

BENELUX

CompTIA[®]
COMMUNITY

Welcome

Benelux Community Meeting
23 November 2023



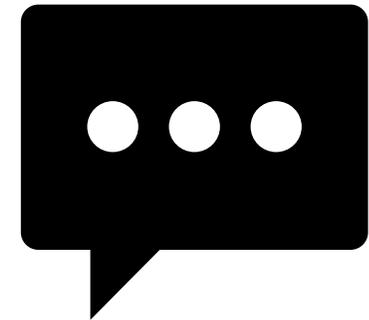
Antitrust, Anti-Harassment, and Diversity

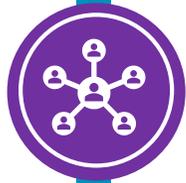
- **Antitrust**
CompTIA has a policy of strict compliance with federal and state antitrust laws.
<https://www.comptia.org/membership/communities-and-councils/antitrust-statement>
- **Anti-Harassment**
CompTIA is committed to providing a safe and welcoming environment at all of our events and forbids 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>



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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?



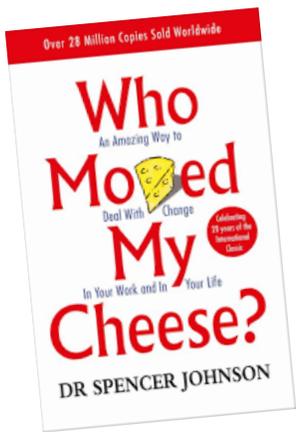
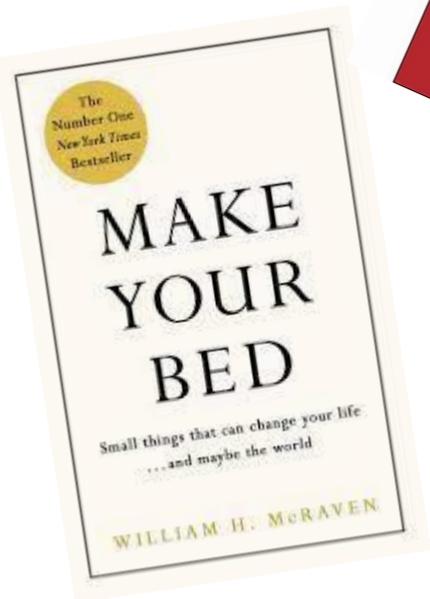
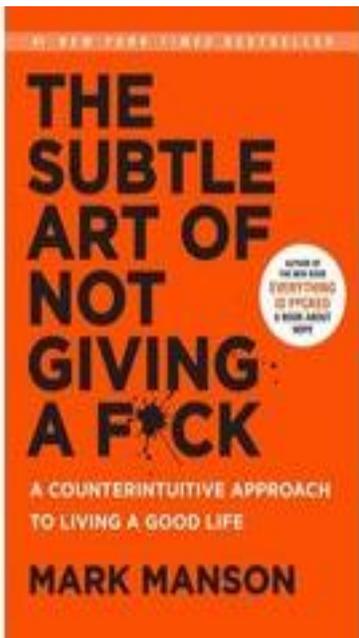
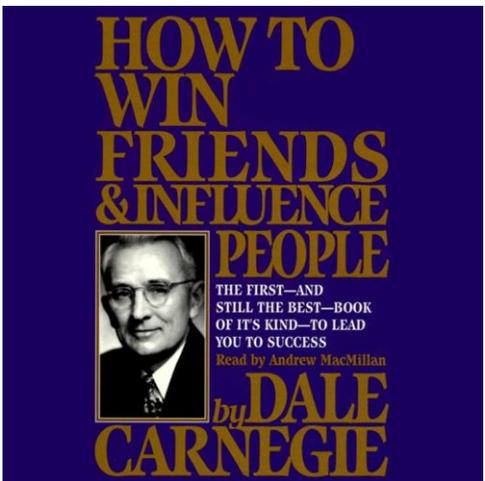
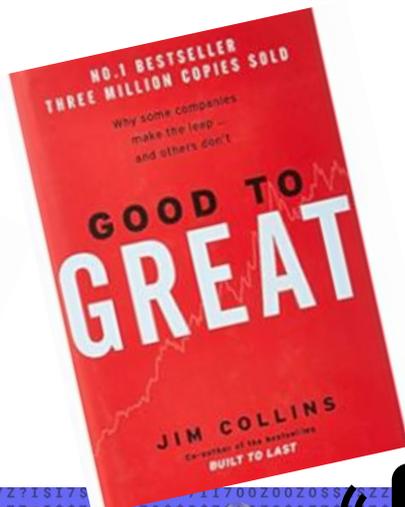
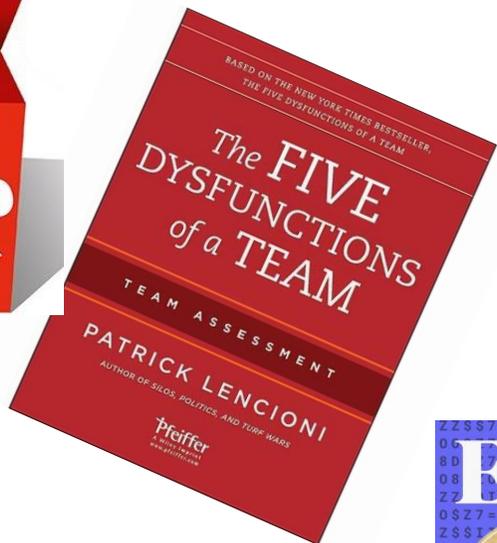
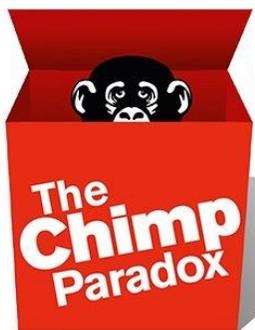
10:55 – 11:35 Q&A with Hans Demeyer

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Estelle Johannes
CompTIA





The
Women
in Tech
Show

Supporting Women in Tech

Supporting Women in Tech

CompTIA
COMMUNITY

BENELUX



Sameera Deen
CompTIA



Katrin Giza
CompTIA



Sibyl Jacob
Kingston
Technology Belux



Estelle Johannes
CompTIA



Leanne Johnson
CompTIA



Daniëlle
Meulenberg
Sophos

Chair CompTIA
Benelux Community



Ashley Schut
ESET Nederland



Yasemin Usanmaz
Pax 8



Lieve Van De Voorde
KYOCERA



Valérie Vernout
Data Wise Consultancy



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

Why CompTIA Community

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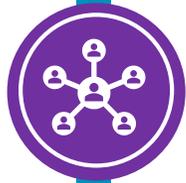


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Estelle Johannes

CompTIA



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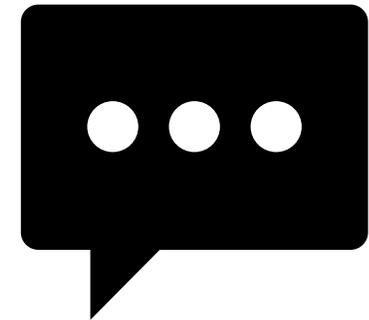
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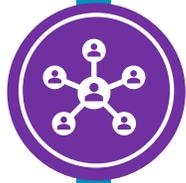


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15:00 – 15:15 Supporting Kika: The Chosen Charity Recipient of CompTIA Benelux



15:15 – 15:45 Understanding the NIS2 Directive



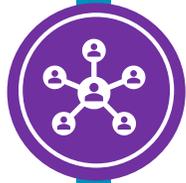
15:45 – 16:30 Empowering with Community Solutions
(interactive Session)



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

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Katrin Giza
CompTIA



Leanne Johnson
CompTIA

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Sander Almekinders

Techzine NL and EU



Didier Beernaert

IT Resellers Group

Thank you

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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
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Steven Tytgat
Tyneso
**Vice Chair CompTIA
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Lieve Van De Voorde
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Valérie Vernout
Data Wise Consultancy

North America
Community

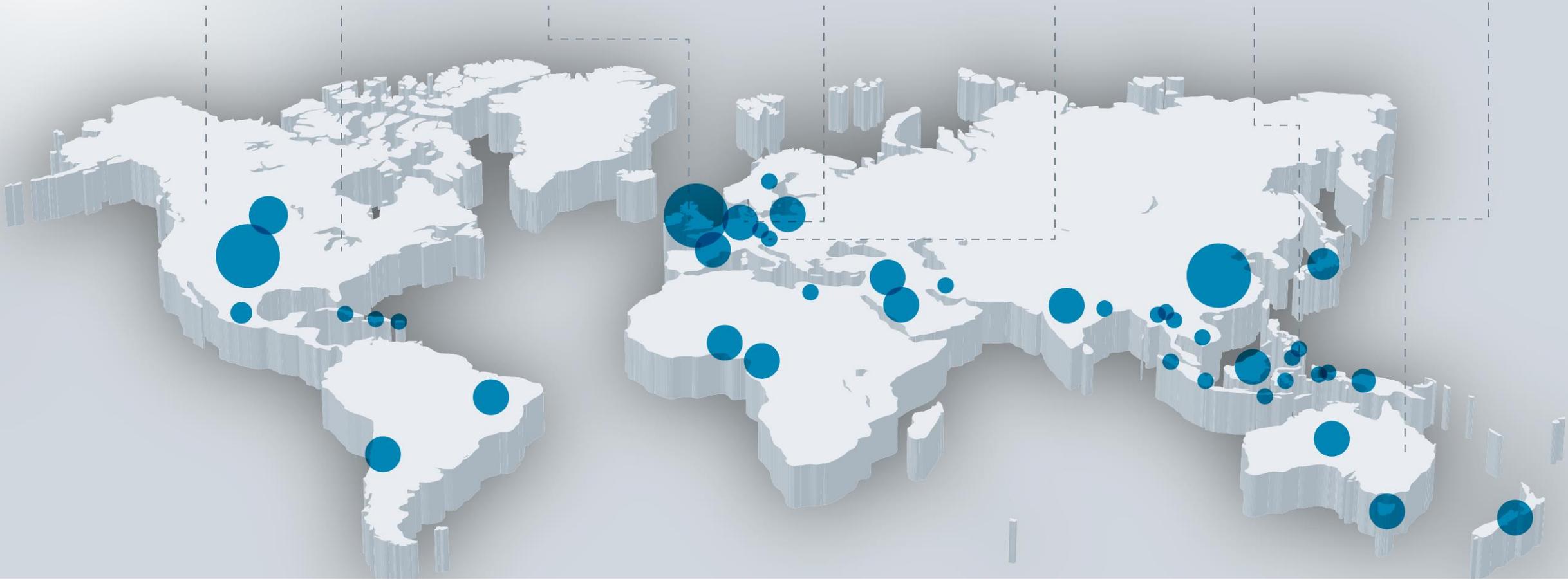
UK&I
Community

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



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

ANZ Community



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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



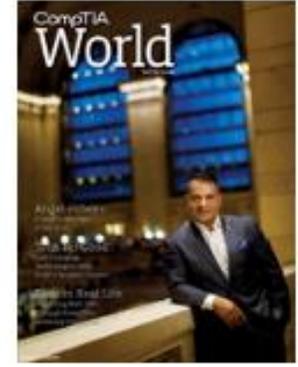
John Tippett
2016 CompTIA
Member of the Year



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



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

Industry Education



In-person Events

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

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Membership



Kris Nagamootoo

CompTIA

Networking

Industry Insights

Business Tools & Resources

Certification Discounts

Branding & Visibility

Free CCF,
ChannelCon &
EMEA Registration

Business Education

ISAO Access

15% Certification

Booth @
ChannelCon/EMEA
(Not for Solution
Providers)

Communities &
Councils

Podcasts, Blogs,
Newsletters

Marketing Toolkit

10% CertMaster
Practice

Web Site Listing
(Not for Solution
Providers)

Regional
Meet Ups

Research &
Content

Emerging Tech

10% CertMaster
Learn

CompTIA Advisor
Ads
(Not for Solution
Providers)

Webinars &
Podcasts

Member Learning
Portal

Toolkits & Sprints

10% Materials

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



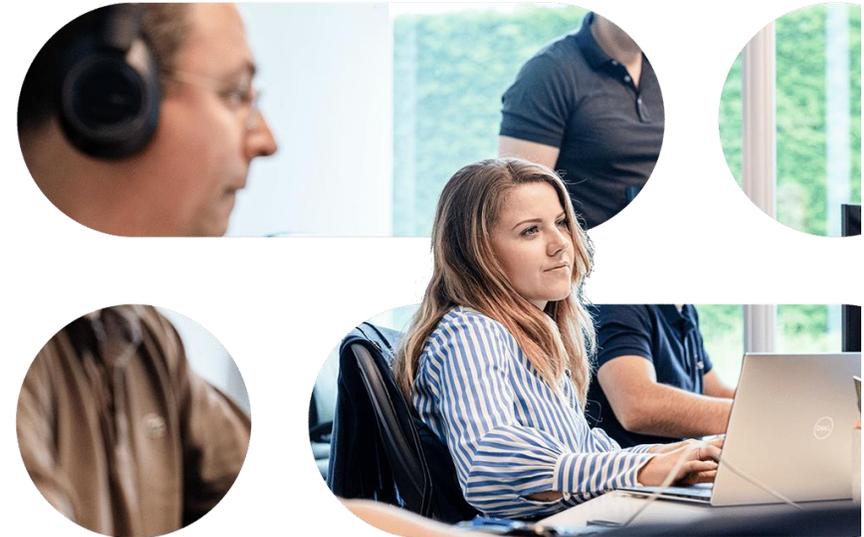
Who is Steven Tytgat

- - 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 Epegem, Belgium

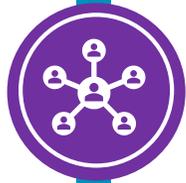
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info@tyneso.com

www.tyneso.be





#CompTIACommunity



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Hans Demeyer

Digital Comfort Factory



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Jamie Claret

Amazing Support



AUTONOMATE

<https://www.autonomate.io>

Jamie Claret

Jamie@autonomate.io



Endbracing the future of tthe
the automation and AI revolution



A foot in both camps

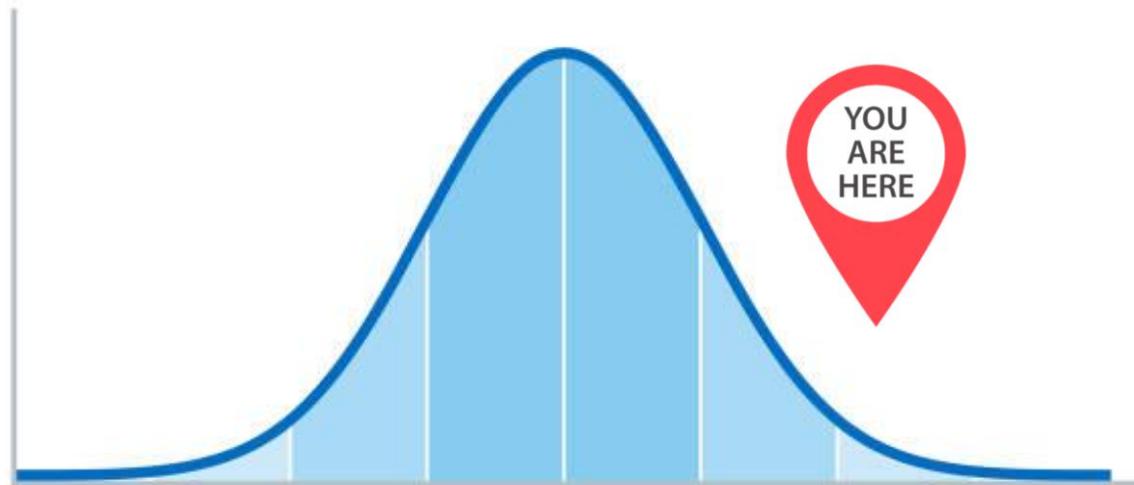


- ▶ IT Managed Service Provider for over 24 years
- ▶ Over 1500+ End points
- ▶ Fully Managed IT Service
- ▶ Much of this is now automated...!

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**

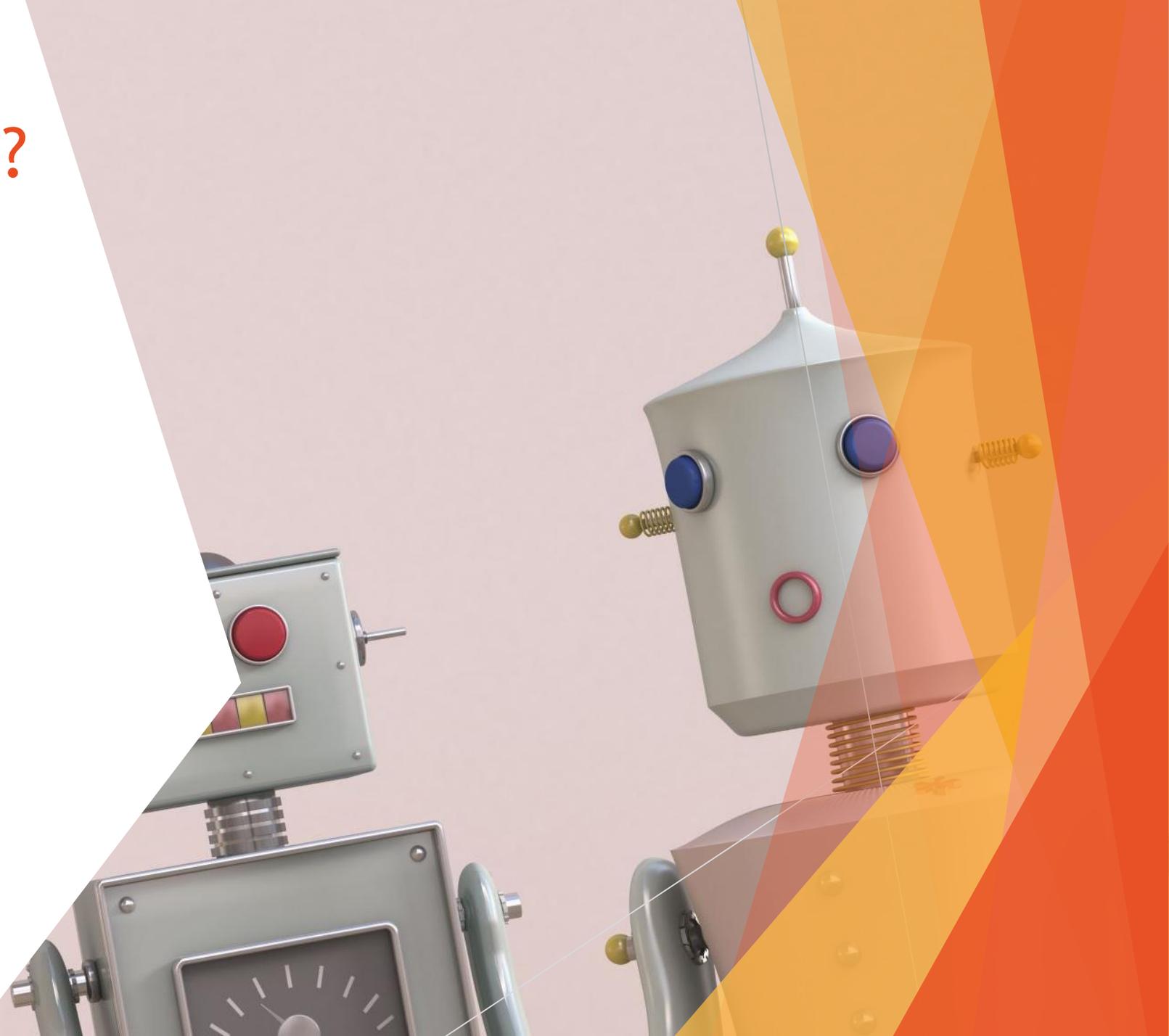
Your Customers Need You!

- ▶ 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....





A simple process summary

100+ RPA Use Cases at a Glance



Customer Service

- Refunds
- Rewards & Gifts
- Customer
- Notification
- Returns
- Customer Data
- Management



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 Reconciliat
- Transferring Bu
- Cards to CRM
- Data Updates and Forms
- Data Entry
- Forms Process
- Data Extrac
- Aggregatio
- Report Genera
- Distributio

WHAT CAN BOTS DO?

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

Accuracy

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



Improved Employee Morale

Workers can dedicate more time to engaging, interesting work



Low Technical Barrier

No programming skills necessary to configure a bot



Productivity

Process cycles times are much faster compared to manual process approaches



Compliance

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



Reliability

Bots tirelessly work 24/7 without interruption



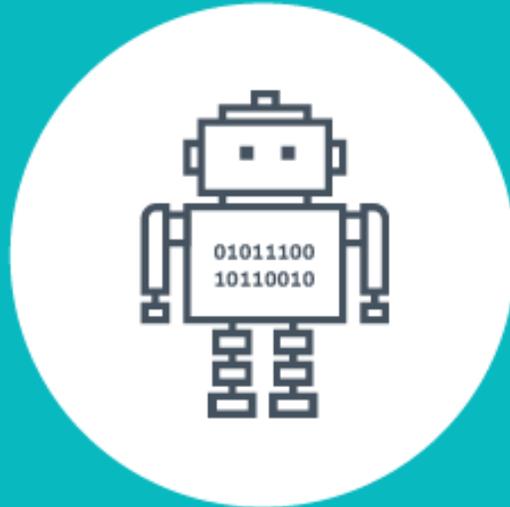
Non-Invasive Technology

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



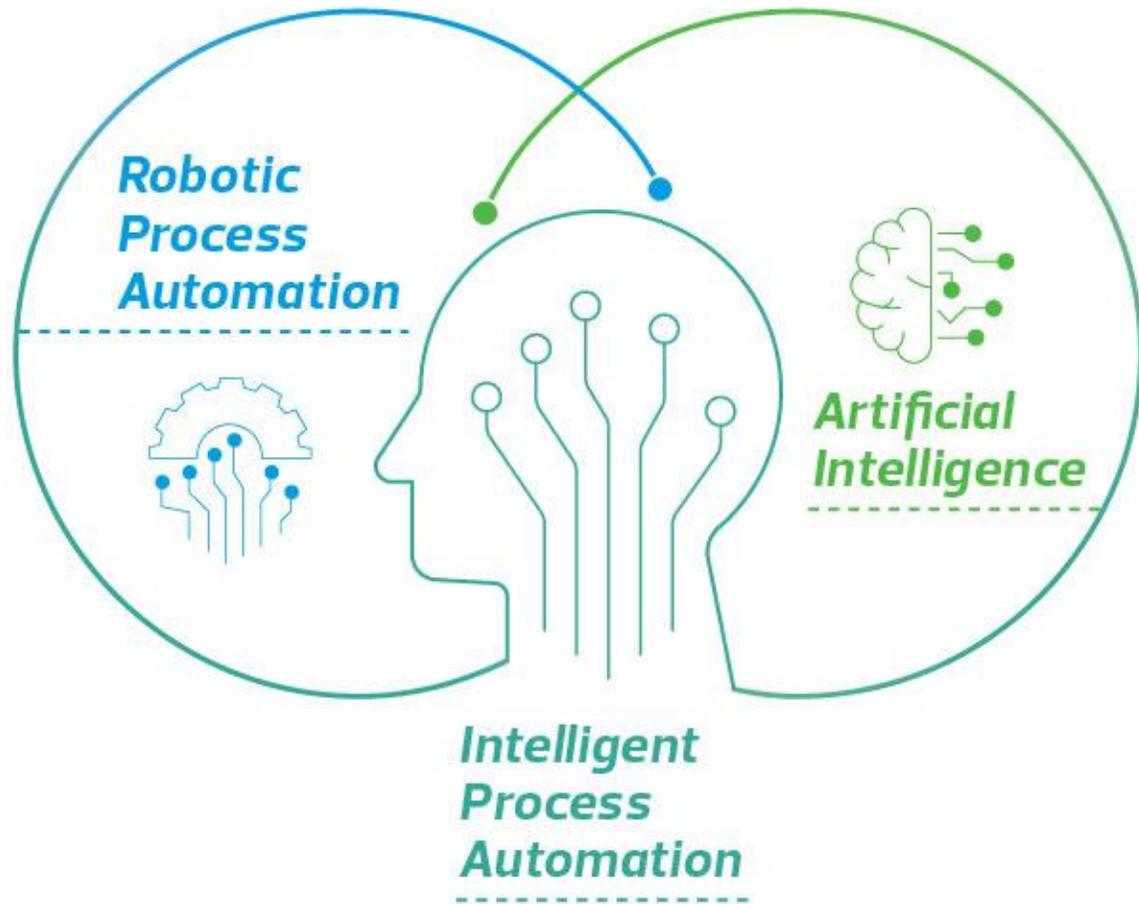
Consistency

Routine tasks are performed the same way each and every time



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

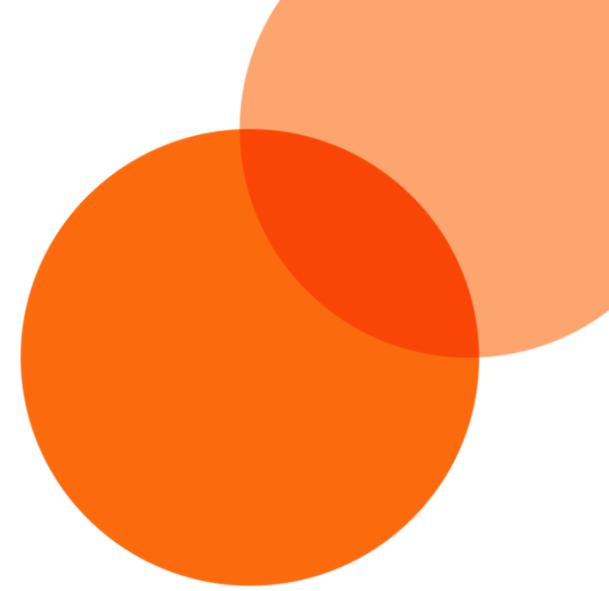


You need to stay relevant



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
13th Floor



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

WE ARE THE
CompTIA[®]
COMMUNITY

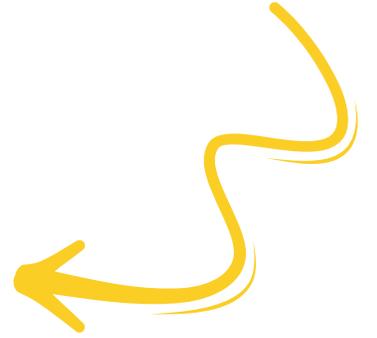


Nicolas Demeure
Channel Awards



Rien van den Bosch
AI5050

DIGITAL MARKETING



FOR MSP
AND EVERY OTHER COMPANY



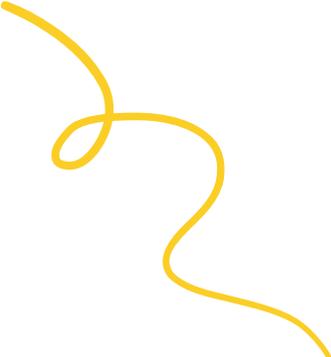
NICOLAS DEMEURE

RIEN VAN DEN BOSCH



YOUR BELGIAN IT
CHANNEL COMMUNITY



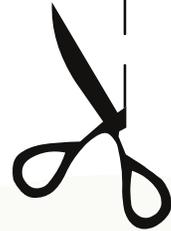
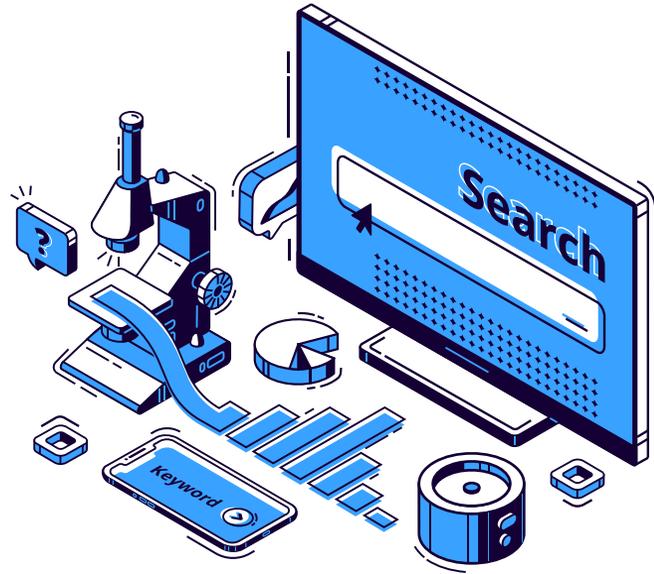


START LAYING THE FOUNDATIONS IN YOUR COMPANY



CHECK YOUR STRUCTURE





THE SILOS OF MARKETING AND SALES



THE RISE OF THE CRO

Searching

Brands
Promotion

Compare

Purchase

Use

Review
Share

customer

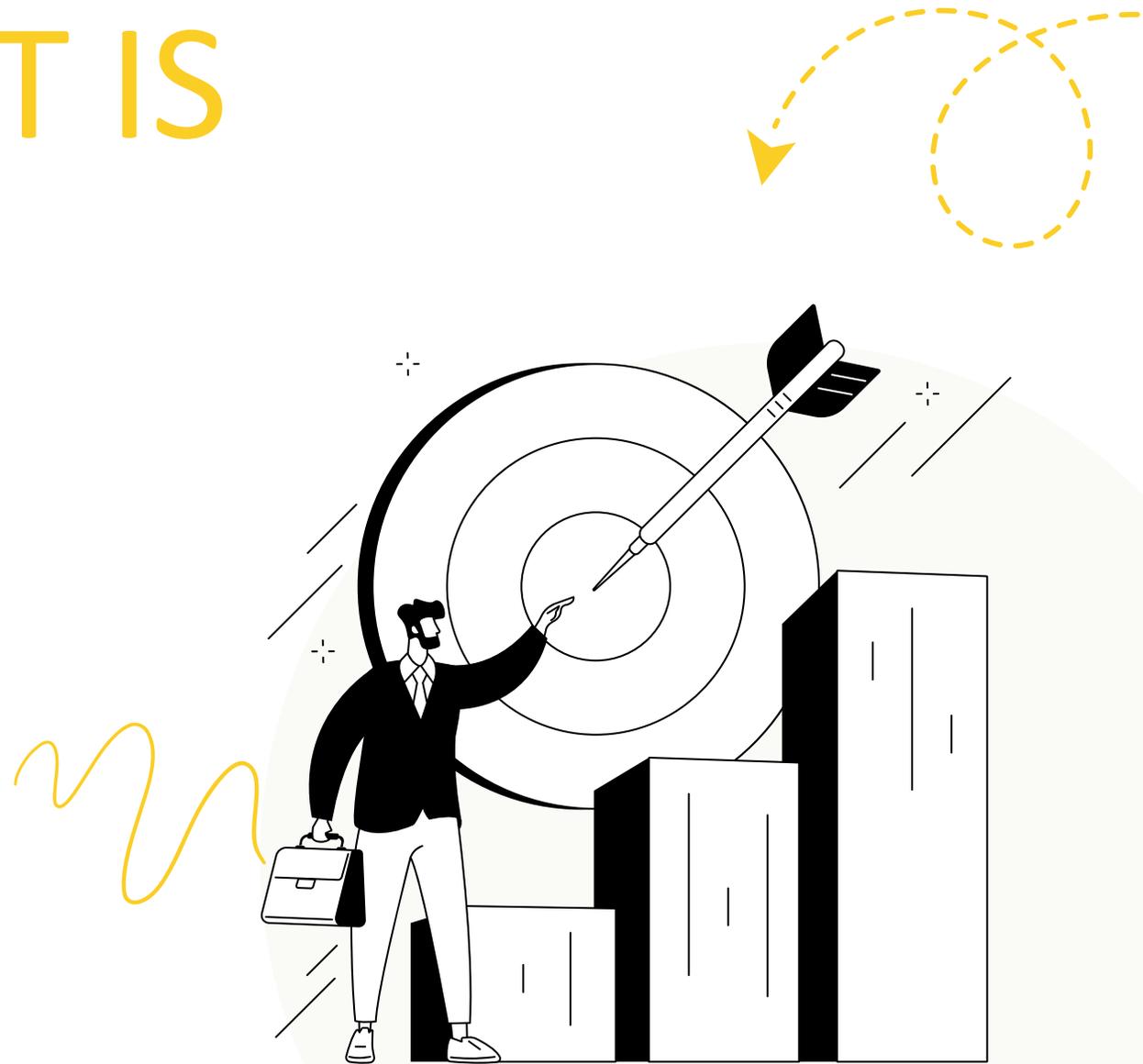


EMBRACE WHAT IS YOURS

AND THAT IS YOUR WEBSITE

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

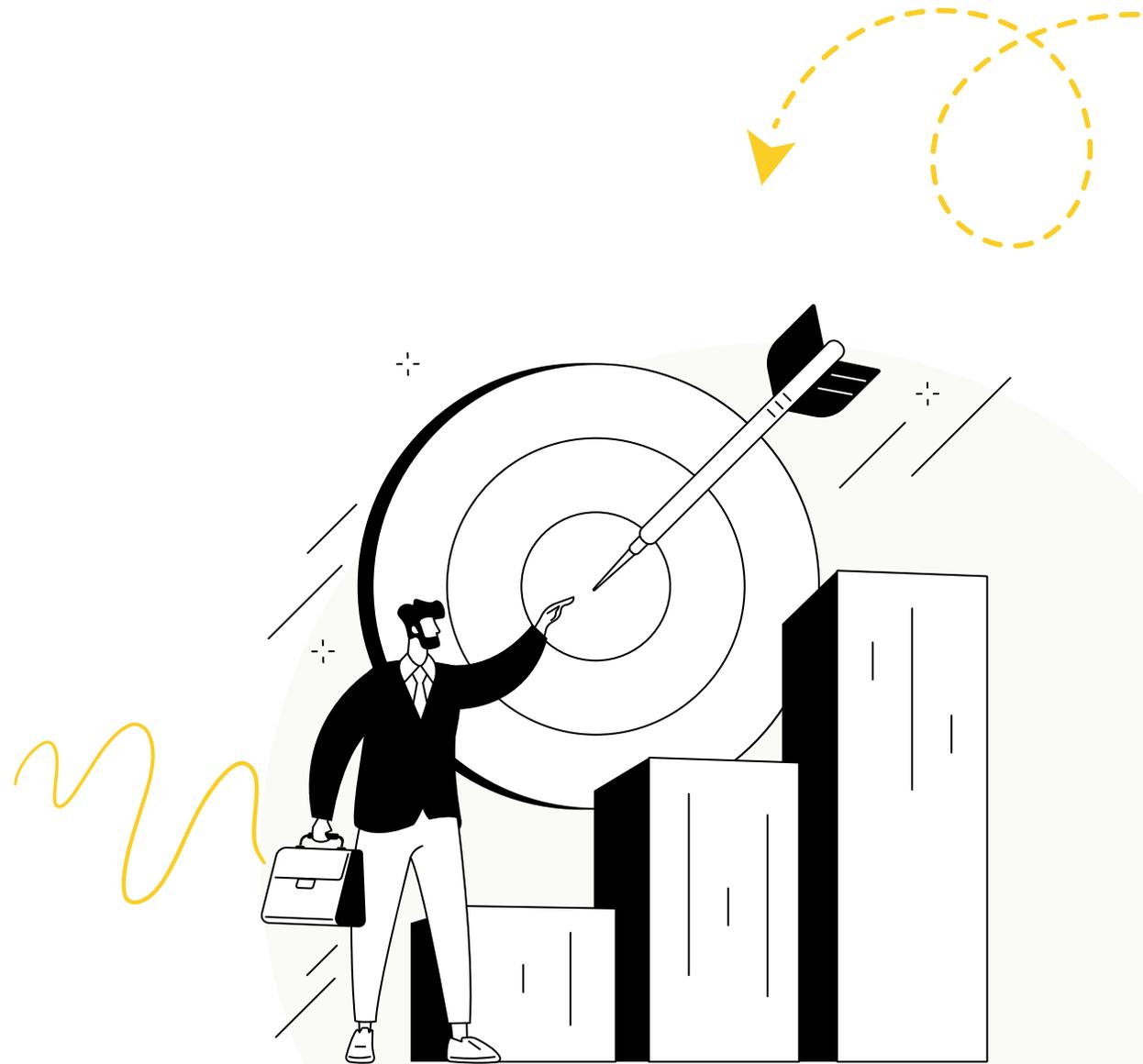
- PEOPLE
- POSSIBILITIES
- BUDGET
- BEHAVIOUR

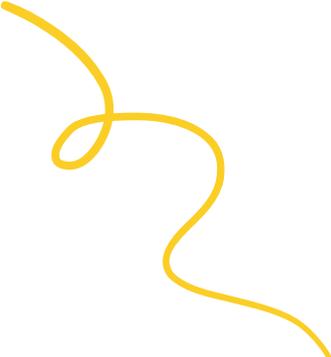


KNOW WHAT IS COMING

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

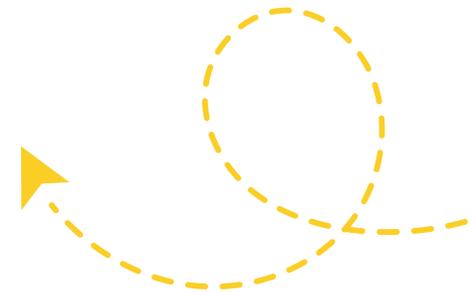


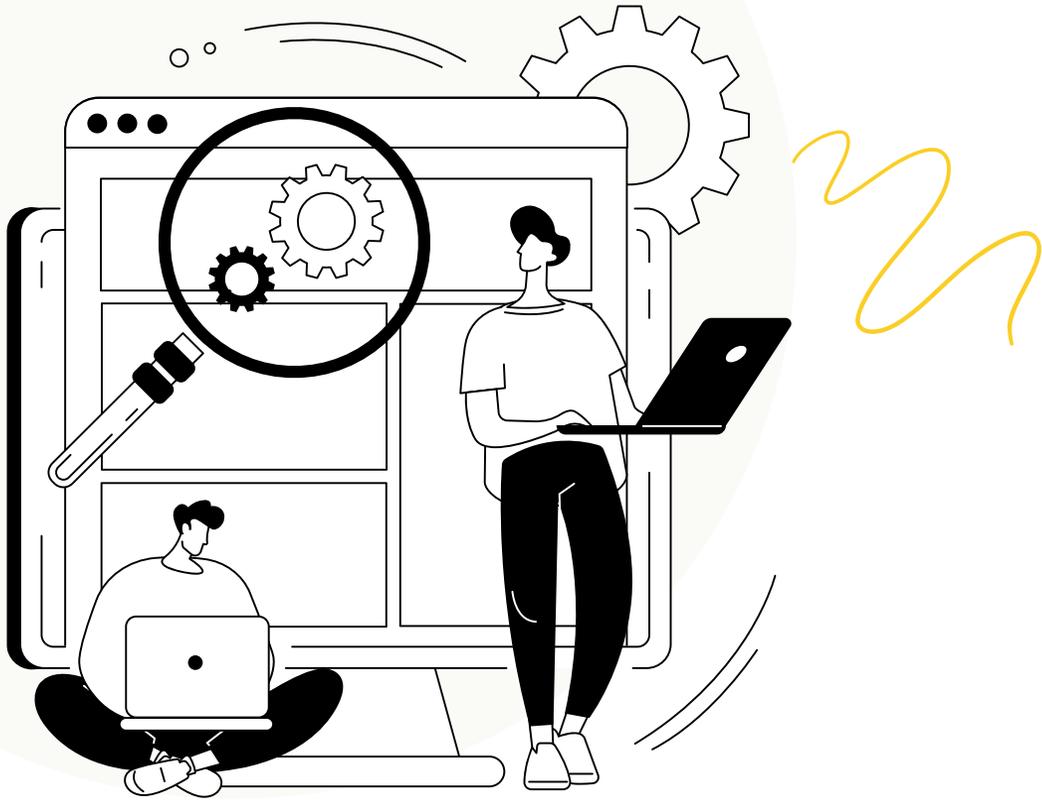


MEET THE CORE PILLARS OF DIGITAL MARKETING



SEO
CONTENT MARKETING
SOCIAL MEDIA
DATA ANALYTICS





SEO

COMPETITION

META DATA

OPEN GRAPH

MOBILE

NEWS

De Belgische Channel Awards: Hét Evenement voor het IT-Channel

ChannelNews.be 3 Min Read

Xnetsec
cybersecurity & cloud conference14 NOVEMBER
BRABANTHAL - LEUVEN**TRUST**
is everything

News

CHANNEL

ALSO Belgium gaat
StarTech verdelen.

Agenda

View All

23
NOVCompTIA Benelux Community Meeting
Organized by CompTIA

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.

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.

Facebook voorbeeld

Facebook Twitter

All in One SEO
november 20

CHANNELNEWS.BE
Welkom bij ChannelNews
ChannelNews is de nieuws- en community website voor bedrijven en personen actief in het ICT-distributiekanaal...

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.

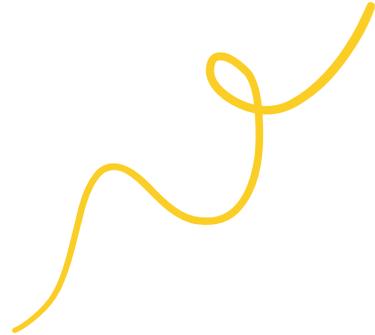
Facebook beschrijving

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



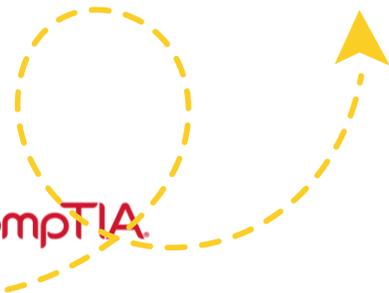
Facebook afbeelding

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



Upload of selecteer een afbeelding

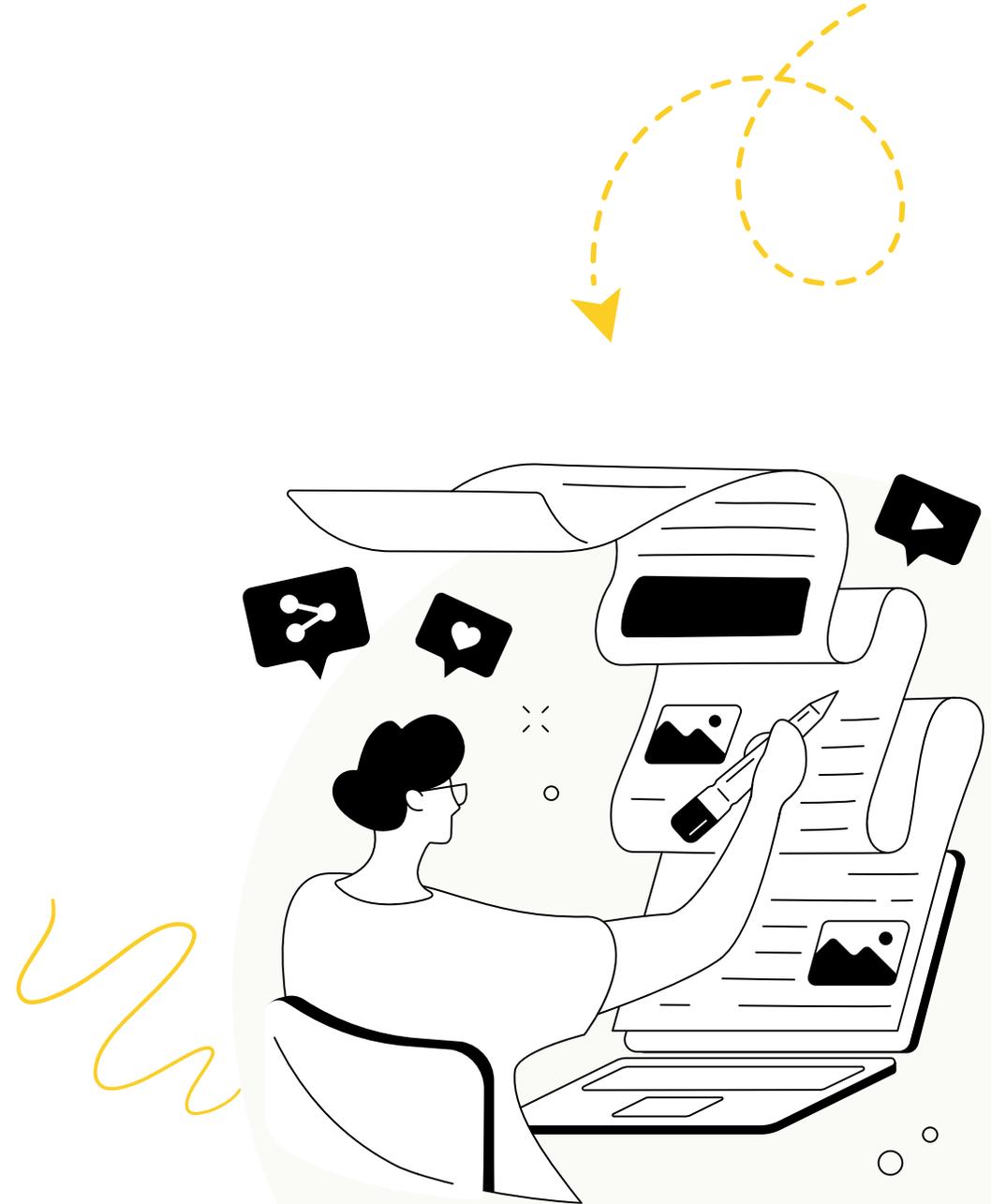
Minimale grootte: 200px x 200px, ideale verhouding 1.91:1, maximaal 5MB. (bijv. 1640px x 856px of 3280px x 1712px voor Retina schermen).
Alleen JPG, PNG, WEBP en GIF formaten.



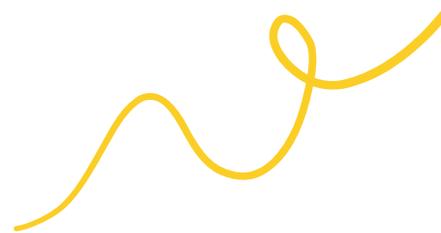
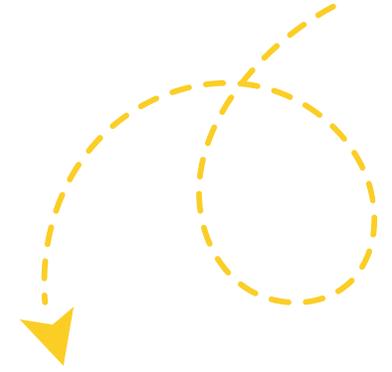
CONTENT MARKETING

PROMOTES YOUR BUSINESS
EFFECTIVELY

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



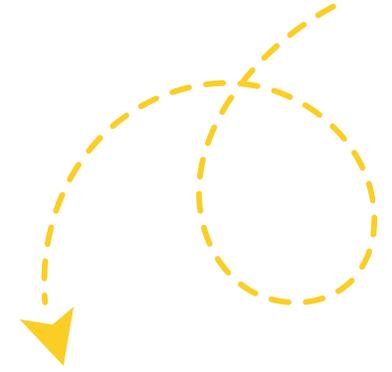
CONTEXT
CREATIVITY
CONSISTENCY
CUSTOMER JOURNEY

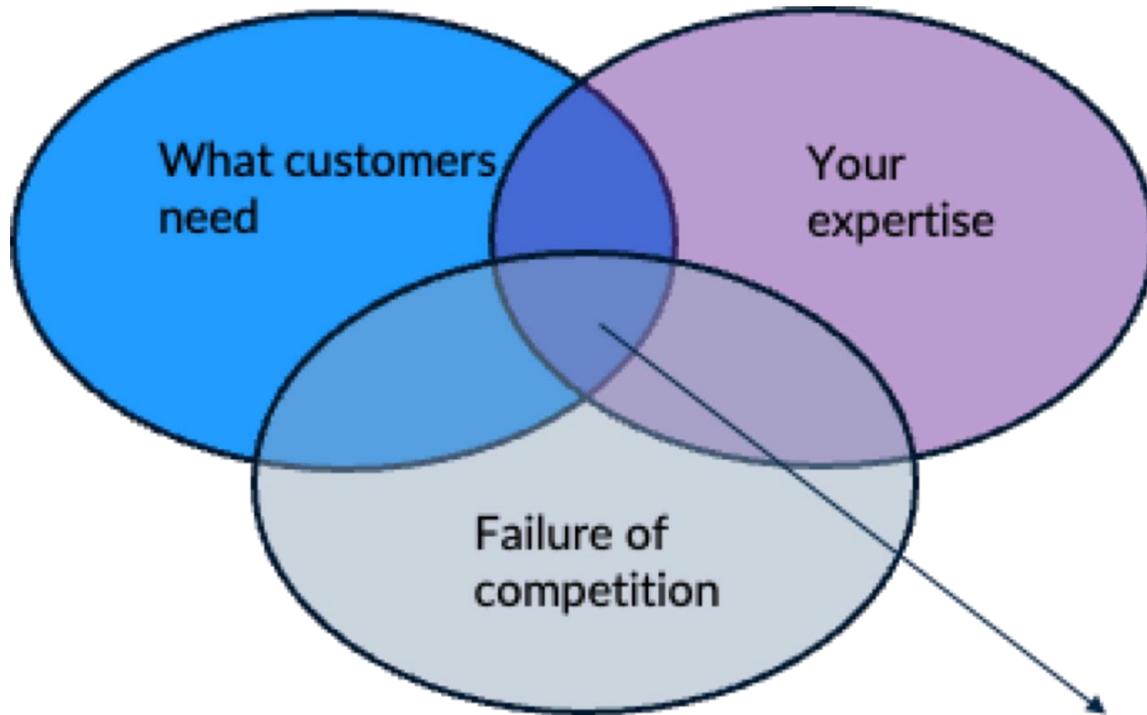


CONTEXT
CREATIVITY
CONSISTENCY
CUSTOMER JOURNEY

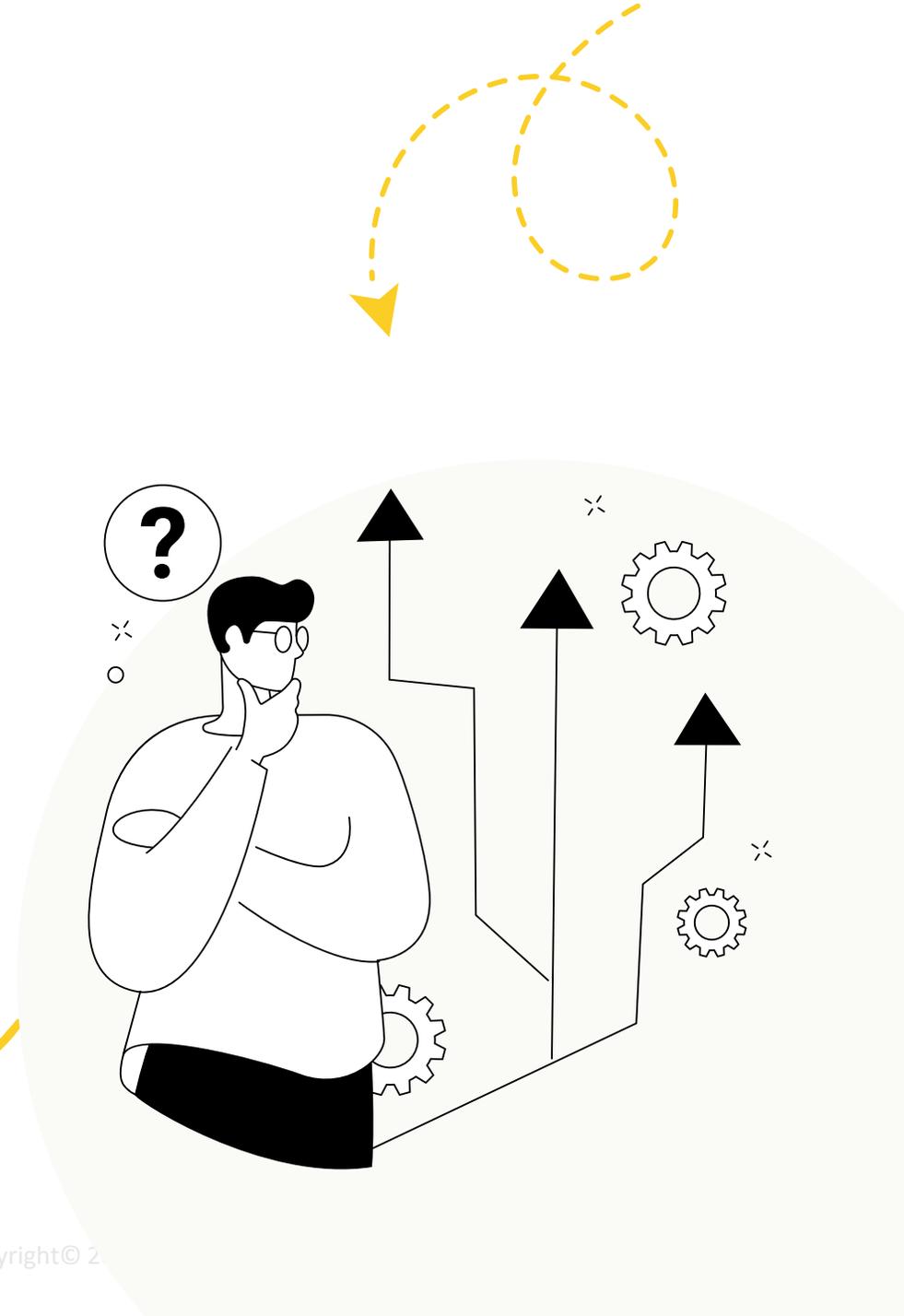


COMMUNITY
CURATION
CONVERSATION





Your sweetspot?



Core content

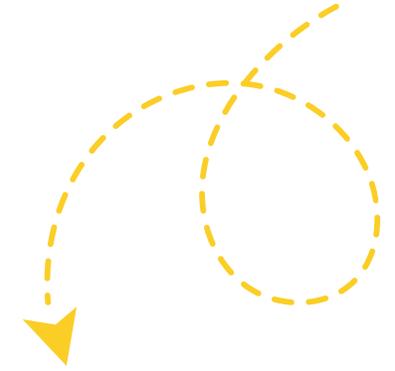
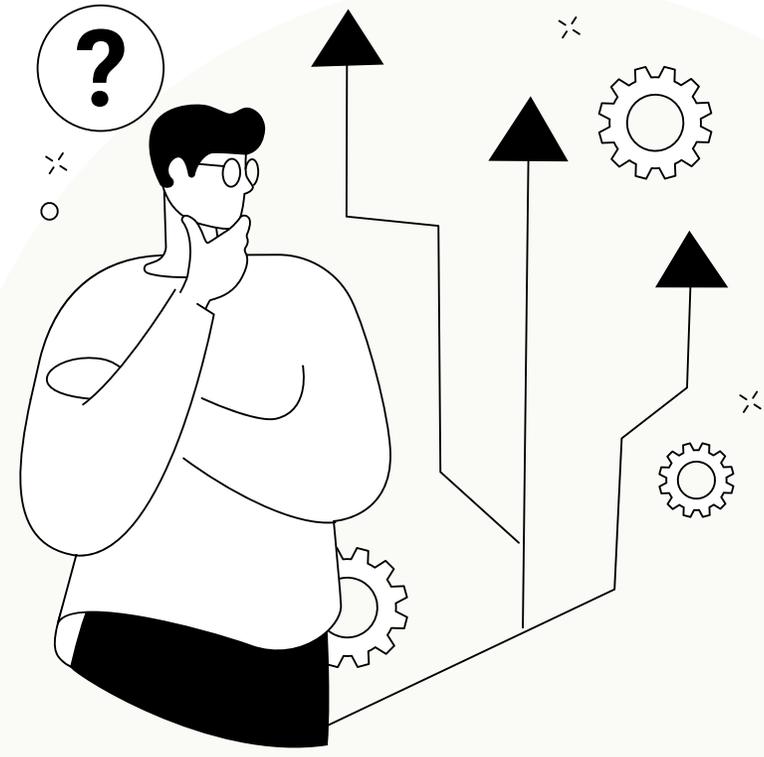
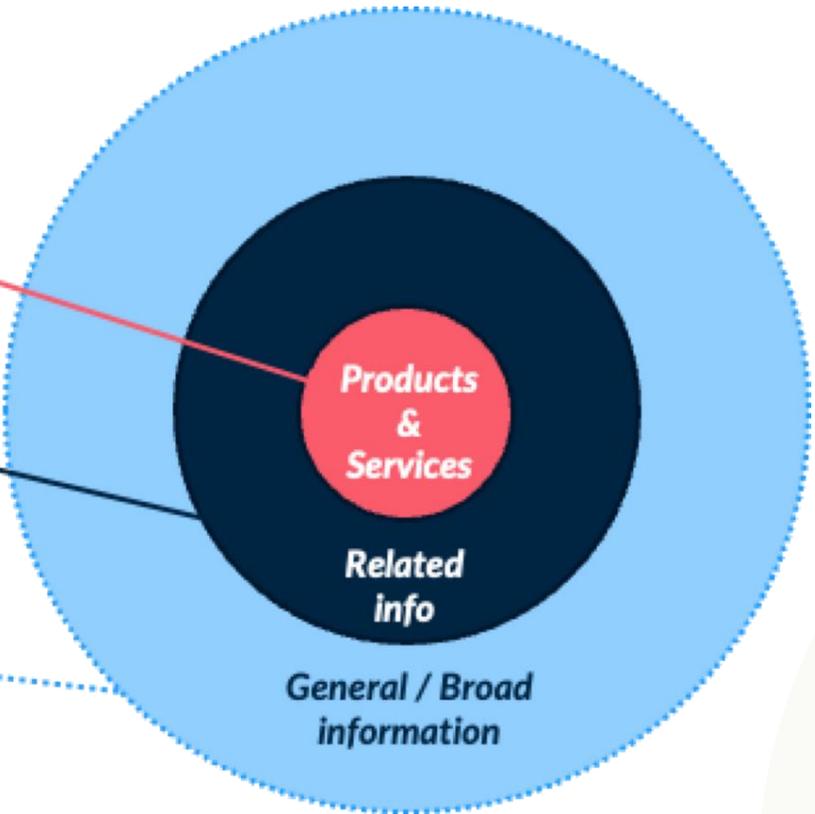
Product related content,
Improving the use, indicating
benefits

Peripheral content

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

Societal content

Broad content that is
used for better positioning



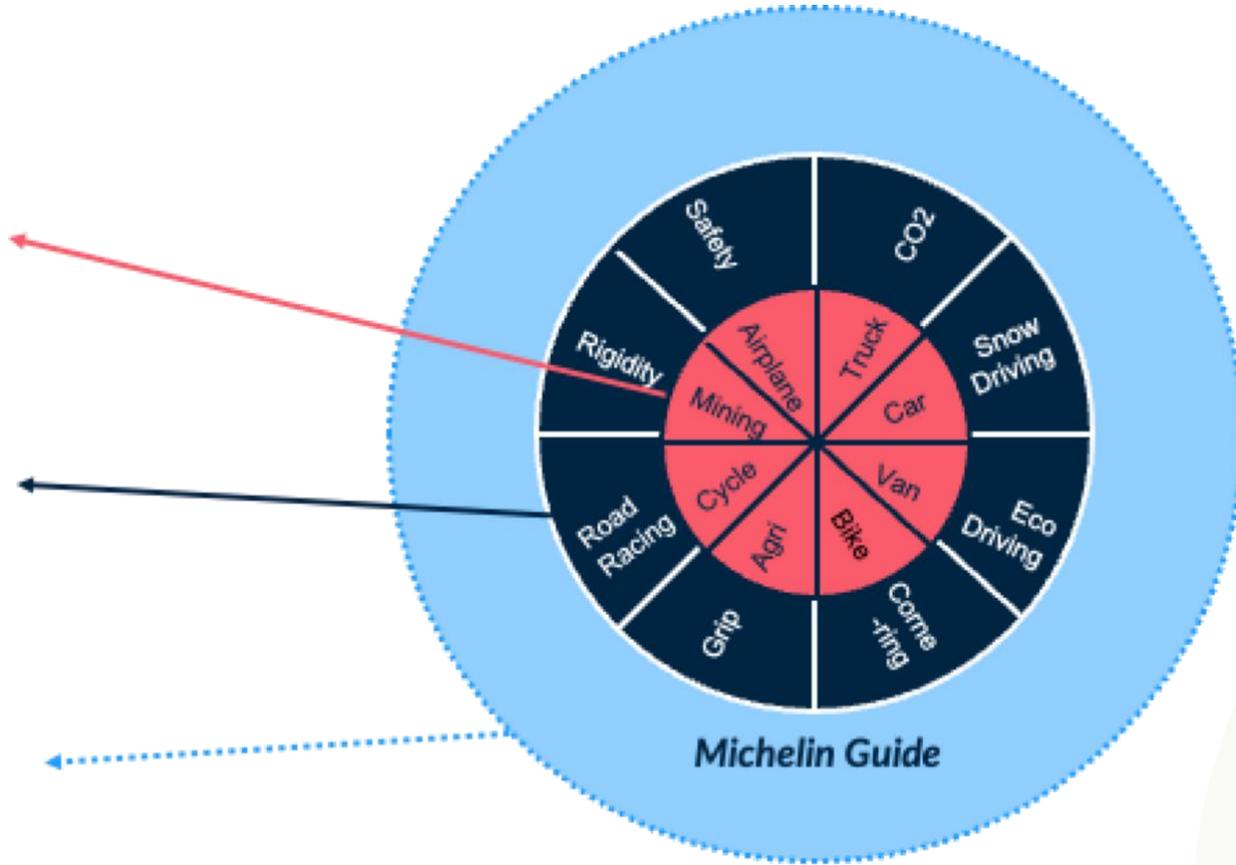
Core content



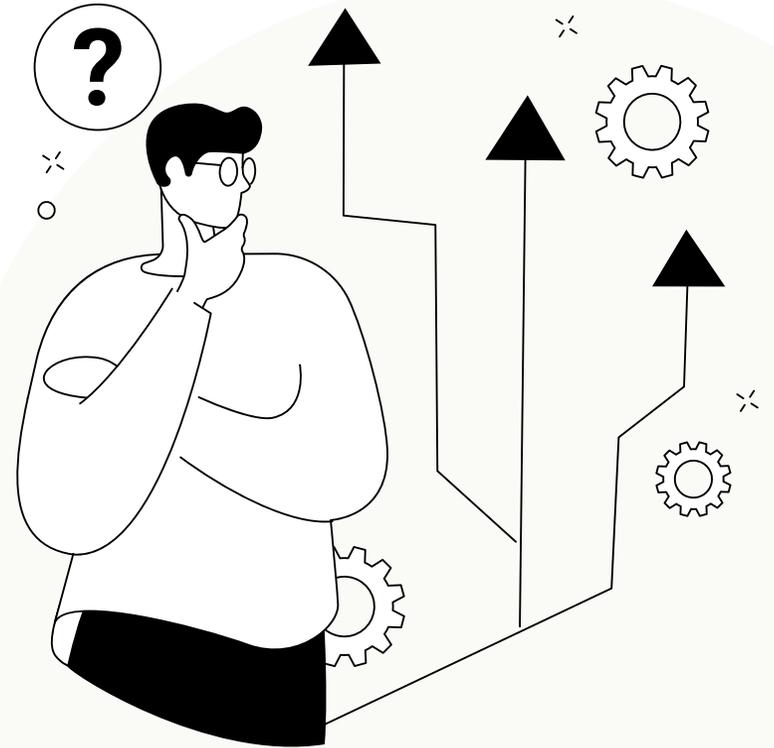
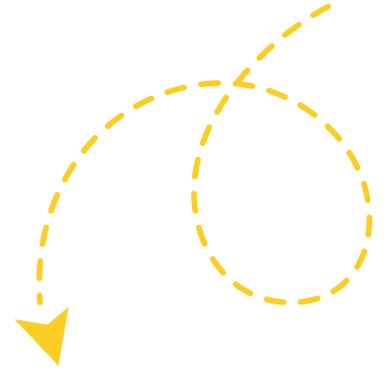
Peripheral content



Societal content



Michelin Guide



DYNAMIC WAY

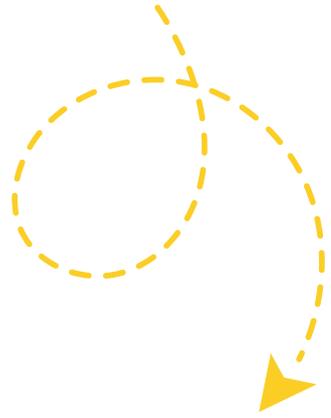




SOCIAL MEDIA

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





MEASURE RESULTS IN MARKETING

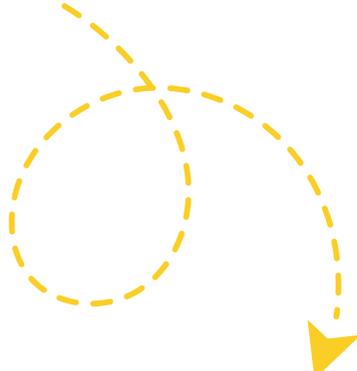
IT IS ESSENTIAL TO MEASURE THE RESULTS OR
OUTCOMES OF USING A DIGITAL MARKETING
STRATEGY IN YOUR BUSINESS.



ANALYTICS

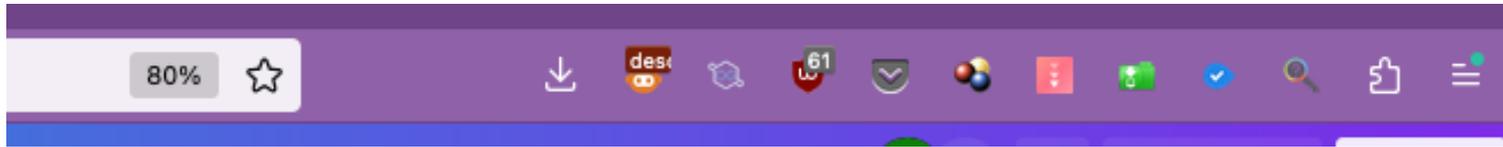
- VOLUME
- SOURCES
- TIME
- BOUNCE
- CONVERSION
- EXIT





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

● Strategy ● Platform ● Sharing Triggers ● Format ● Metrics ● Checklist ● Content type ● Goals		68 Pv Page views 76 Uv Unique visitors 84 Nv New visitors 91 Br Bounce rate 99 Tf Traffic 69 Nl New leads 77 Do Downloads 85 Cl Cost per lead 92 Kp Key pages 100 Le Leads 70 Bm Brand metrics 78 Rp Reputation metrics 86 Pm PR metrics 93 Dg Demographic metrics 101 Br Branding 4 Im Image or visualisation 12 Pr Press release 18 Ho 'How to' based 21 Re Reviews 25 Qu Question-based 30 Ti Timesaving 35 Bp Best practice 40 Co Compilations 45 Ca Case study 50 St Stats 55 De Debates 59 We Website 63 Bl Blogs 71 Of Offline media 79 Mi Microsite 87 Am Acquisition metrics 94 Rm Retention metrics 100 Sa Sales 5 Ev Event 13 Wb Webinar 19 Iv Interviews 22 As Ask the experts 26 Rs Resources 31 Lb Linkbait 36 Hi Hivemind-based 41 Ee Event-based 46 Rc Research 51 Tr Trends 56 Cm Competitions 60 Tw Twitter 64 Fa Facebook 72 Li LinkedIn 80 Pi Pinterest 88 Is Instagram 95 Sc Search metrics 103 S Search 6 Gm Game 14 Ap App 20 Qz Quizzes 23 Ex Experiments 27 Pd Productivity 32 Fu Fun 37 Te Templates 42 Bg Beginner's guides 47 In Inspiration 52 Op Opinion 57 Ch Checklist 61 Yo Youtube 65 Vm Vimeo 73 Tt TikTok 81 Fo Forums 89 Tu Tumblr 96 Nm New members 104 Me Members 7 To Tool 15 Eb Ebook 24 De Definitions 28 Gl Glossaries 33 Da Data 38 Pc Product-based 43 Sv Surveys 48 An Analysis 53 Fi Fiction 58 Gf Gifs 62 Re Reddit 66 Sn Snapchat 74 Wa WhatsApp 82 Sl Slideshare 90 Fl Flickr 97 Sm Social metrics 105 Sh Shares 8 P Print 16 So Social 29 Ga Galleries 34 Mm Mindmaps 39 Fr Frameworks 44 Tm Testimonials 49 Dm Demos 54 Nj Newsjacking 67 Fm Facebook Messenger 75 Ps Partner sites 83 Ad Advertising 98 Eg Engagement metrics 106 En Engagement 9 El E-learning 17 Em Email 107 Fu Funny 108 Sx Sexy 109 Sg Shocking 110 Mv Moving 111 Un Unbelievable 112 Cv Controversial 113 Co Cool 114 Ig Inspiring 115 Rd Random 116 Zg Zeligest 117 Aw Awe 118 Up Uplifting 119 Di Disgusting 120 Sq Search queries 121 Se Search optimisation 122 Ce Copy editing 123 Fm Formatting 124 Hd Headline optimisation 125 Tv Tone of voice 126 Gd Brand guidelines 127 Pe Plain English 128 Do Device optimisation 129 Fc Fact-checking 130 Cd Credit sources 131 Ct Calls to action 132 Fd Invite feedback
--------------------------------------------------------------------------------------------------------------------------------------------------------------	--	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

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

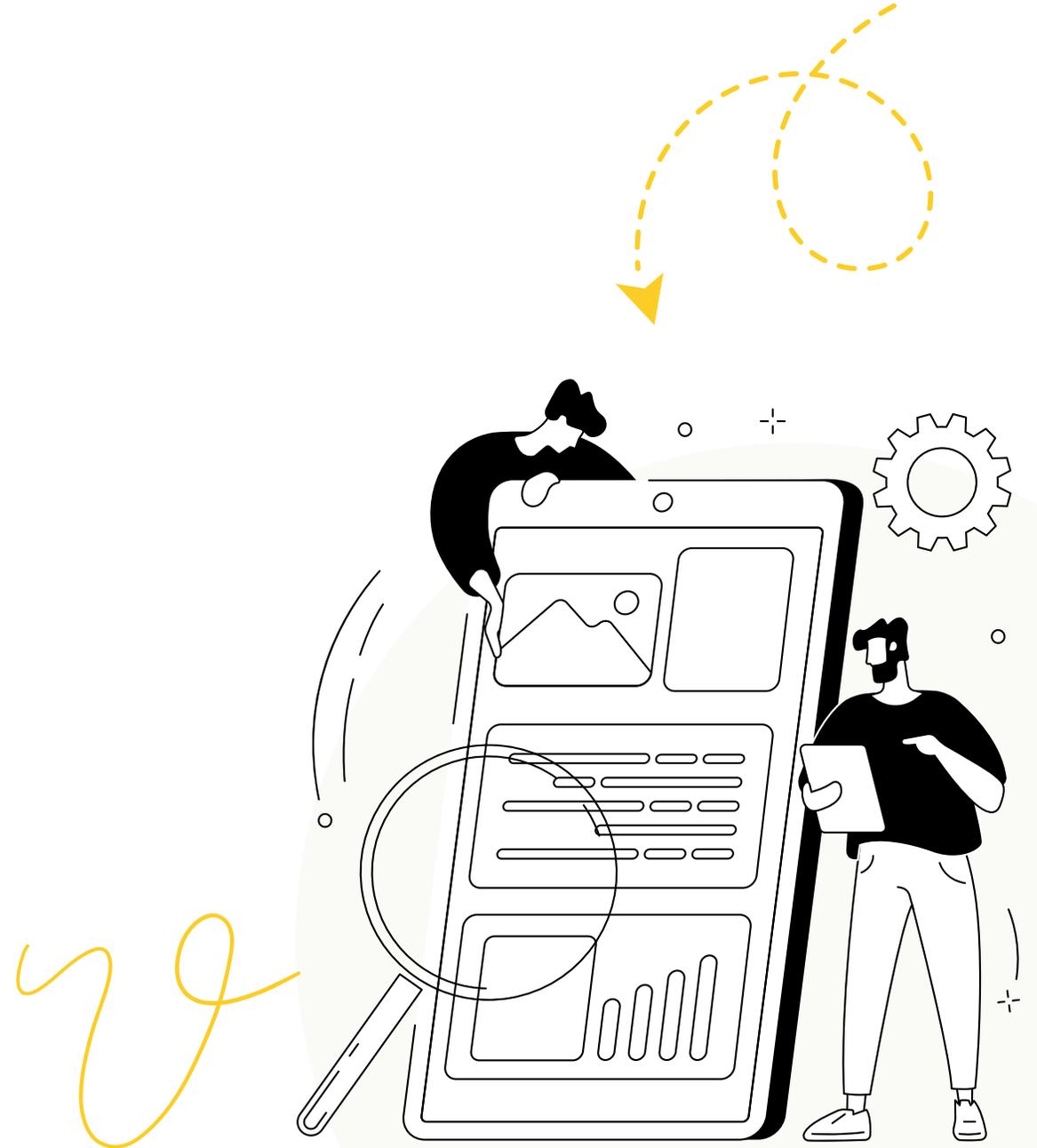


SOURCE: [HTTPS://ECONSULTANCY.COM/INTRODUCING-THE-PERIODIC-TABLE-OF-CONTENT-](https://econsultancy.com/introducing-the-periodic-table-of-content-marketing/)

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 **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

WE ARE THE CompTIA® COMMUNITY



Ashley Schut
ESET Nederland



Jamie Claret
Amazing Support

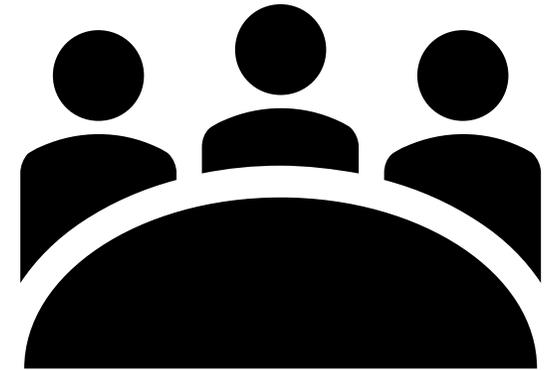


Giselle Alaniz
Microsoft

Workforce Discussion: Giselle Alaniz - Microsoft

MSP Discussion : Ashley Shut - ESET

AI Discussion: Jamie Claret - Amazing Support





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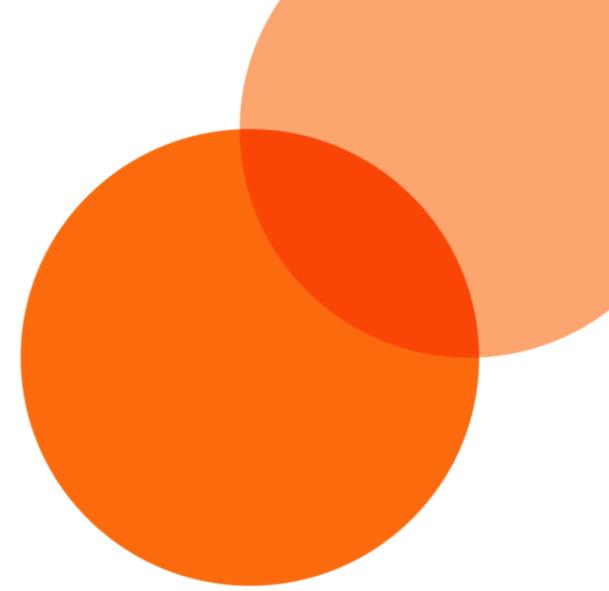
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Networking Break



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WE ARE THE CompTIA® COMMUNITY



Steffie Jansen

Stichting Kinderen Kankervrij
(KiKa)



Pierre Kleine Schaars

Quality ICT B.V

Kika

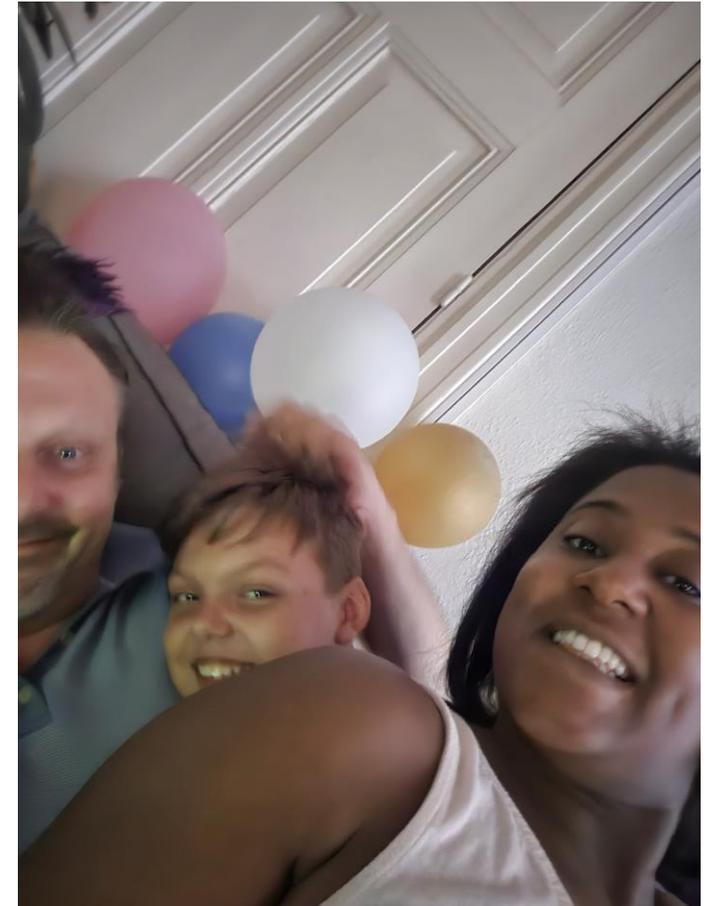
kinderenkankervrij

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





RUNKIKI
271
STEFANO
JOAN

RUNKIKI

REN VEE VOOR KINDE



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**

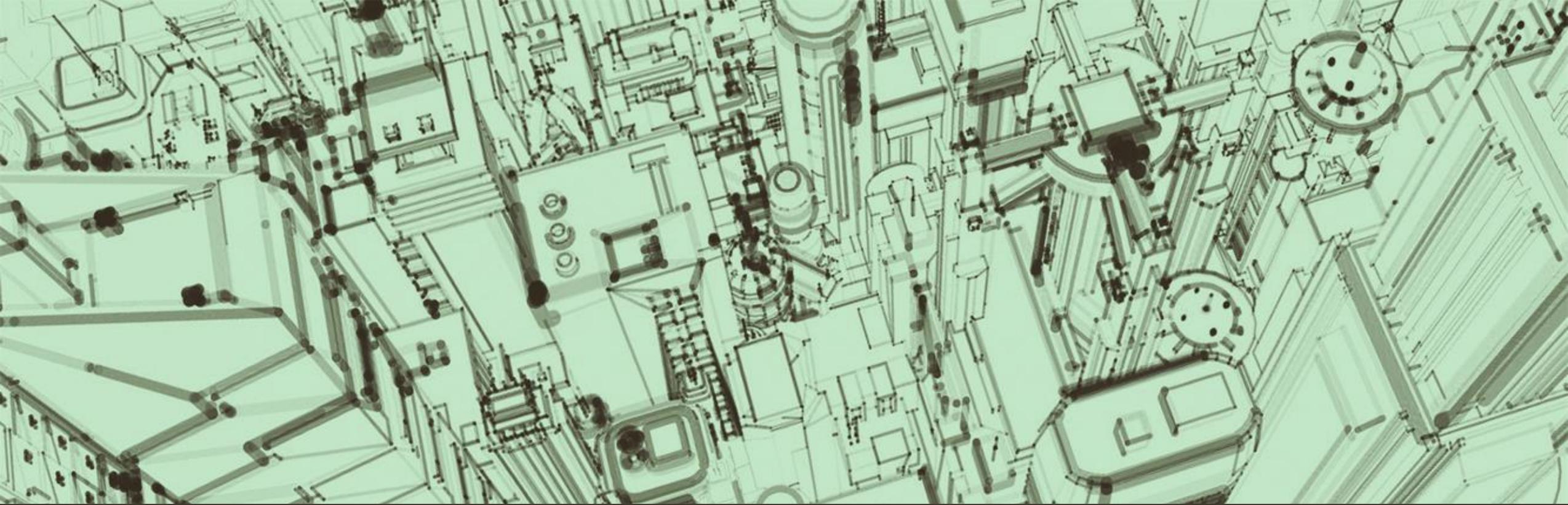
WE ARE THE
CompTIA[®]
COMMUNITY



Luke Barton
CompTIA



Zeshan Sattar
CompTIA



BeNeLux Tech Community
(infiltrated by Zeshan & Luke)





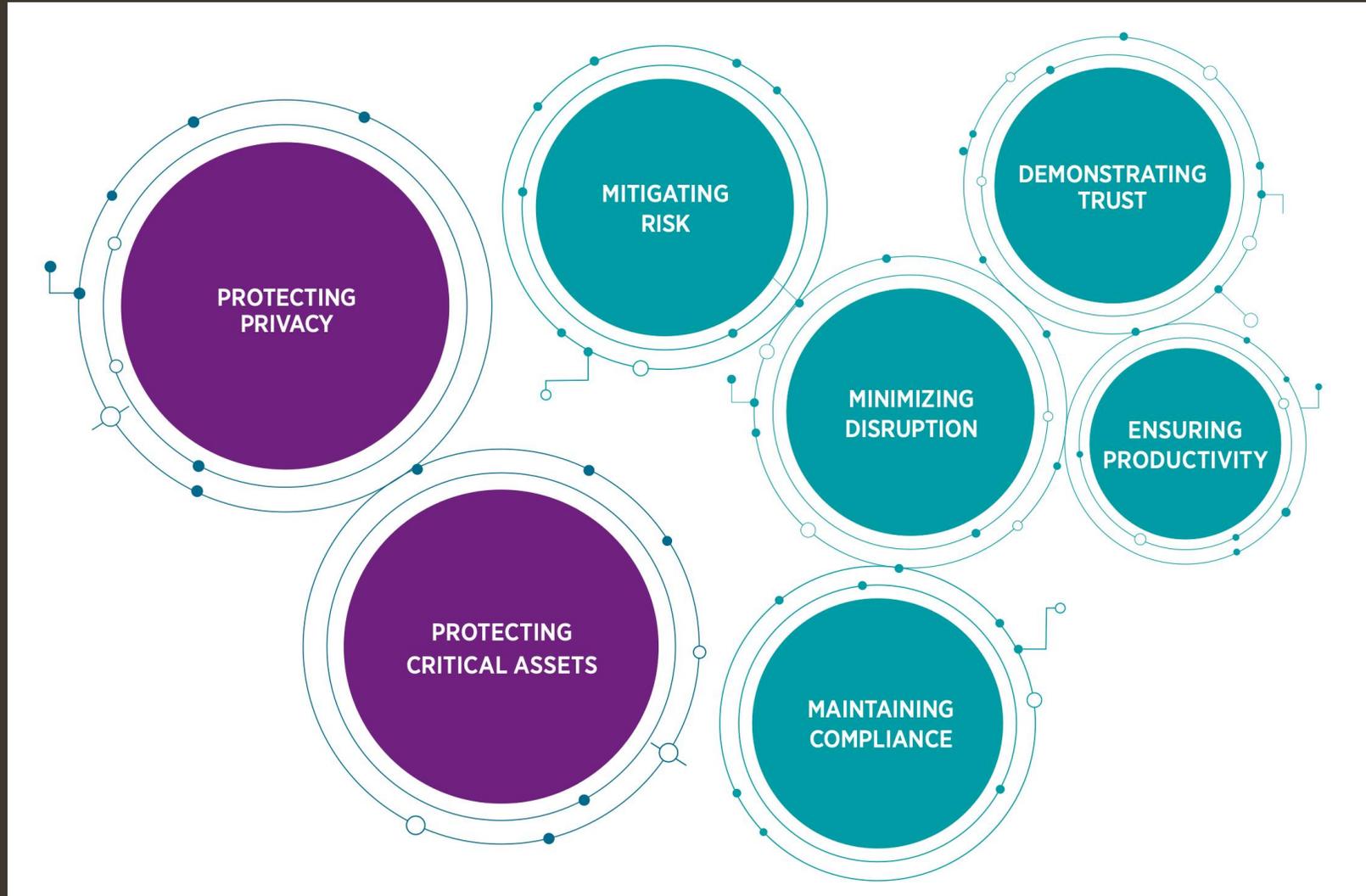
CompTIA®

**State of Cybersecurity
2024
BeNeLux**



Objectives for Cybersecurity

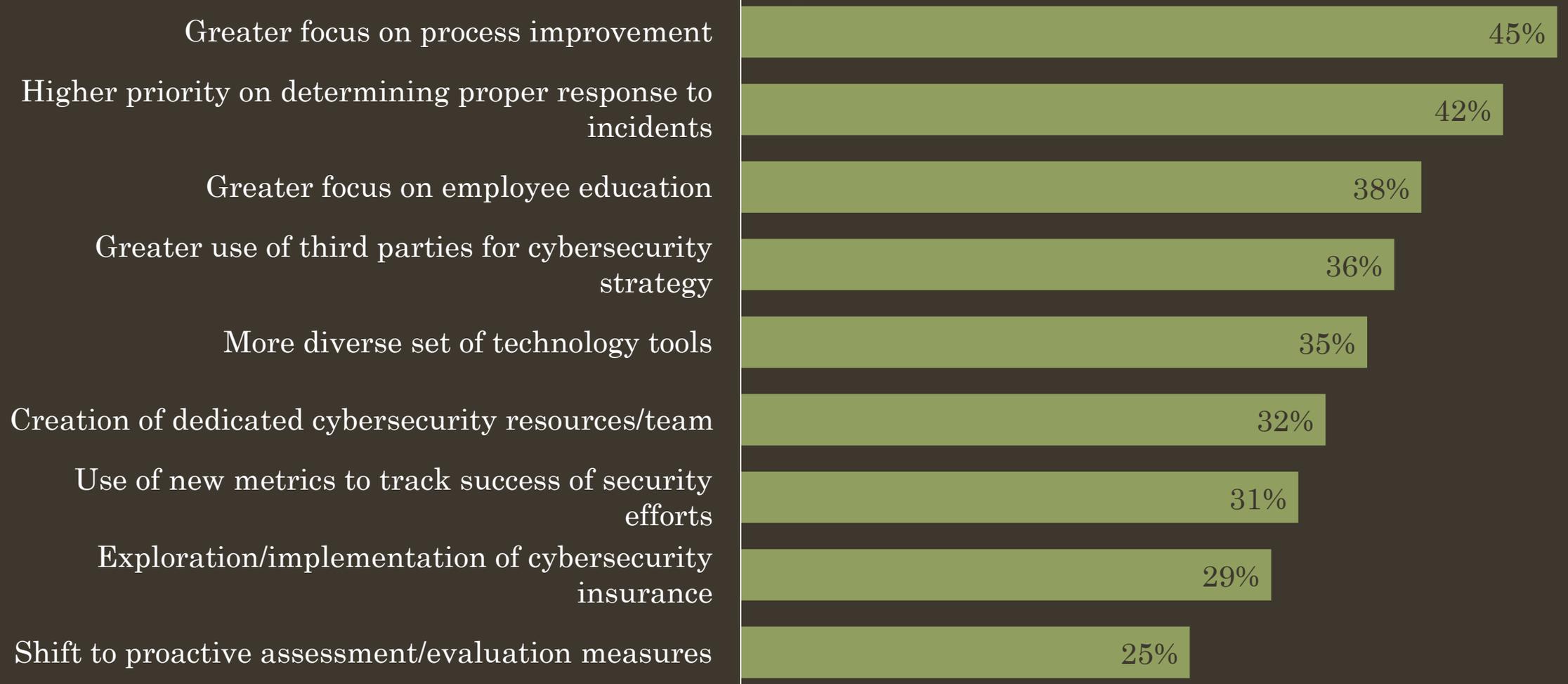
Aggregated priority of objectives across ASEAN, ANZ, Benelux, DACH, North America and UK/Ireland



Many Issues Drive Cybersecurity Concerns

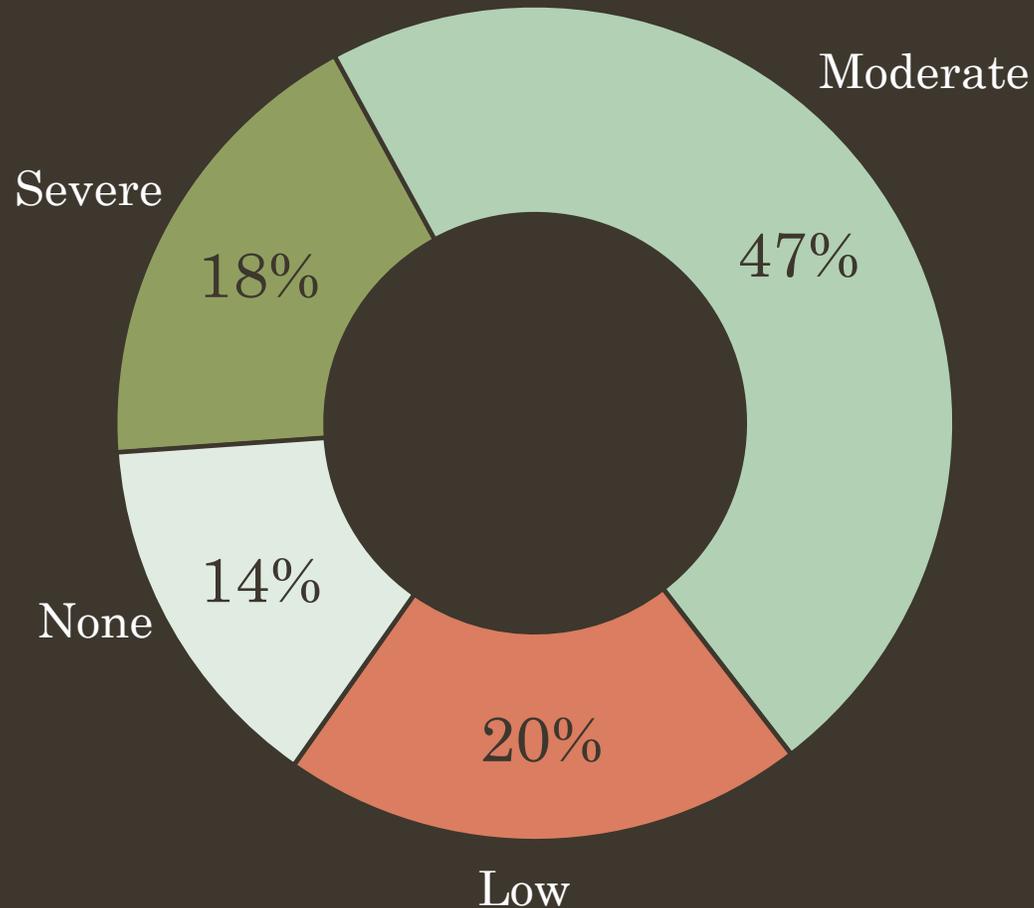


Cybersecurity Changes In the Past Year



Mitigating Cybersecurity Incidents in the Past Year

Estimated Impact of Incidents



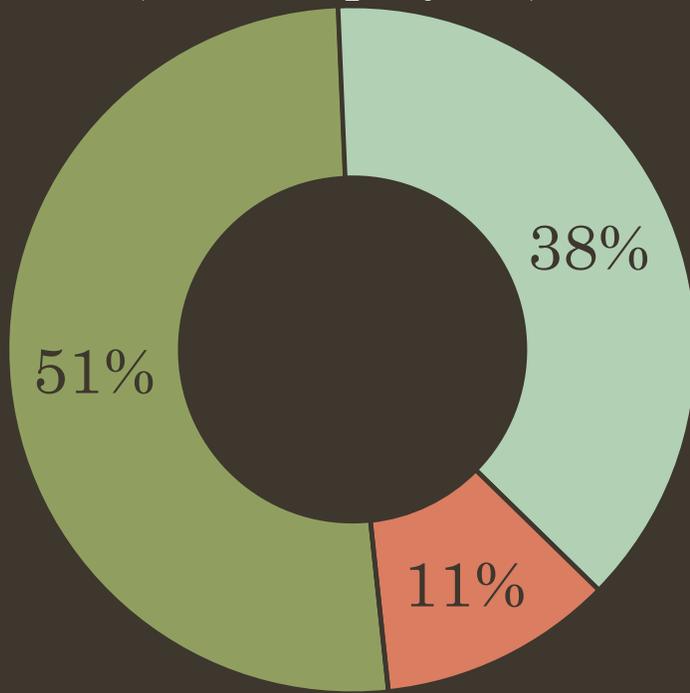
Common Mitigation Steps

- 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

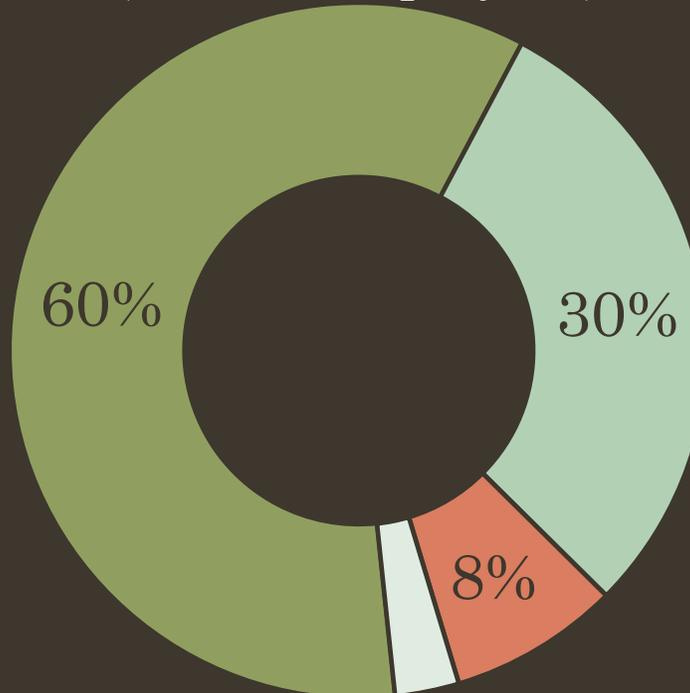
Organizational Approaches to Risk Management

Management

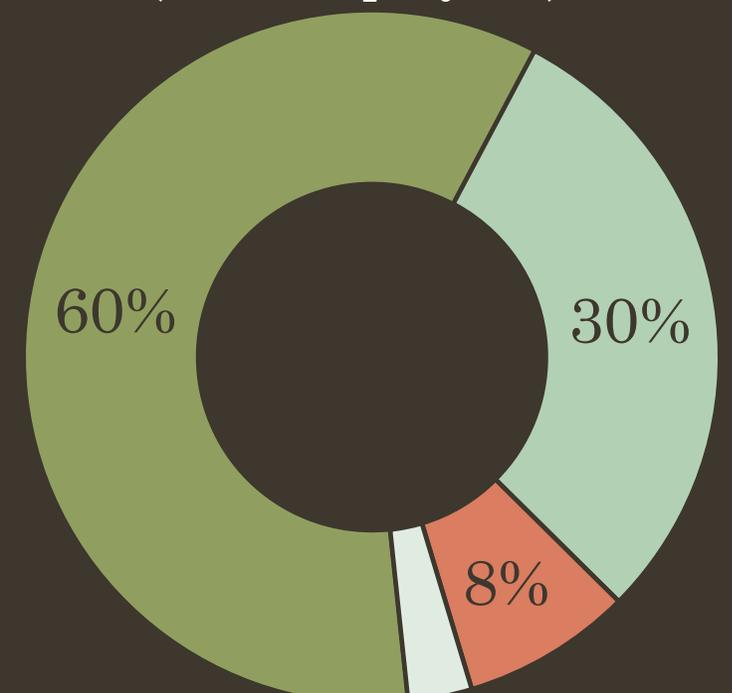
Small companies
(<100 employees)



Medium companies
(100-499 employees)



Large companies
(500+ employees)



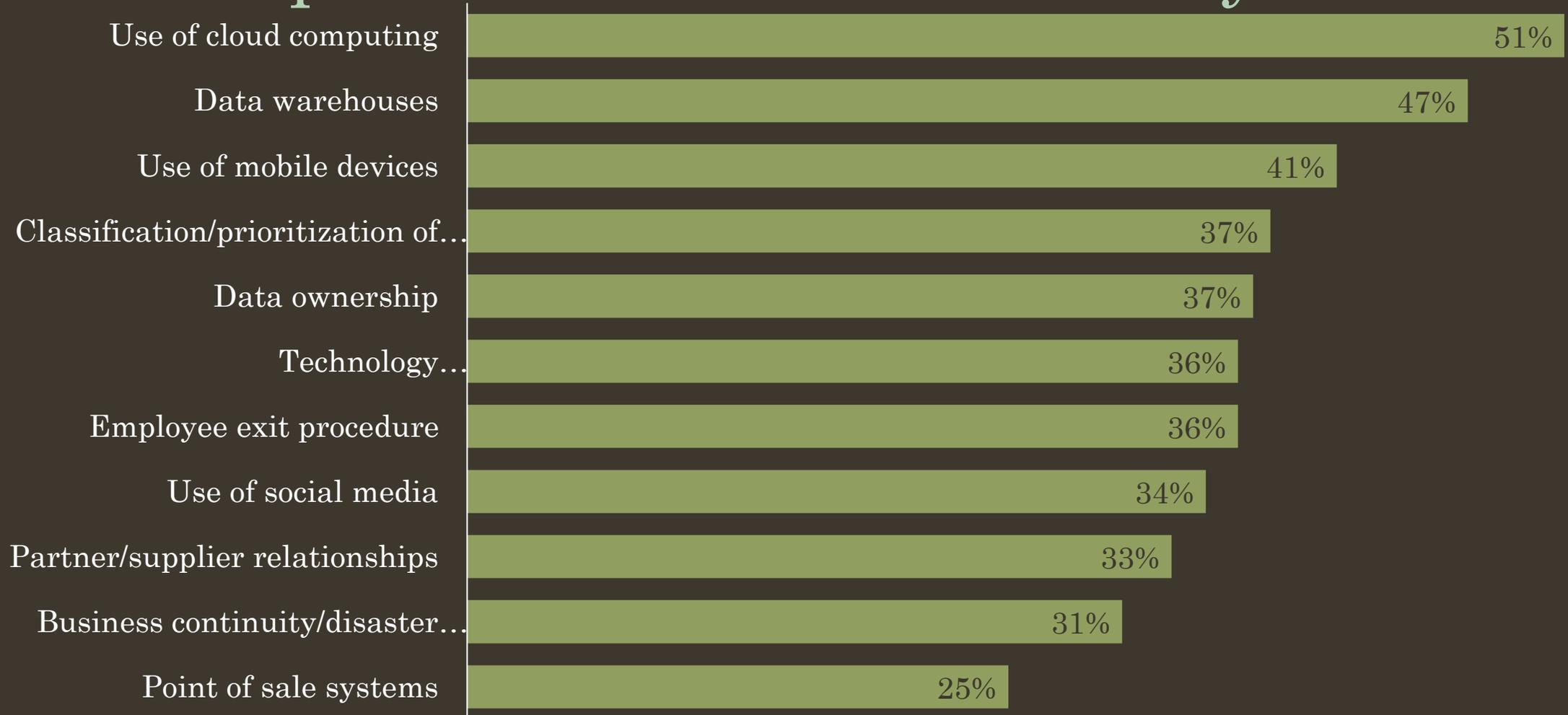
Assess risk with formal framework

Assess risk without formal framework

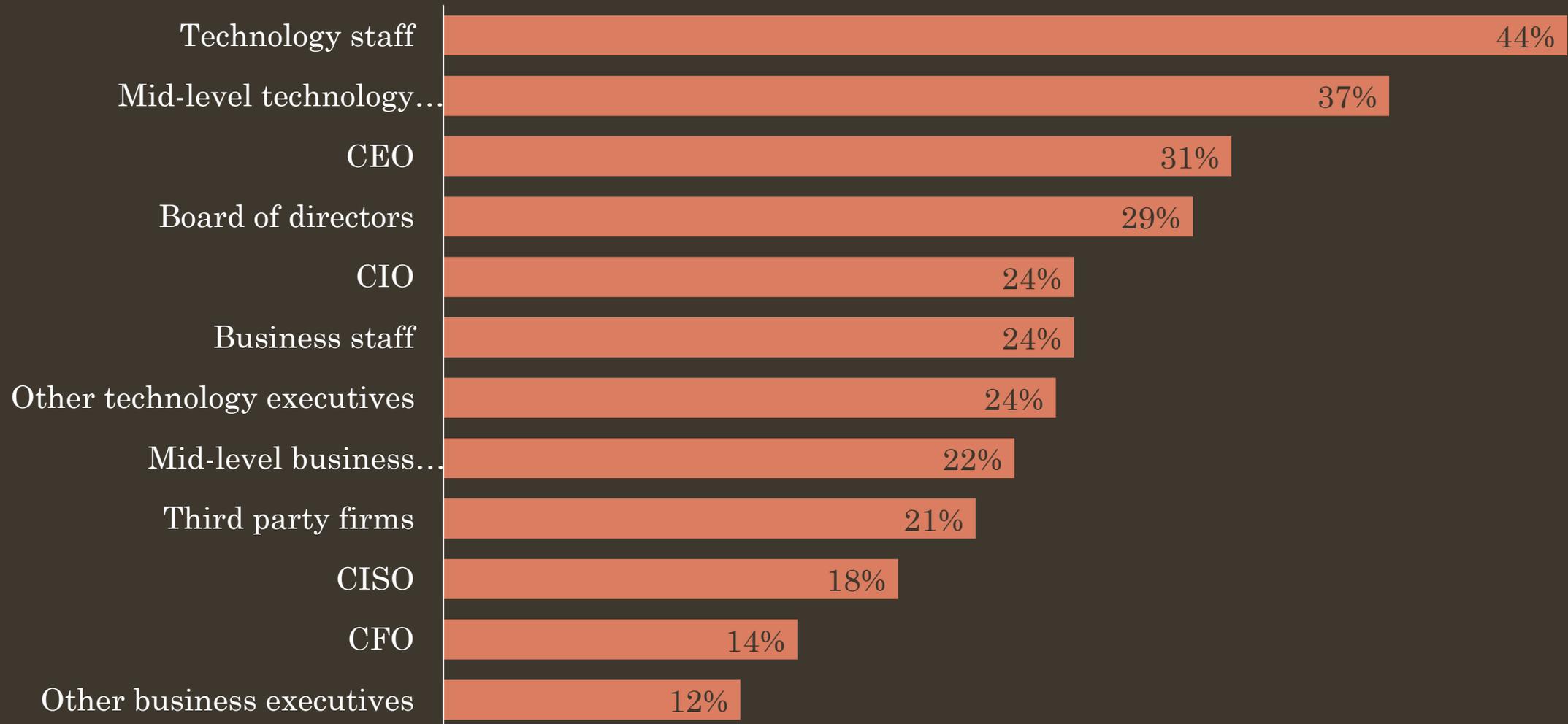
Discuss risk without full risk management

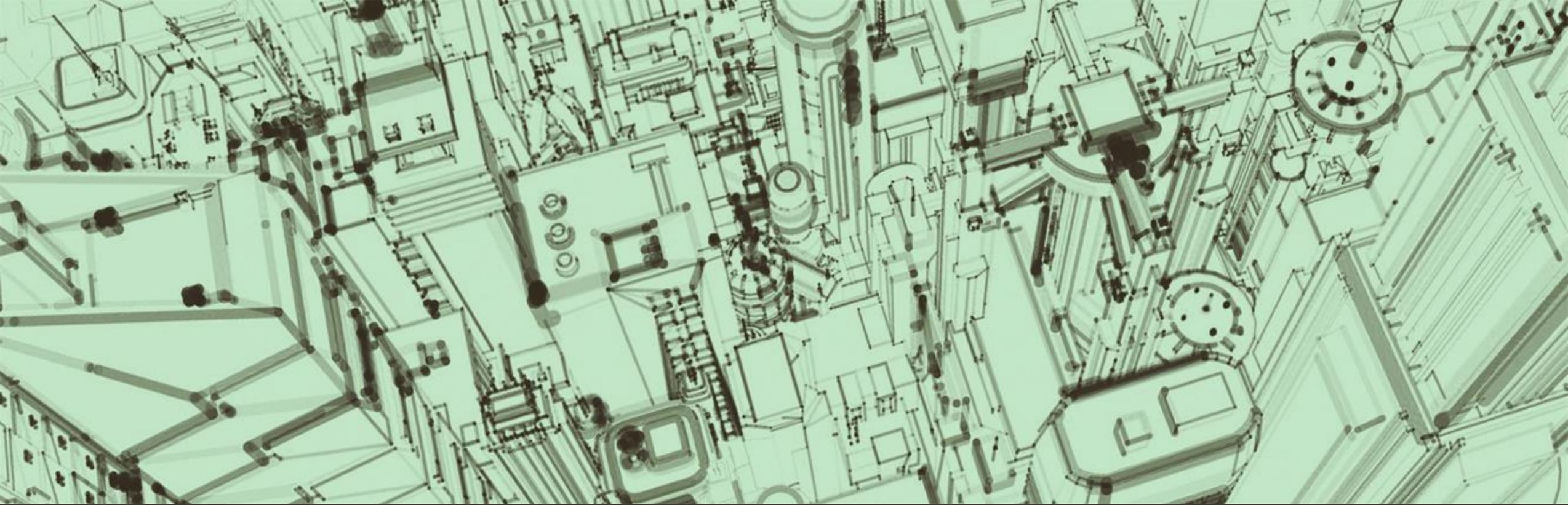
Little to no risk discussion

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

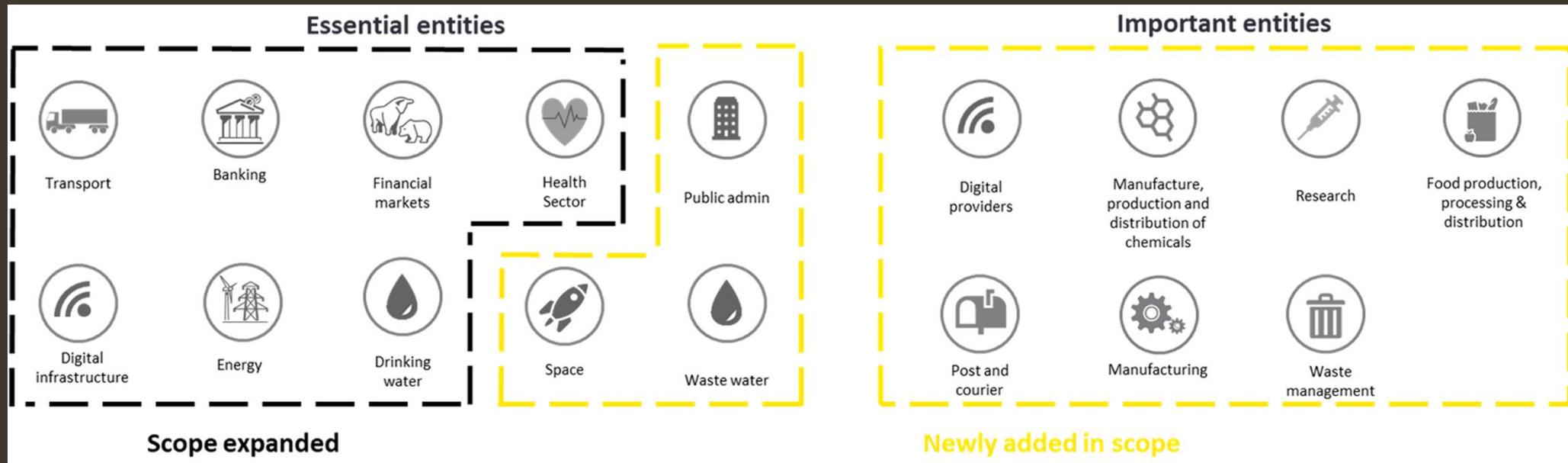
- GDPR Focused on Data
- NIS2 Will focus on Process, People & Infrastructure



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 needs 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.

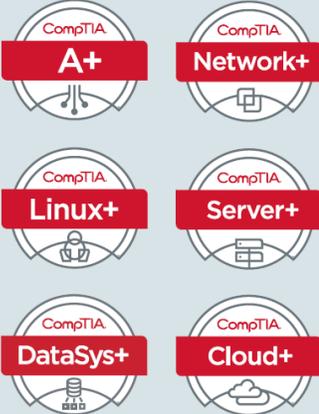
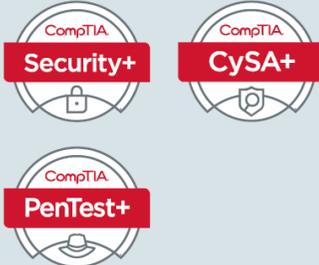


Technical & Security Leadership

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"> Risk assessments and security policies Security incidents plan Managing business operations during and after a security incident Plan Supply chain security assessments Policies and procedures for evaluating the effectiveness of security measures Security for procurement, development and operation of systems Cybersecurity training Policies for the use of cryptography Privileged Access security procedures Use of MFA, continuous authentication, and emergency internal communication 		 <ul style="list-style-type: none"> TestOut Client Pro TestOut Routing & Switching Pro TestOut Hybrid Server Pro: Core TestOut Hybrid Server Pro: Advanced 		

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





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

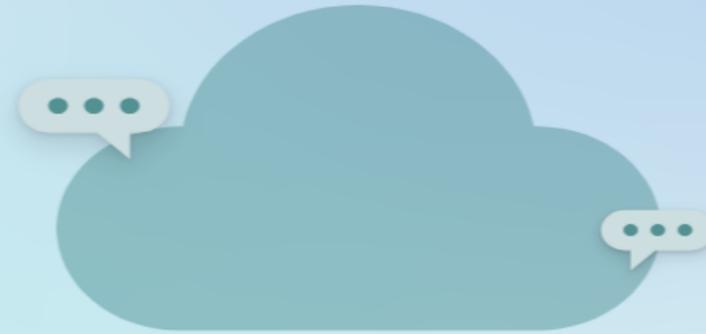
What challenge would you want help with?

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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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 person's hands are holding a small, square chalkboard with a light-colored wooden frame. The chalkboard is black and has the word "ANY" written in large, white, uppercase letters on the top line, and the word "questions?" written in smaller, white, lowercase letters on the bottom line. The background is a solid, light blue color.

ANY

questions?



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

Why CompTIA Community

Thank
you!