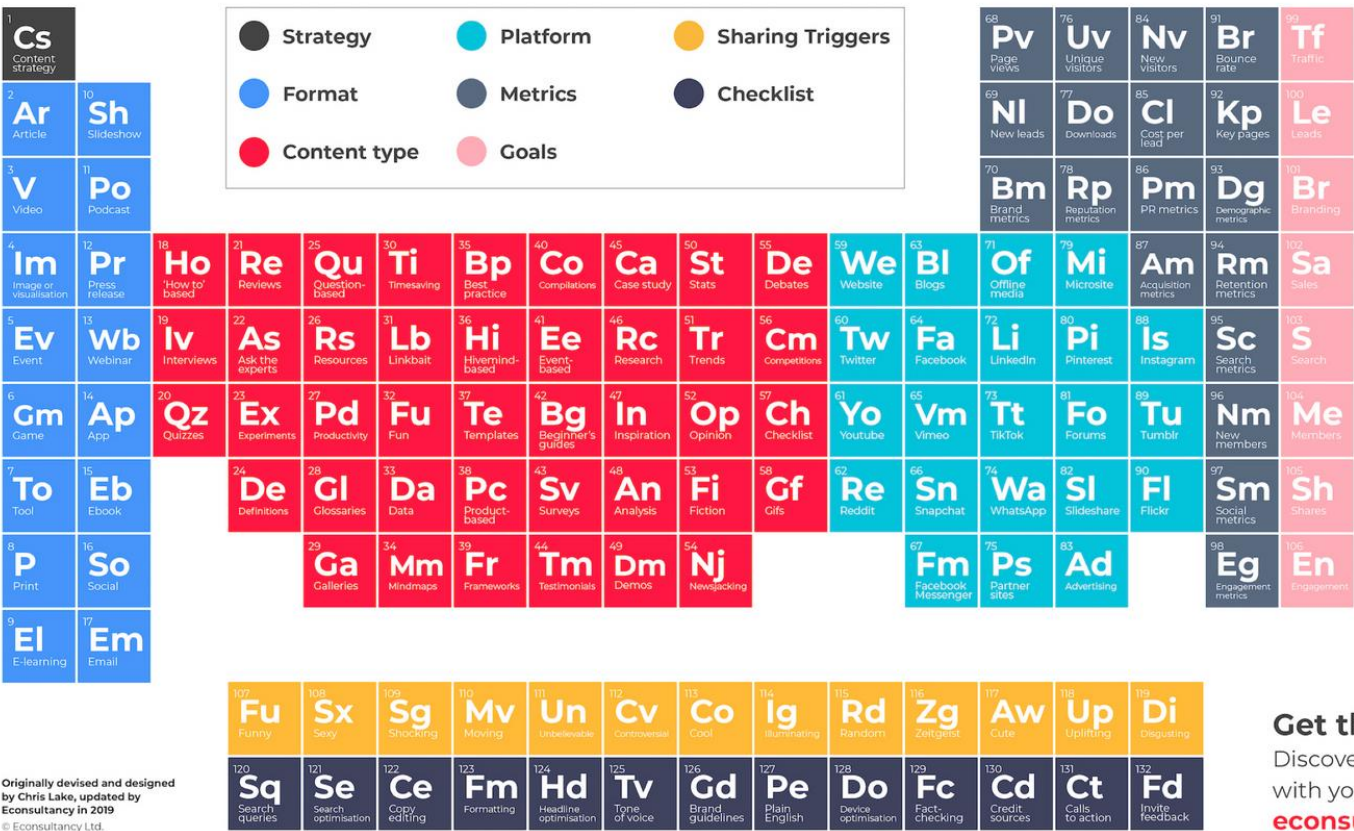
SEOquake is a free plugin that provides you with key SEO metrics, along with other use...





# The Periodic Table of Content Marketing

An overview of the key elements of content marketing



Originally devised and designed by Chris Lake, updated by Econsultancy in 2019  
© Econsultancy Ltd.

## A seven-step guide to success:

1. Take some time to define a strategy.
2. Figure out the formats you plan on using.
3. Think about the content types that will appeal to your audience. Do your research. Brainstorm ideas. Create.
4. Share your content across key content distribution / social platforms.
5. Track the key metrics and map these to your goals.
6. Be aware of the main sharing triggers. Be sure to work the emotions.
7. Always double check your work.

Get the reaction you want.  
Discover how Econsultancy can assist with your content marketing strategy.  
[econsultancy.com/content-hub](https://econsultancy.com/content-hub)

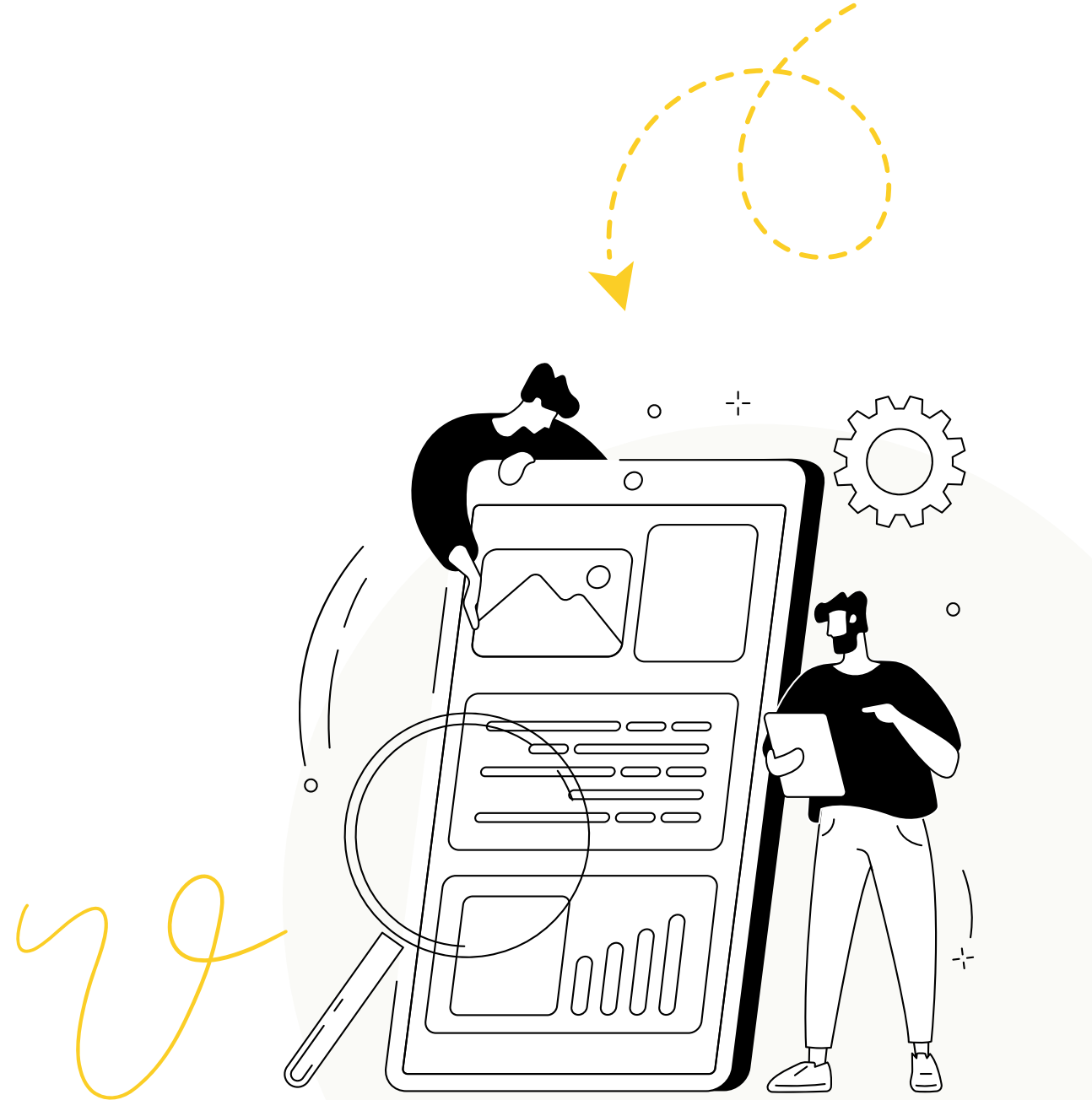








SOURCE: [HTTPS://ECONSULTANCY.COM/INTRODUCING-THE-PERIODIC-TABLE-OF-CONTENT-](https://econsultancy.com/introducing-the-periodic-table-of-content-marketing/)

# THANKS!

NICOLAS@CHANNELNEWS.BE  
+32 478 652 034

RIEN@CHANNELNEWS.BE  
+32 477 200 839



	11:35 – 12:00	Embracing the Automation and AI Revolution
	12:00 – 13:00	<b>Lunch</b>
	13:00 – 13:35	Mastering Digital Marketing for MSPs
	13:35 – 14:35	The Benelux Community World Café
	14:35 – 15:00	<b>Networking Break</b>
	15:00 – 15:15	Supporting Kika: The Chosen Charity Recipient of CompTIA Benelux

# WE ARE THE CompTIA® COMMUNITY



**Ashley Schut**  
ESET Nederland



**Jamie Claret**  
Amazing Support

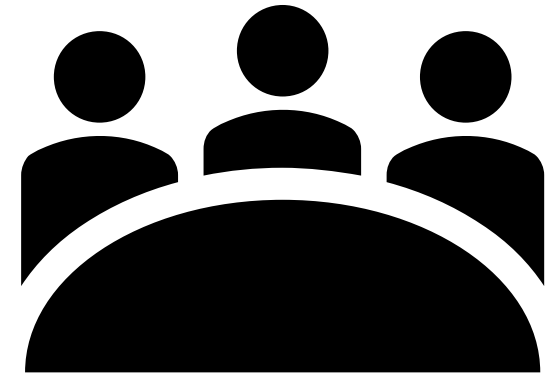


**Giselle Alaniz**  
Microsoft

Workforce Discussion: Giselle Alaniz - Microsoft

MSP Discussion : Ashley Shut - ESET

AI Discussion: Jamie Claret - Amazing Support





11:35 – 12:00 Embracing the Automation and AI Revolution



12:00 – 13:00 **Lunch**



13:00 – 13:35 Mastering Digital Marketing for MSPs



13:35 – 14:35 The Benelux Community World Café

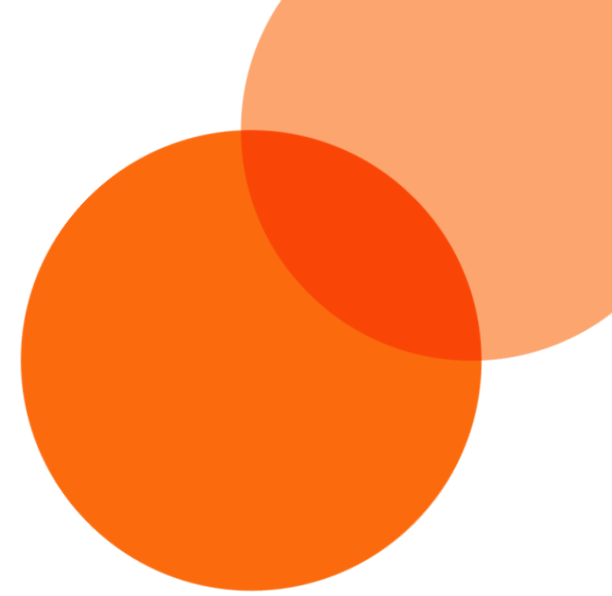


14:35 – 15:00 **Networking Break**



15:00 – 15:15 Supporting Kika: The Chosen Charity Recipient of  
CompTIA Benelux





**Networking Break**





11:35 – 12:00 Embracing the Automation and AI Revolution



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CompTIA Benelux

# WE ARE THE CompTIA® COMMUNITY



**Steffie Jansen**

Stichting Kinderen Kankervrij  
(KiKa)



**Pierre Kleine Schaars**

Quality ICT B.V

Kika

kinderen kanker vrij

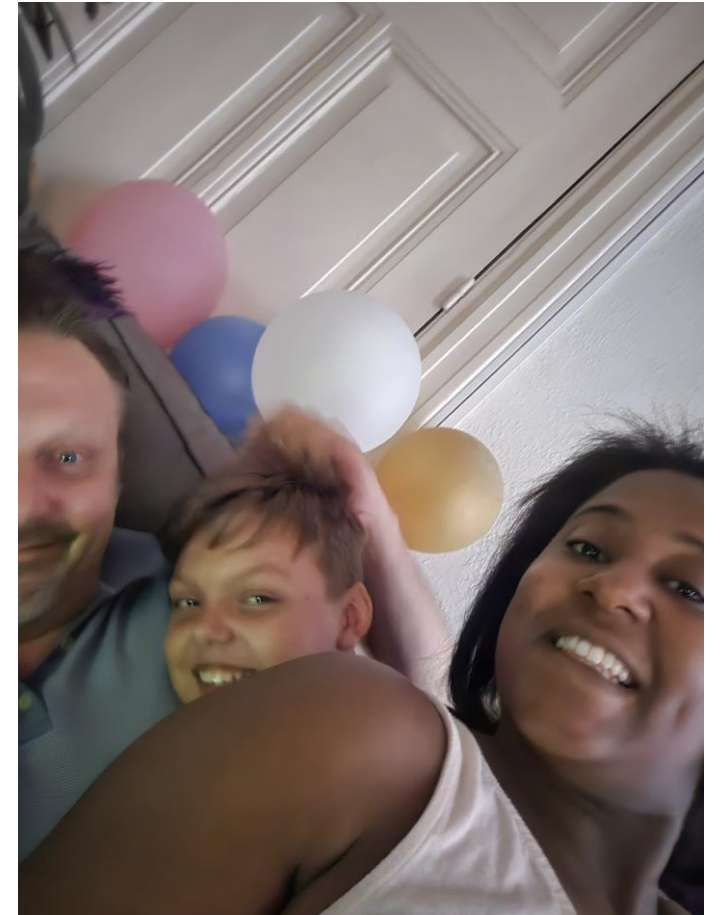
# The story of Pierre Kleine Schaars and his son Roman (11 years)

# Roman during his treatment





# Roman after recovery





# KiKa





# Princess Máxima Centre Pediatric Oncology Utrecht



# Campaigns and events











# Thank you CompTIA!!









15:15 – 15:45 Understanding the NIS2 Directive



15:45 - 16:30 Empowering with Community Solutions  
(interactive Session)



16:30 - 16:50 2024 Community Meeting



17:00 - 19:30 **Networking Buffet Dinner & Drinks**

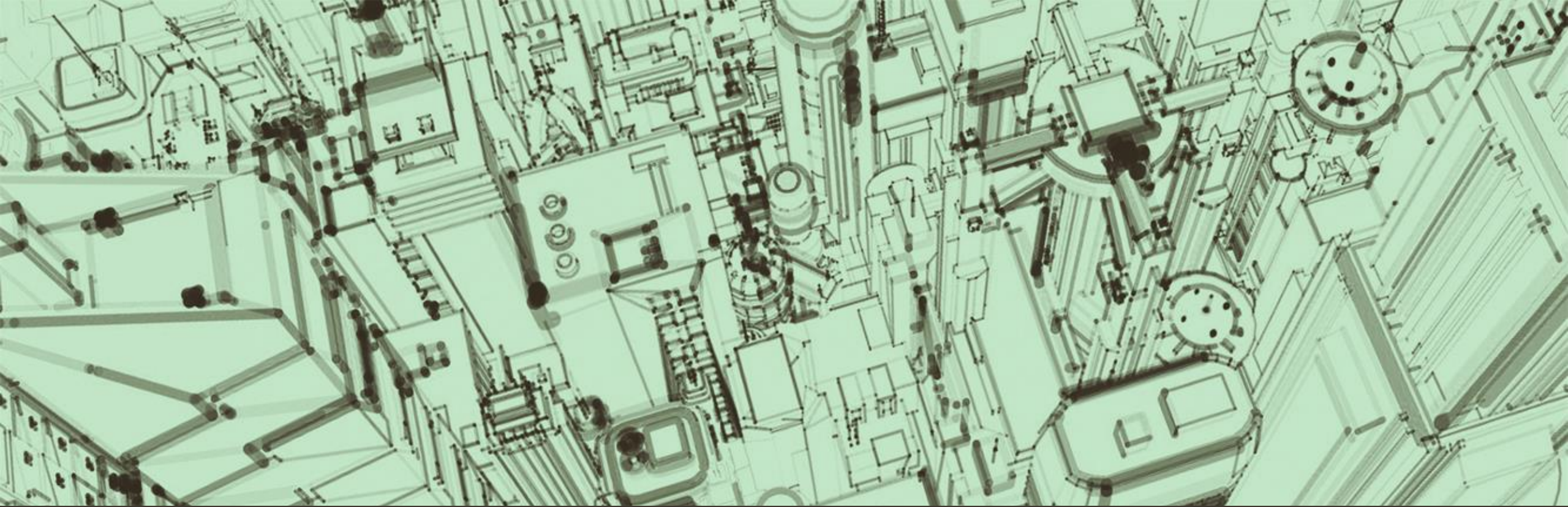
# WE ARE THE CompTIA® COMMUNITY



**Luke Barton**  
CompTIA



**Zeshan Sattar**  
CompTIA



# BeNeLux Tech Community (infiltrated by Zeshan & Luke)







CompTIA®

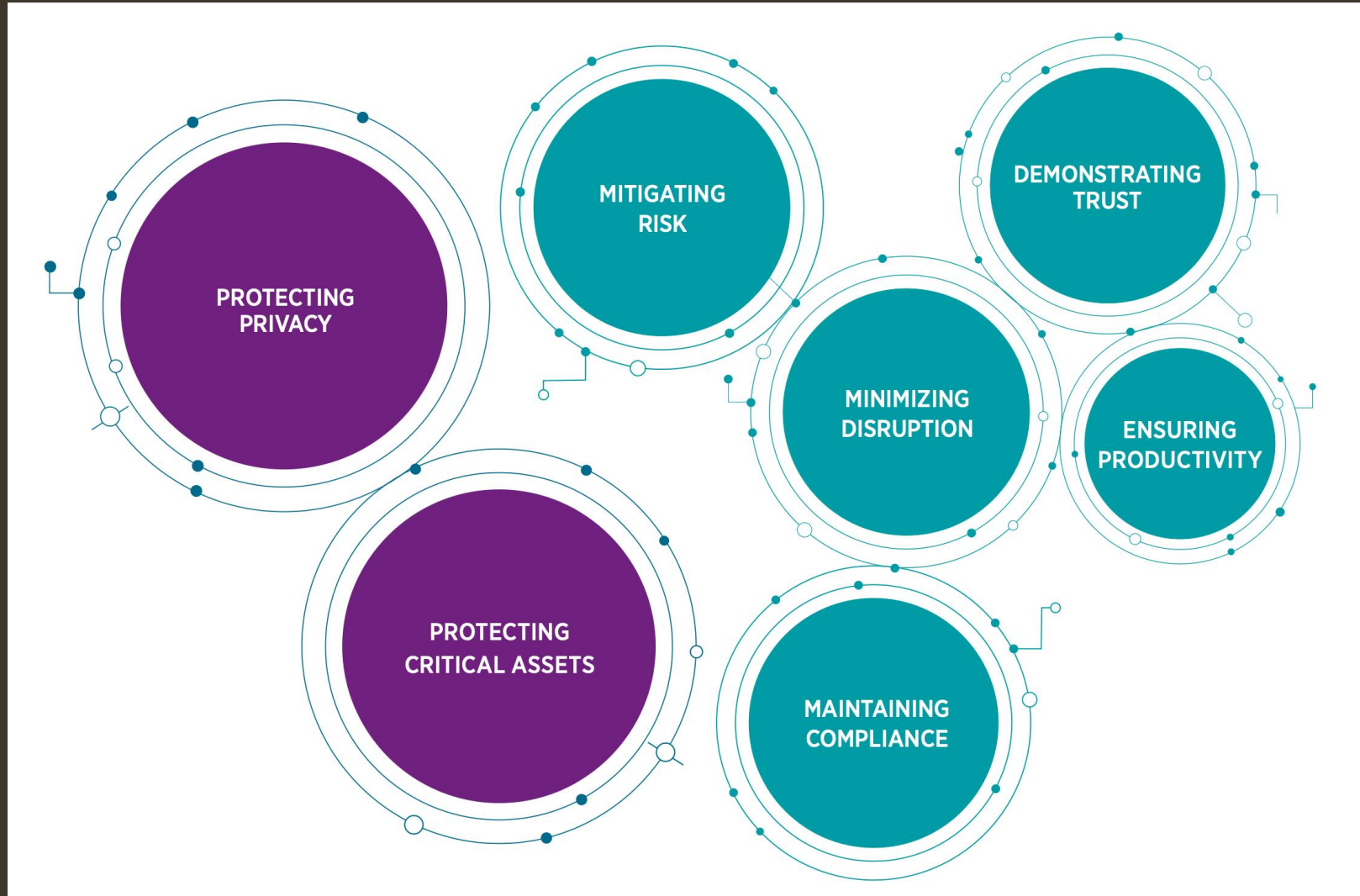
---

# State of Cybersecurity 2024 BeNeLux

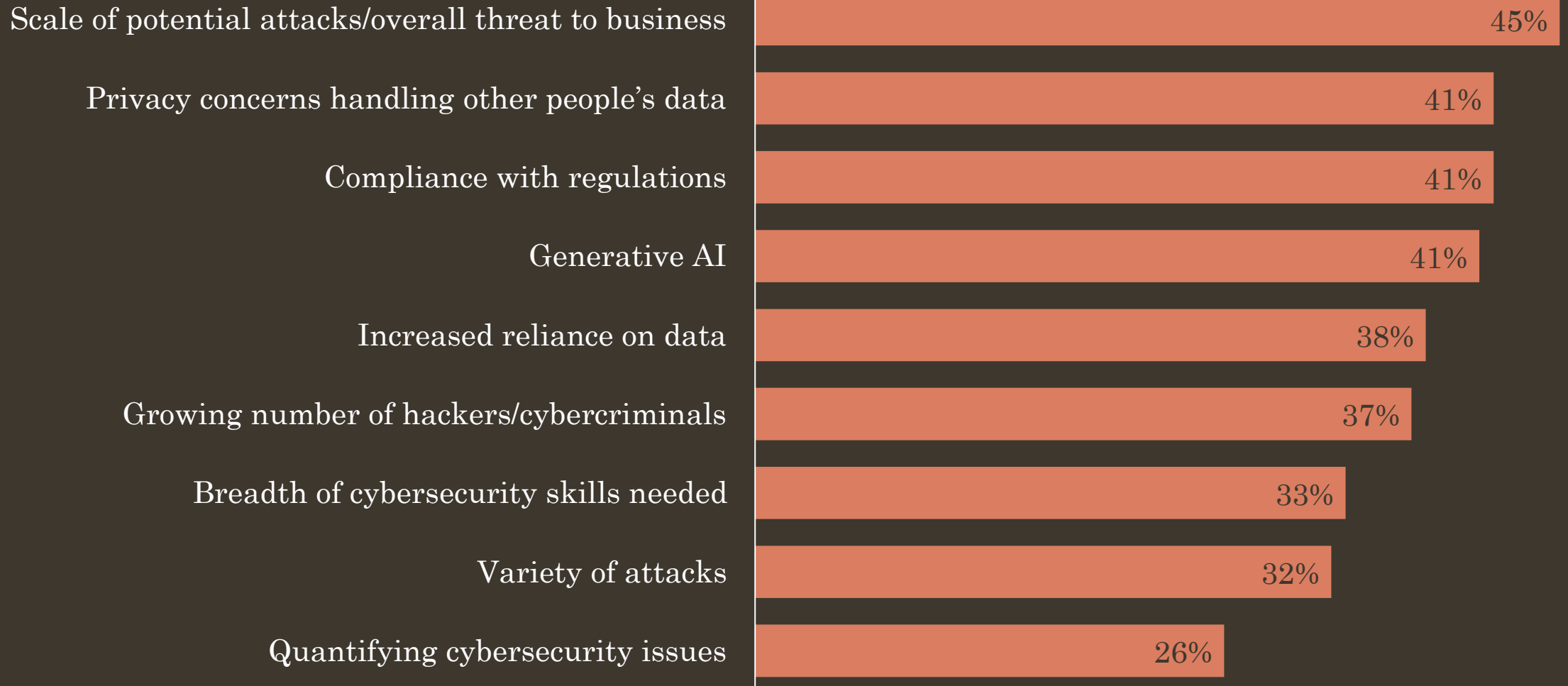


# Objectives for Cybersecurity

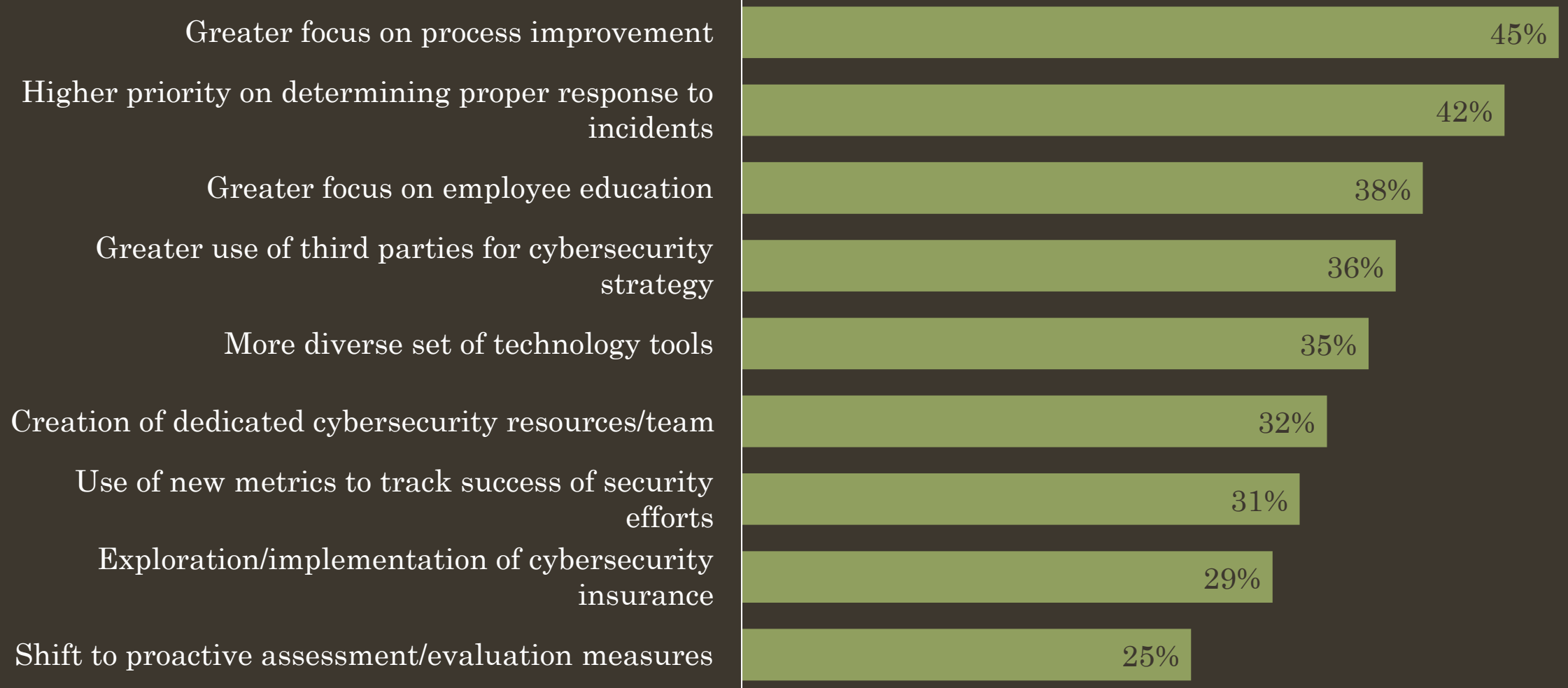
Aggregated priority of objectives across ASEAN, ANZ, Benelux, DACH, North America and UK/Ireland



# Many Issues Drive Cybersecurity Concerns

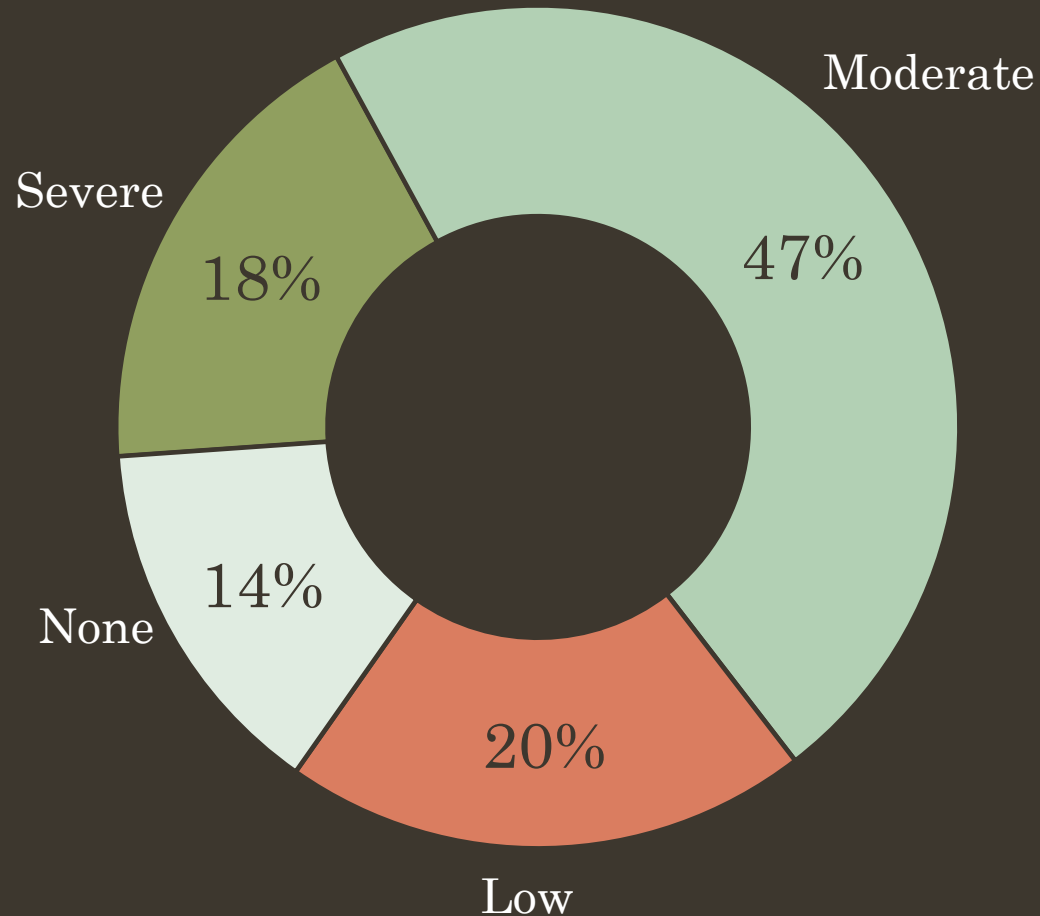


# Cybersecurity Changes In the Past Year



# Mitigating Cybersecurity Incidents in the Past Year

Estimated Impact of Incidents



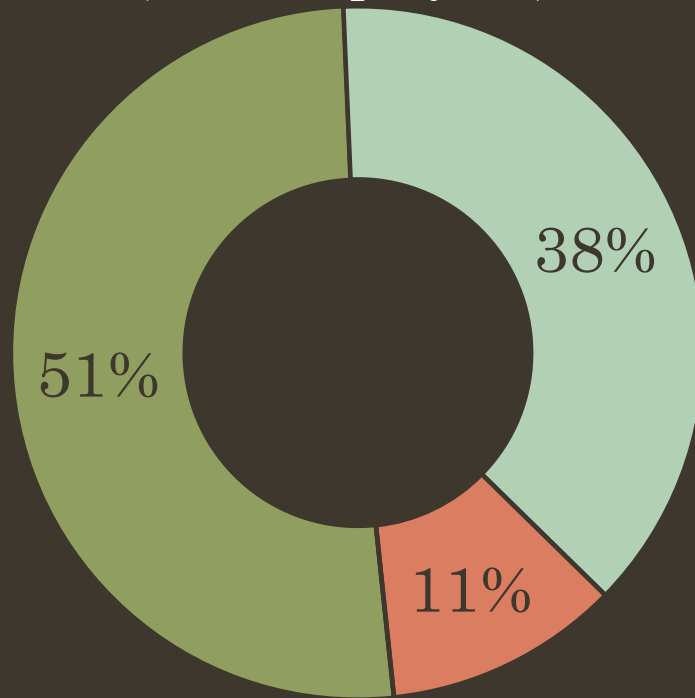
Common Mitigation Steps

- 1 Technical staff working overtime
- 2 Purchase new software
- 3 Technical staff diverted from routine
- 4 Outside specialist brought in
- 5 Purchase new hardware
- 6 Buy identity fraud service for customers
- 7 New PR campaign to improve reputation



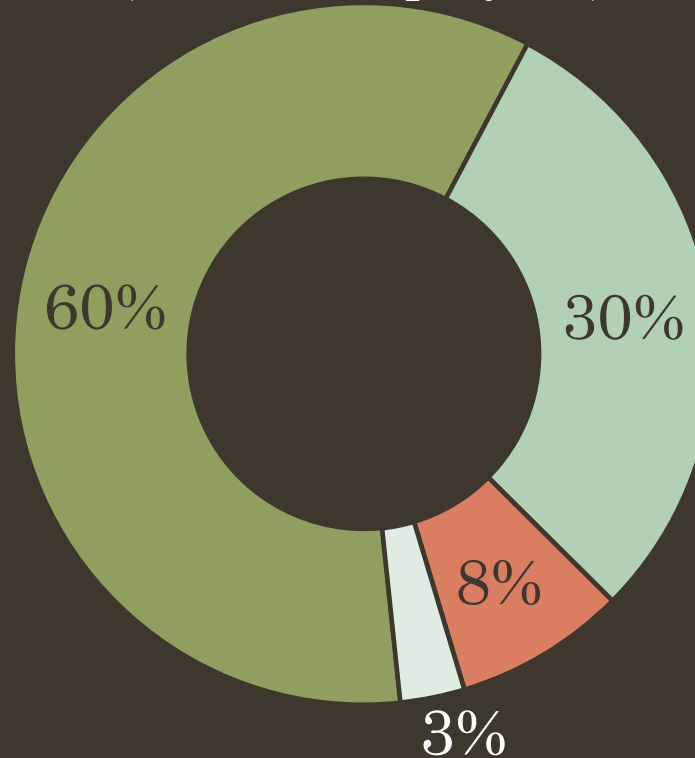
# Organizational Approaches to Risk Management

Small companies  
(<100 employees)



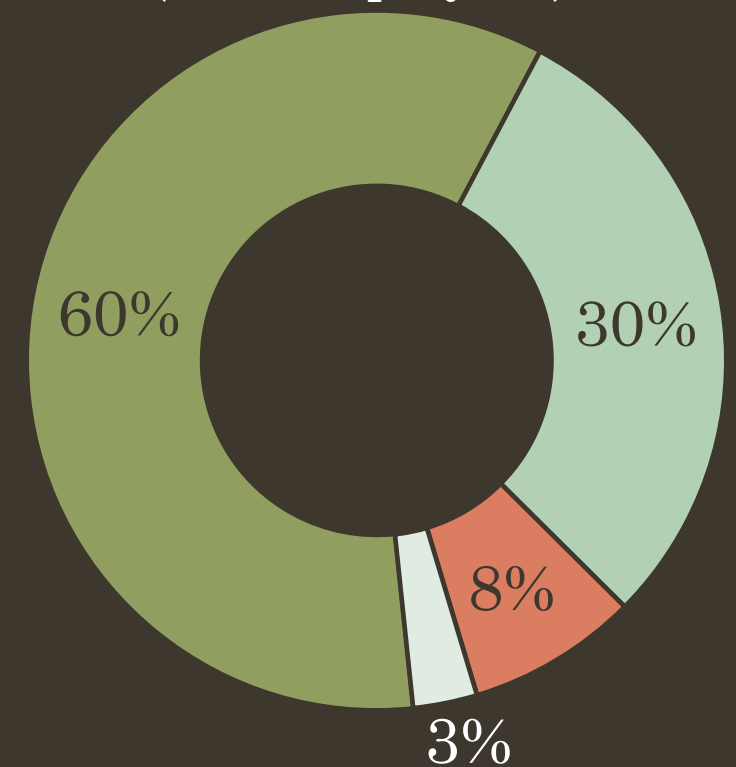
Assess risk  
with formal  
framework

Medium companies  
(100-499 employees)



Assess risk  
without formal  
framework

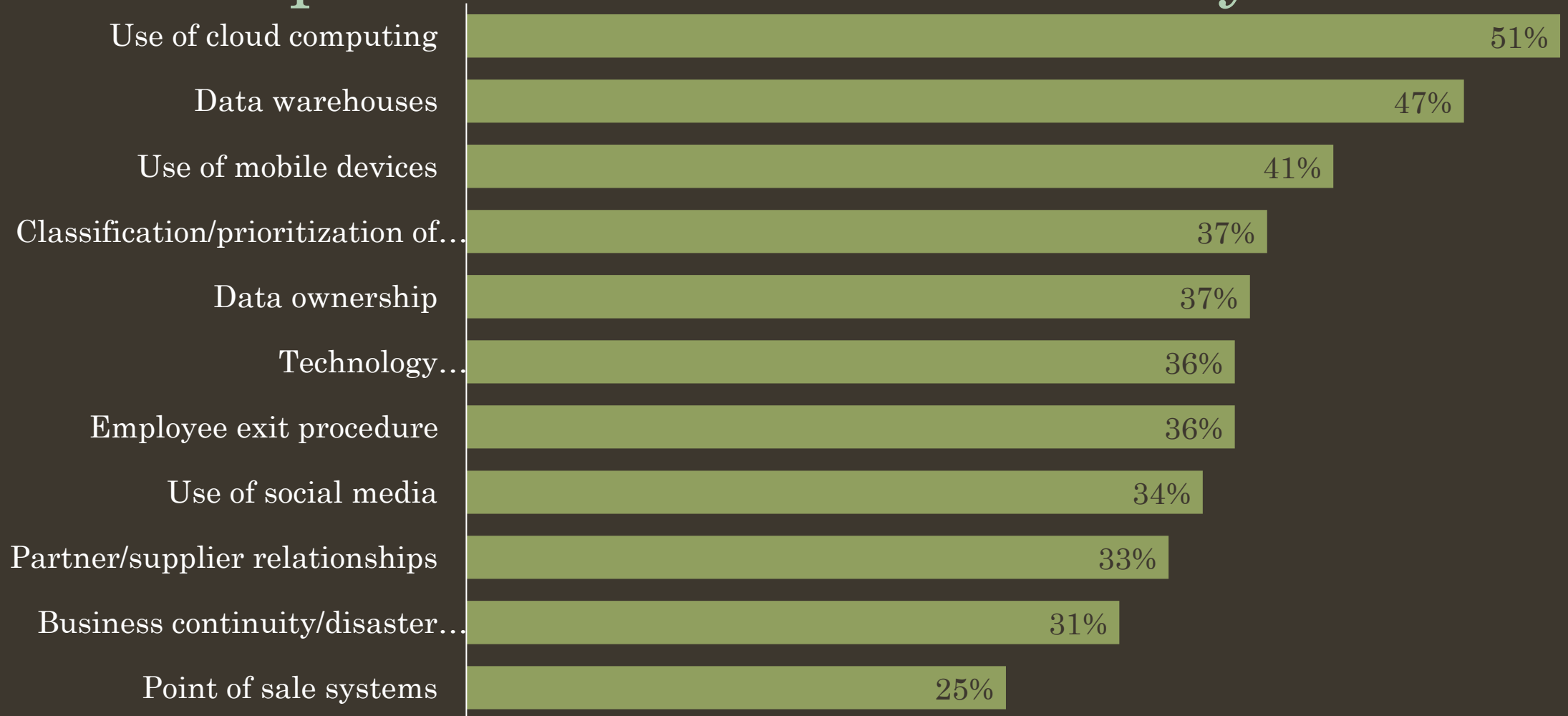
Large companies  
(500+ employees)



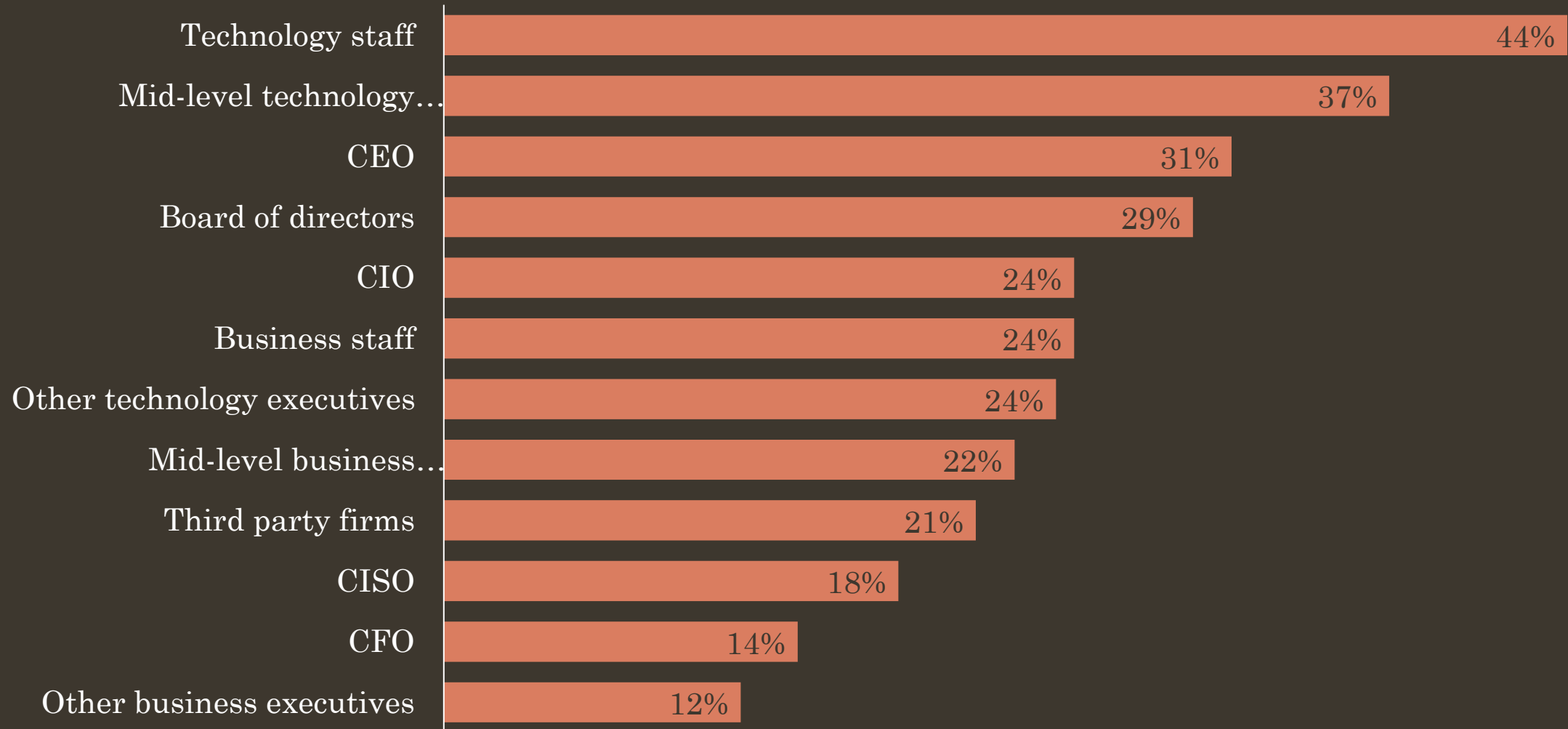
Discuss risk  
without full risk  
management

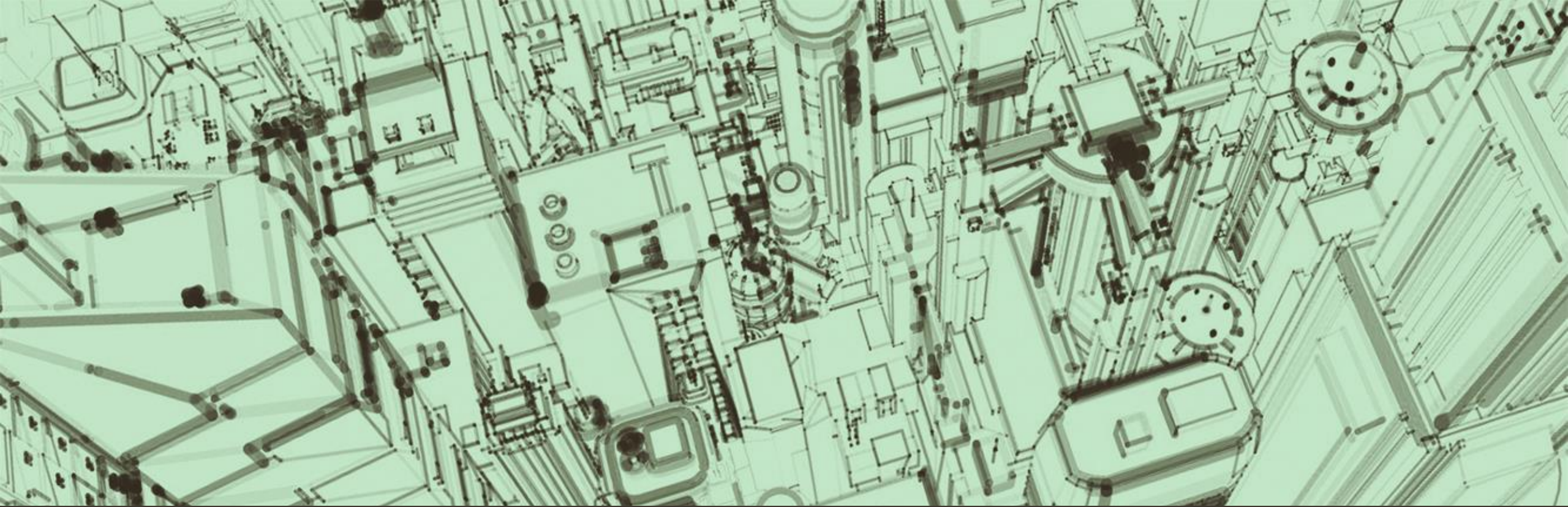
Little to no risk  
discussion

# Topics Included in Risk Analysis



# People Involved in Risk Management Discussions





# The NIS2 Directive

A High Common Level of Cyber Security in the EU



# NIS2 Countdown

- Organisations need to be compliant by October 2024
- 9 Months
- 46 Weeks
- 326 Days





# Points of Discussion

- In Brief
- Scope of Industries
- Key Focuses
- Minimum Measurements
- CompTIA Solution
  - People
  - Mapping

# NIS2

## Network & Information Systems

- People
- Process
- Technology

# NIS2 - Same impact as GDPR

NIS2 will do the same for Infrastructure and Security Policies as GDPR did for Data Privacy

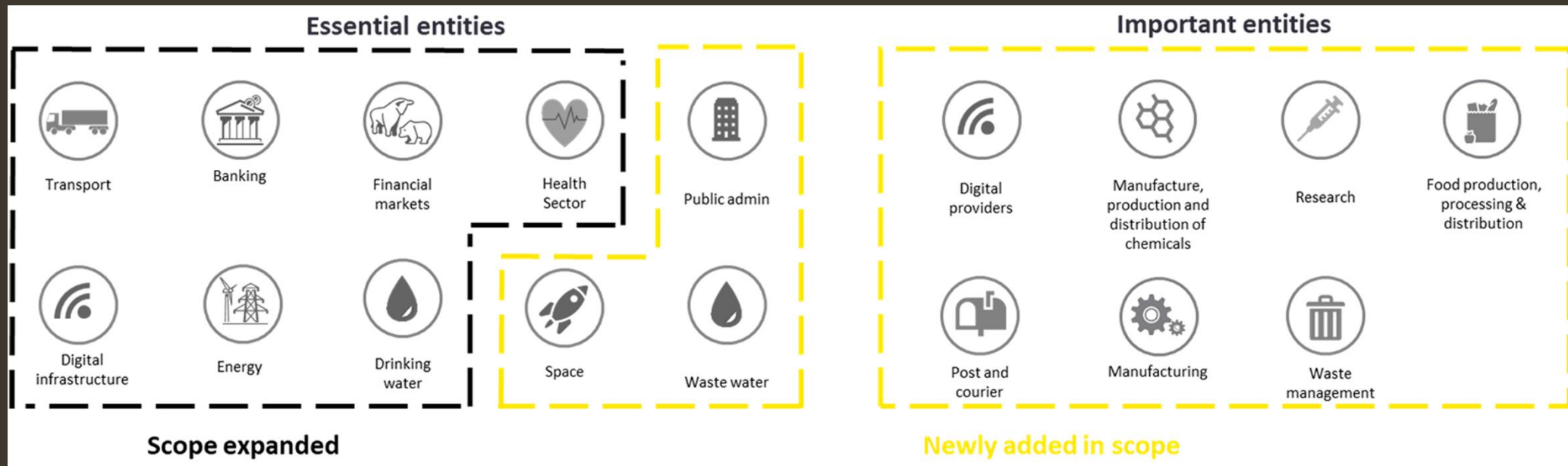
- GDPR Focused on Data
- NIS2 Will focus on Process, People & Infrastructure



# In Brief

- NIS2 aims to get the EU up to speed and establish a higher level of cybersecurity and resilience within organizations of the European Union.
- The new Directive brings into scope more sectors and focuses on providing guidelines to ensure uniform transposition in local law across EU member states.
- Organizations should start preparing by defining their compliance roadmap and optimizing their cybersecurity awareness.

# Extension of Scope





# Key Focuses

- Improved cooperation (CSIRT platform)
  - The European Union Agency for Cybersecurity (ENISA) will be mandated to establish a European Vulnerability disclosure database to facilitate knowledge sharing between the Member States.
- Incident Reporting
  - NIS2 has designed a new timeline for reporting incidents. Every incident with significant impact should be notified by the essential and important entities without undue delay. Within 24 hours, an early warning should be communicated, as well as some first presumptions regarding the kind of incident to the competent authority or CSIRT (**Computer Security Incident Response Team**). After 72 hours, a full notification report must be communicated, containing the assessment of the incident, severity and impact and indicators of compromise. After 1 month, a final report must be communicated. **\*Fines?**
  - In that regard, the Directive encourages Member States to simplify the incident reporting process by implementing a single entry point for incidents to reduce the administrative burden, including for cross-Member State incidents. **\*Identify each body within countries**

# Key Focuses (continued)

- Focus on Key Supply Chains

- Recent incidents all over the world have proven the importance of continuity within critical supply chains, which is why NIS2 has introduced it as one of the key focus points. Individual enterprises will be responsible for addressing cybersecurity risks in their own supply chains, as well as within supplier relationships.
- This requirement might indirectly influence many suppliers who are not in the scope of the new NIS2 Directive, but they might deliver services or products to an in-scope NIS2 entity. Hence, their customer might impose a minimal cybersecurity maturity on the supplier. The supplier will not be supervised by the national authorities regarding NIS2, but by their customer. So, even if your organization is not in scope, it might still have an impact depending on the services and sector.

- Accountability of the Management

- This will include having risk assessments conducted and approving risk treatment plans to be implemented, among other tasks. In order to perform these actions, management must follow cybersecurity training. The Directive even suggests not only to train management, but also employees, for more in-depth knowledge of cybersecurity.

- Penalties

- For essential entities: administrative fines of up to €10,000,000 or at least 2% of the total annual worldwide turnover in the previous fiscal year of the company to which the essential entity belongs, whichever amount is higher.
- For important entities: administrative fines of up to €7,000,000 or at least 1.4% of the total annual worldwide turnover in the previous fiscal year of the company to which the important entity belongs, whichever amount is higher.

# NIS2

## 10 Minimum Measurements (abridged)

1. Risk Assessments and Security Policies
2. Security Incidents Plan
3. Managing Business Operations During and After A Security Incident Plan
4. Supply Chain Security Assessments
5. Policies and Procedures for Evaluating the Effectiveness of Security Measures
6. Security for Procurement, Development, and Operation of Systems
7. Cybersecurity Training
8. Policies for the Use of Cryptography
9. Privileged Access Security Procedures
10. Use of MFA, Continuous Authentication, and Emergency Internal Communication

# CompTIA Solutions and the NIS2 Directive

To bolster Europe's resilience against current and future cyberthreats, the NIS2 (Network and Information Systems) Directive introduces new requirements and obligations for organizations in four overarching areas: risk management, corporate accountability, reporting obligations, and business continuity. The Directive sets out 10 minimum measures that need to be implemented across a range of sectors including energy, health, finance, digital/infrastructure providers, manufacturing, space, public administration and more.

## Implementing NIS2 effectively requires a collaborative Security Culture

A collaborative Security Culture encompasses several stakeholders that will ultimately identify the organisational needs and implement the necessary NIS2 measures across people, process, and technology. This includes:



### Decision Makers

Non-technical stakeholders that oversee the IT and Security Operations teams. Decision makers such as the CEO/Managing Director, CFO/Finance Director, security awareness leaders, board members, and non executive board members would be part of this group.



### IT Operations

The IT Operations Team designs, implements, secures, maintains and supports the organization's technology investments. This would comprise of IT Support Technicians, Systems and Network Administrators, Network and Cloud Engineers, and Database Administrators.



### Security Operations

Security Operations may be a separate function or include individuals who sit within the IT Operations Team. This team manages, monitors, and tests the organization's cyber resilience. This would include Security Administrators, Cyber Security Analysts, and Penetration Testers.















### Technical & Security Leadership

Leaders that oversee the IT and Security Operations teams such as CTO and CISO. It can include team leaders, managers, and directors. They are responsible for the implementation and reporting requirements of the NIS2 directive, as well as ensuring continuous improvement.



# CompTIA Solutions makes NIS2 easier

To implement the 10 minimum measures, each organization needs trained and competent professionals at all levels. The matrix shows how Decision Makers, IT Operations, Security Operations, and Technical Security Leaders can use CompTIA solutions to build the skills that they require to design, implement, configure, manage and maintain a secure posture aligned to NIS2.

NIS2 Measures (abridged)	Decision Maker (Non-technical)	IT Operations Team	Security Operations Team	Technical & Security Leadership
<ul style="list-style-type: none"><li>• Risk assessments and security policies</li><li>• Security incidents plan</li><li>• Managing business operations during and after a security incident Plan</li><li>• Supply chain security assessments</li><li>• Policies and procedures for evaluating the effectiveness of security measures</li><li>• Security for procurement, development and operation of systems</li><li>• Cybersecurity training</li><li>• Policies for the use of cryptography</li><li>• Privileged Access security procedures</li><li>• Use of MFA, continuous authentication, and emergency internal communication</li></ul>	 	      <ul style="list-style-type: none"><li>• TestOut Client Pro</li><li>• TestOut Routing &amp; Switching Pro</li><li>• TestOut Hybrid Server Pro: Core</li><li>• TestOut Hybrid Server Pro: Advanced</li></ul>	  	

**CompTIA solutions are aligned to Global Standards** such as the European Cybersecurity Skills Framework (ECSF), US DoD 8570/8140, and SFIA.

In a recent Pearson Vue report, it was found that:

- 94% of Decision Makers said that certified team members provided added value above and beyond the cost of certification
- 77% of IT Managers reported that certified professionals kept up to date with the latest technologies

Find out more at [CompTIA.org/nis2](https://CompTIA.org/nis2)







15:15 – 15:45 Understanding the NIS2 Directive



15:45 - 16:30 Empowering with Community Solutions  
(interactive Session)



16:30 - 16:50 2024 Community Meeting



16:50 - 17:00 Meeting Wrap up



17:00 - 19:30 **Networking Buffet Dinner & Drinks**

# WE ARE THE CompTIA® COMMUNITY



**Katrin Giza**

CompTIA



**Estelle Johannes**

CompTIA

## What challenge would you want help with?

Scan the QR or  
use link to join



<https://forms.office.com/r/c0KUJWQnVj>

 Copy link



Waiting for response...

Responses will be displayed as a word cloud

Wordcloud

All responses



1 of 1





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# WE ARE THE CompTIA® COMMUNITY



**Jos Hageman**  
Hageman Scale-up



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# WE ARE THE CompTIA® COMMUNITY



**Daniëlle Meulenberg**

Sophos

Chair CompTIA Benelux Community



**Steven Tytgat**

Tyneso

Vice Chair CompTIA Benelux  
Community

A pair of hands holds a small, square chalkboard with a light-colored wooden frame. The chalkboard has a black surface with the words "ANY" and "questions?" written in white chalk. The word "ANY" is in all caps and a larger font, while "questions?" is in a smaller, lowercase font. The background is a solid blue color.

ANY  
questions?



<https://forms.office.com/r/ZA6GBHJGmx?origin=IprLink>

# Why CompTIA Community



*Thank  
you!*