



AEPA/Service Agency Toolkit



The most **efficient cybersecurity** service, at an **affordable price**, for **any size district**.

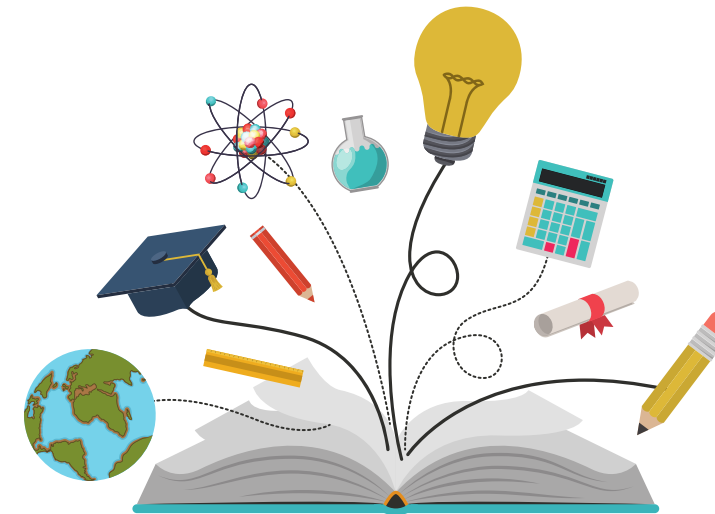
Contact:
partners@actzero.ai
aepe@watchguard.com

Why ActZero for Education?

Schools and districts are prime targets for cyberattacks due to the sensitive student and faculty data they store and limited cybersecurity resources. ActZero's Managed Detection and Response (MDR) solution provides affordable, AI-driven cybersecurity that helps schools prevent ransomware, phishing, and data breaches.

Key Benefits for Schools & Districts

- **24/7 Threat Detection & Response** – Always-on security, even when IT staff is unavailable.
- **Reduced Alert Fatigue** – Only 6 actionable alerts per month, reducing the burden on small IT teams.
- **Fast Deployment & Easy Integration** – Works with existing firewalls, antivirus, and EDR solutions.
- **Compliance & Data Protection** – Helps meet FERPA, CIPA, and HIPAA compliance requirements.
- **Incident Response Retainer** – Immediate support to minimize downtime after an attack.
- **Cost-Effective Security** – Reduces cyber insurance premiums and overall IT security costs.



Why ActZero?



**Coverage across
entire IT
environment**

**Bundled MDR
services**

Better block rate
88% block rate

24/7 Coverage

Fewer alerts
6 alerts per month.

**Fast Deployment &
Onboarding**

Quick Response
<6 min Mean Time to
First Response

**Incident Response
Retainer**

[Check out the PDF](#)

We left room for your logo.

How to Position ActZero to Education Buyers



Key Pain Points in Education IT Security

- 🎓 **Limited IT & Cybersecurity Staff** – Schools often have small teams stretched thin.
- 🎓 **Lack of Visibility** – No clear insights into potential cyber threats or what to do next.
- 🎓 **Increasing Ransomware & Phishing Attacks** – Education is one of the most targeted sectors.
- 🎓 **Budget Constraints** – Need high-value security solutions with low total cost of ownership (TCO).

Top Tools Schools Need

Who to Message?

ROLE	PAIN POINTS	KEY MESSAGING
CIO/CTO	Overloaded with cybersecurity demands	AI-powered automation reduces workload
Superintendent/School Board	School closures, student data privacy concerns, public image	
IT Director / Technology Staff	Needs scalable, easy-to-deploy security	Fast implementation, integrates with existing tools
Finance / Risk Officers	Worried about financial loss from attacks, concerned about compliance & funding	Lowers risk exposure, increases ROI on IT investments. Helps meet compliance while reducing cyber insurance costs



Marketing Resources



Introduction Emails

[Click here.](#)



Introduction Call Script

[Click here.](#)



Talking points

[Click here.](#)



Landing Page

[Click here.](#)



Newsletter Content

[Click here.](#)

All the tools to help you message

- Specific/target email/call campaigns
- Webinars
- Social media posts
- Event support.(contact us aepa@watchguard.com or partners@actzero.ai)
 - Speakers
 - Pre-event planning
 - Marketing support
- Co-branded marketing materials
 - Why ActZero?
 - Top Must-Have Security Tools for Every School District
 - Education Overview
 - District Case Study
 - District Whitepaper

