



December 2020

Welcome to the CXO Nexus monthly InCight Insider newsletter where we provide helpful notes on how to leverage your CIO InCight® data.

Hi InCighter,

The Holiday season is in full swing and companies are closing out the year. Unfortunately, cyber bad actors continue their activities with increasingly sophisticated attacks that require constant diligence for what seems an infinite threat landscape. Here are some CIO InCight features to review for your organization in response to cyber threats and breaches. Also included is a webinar snippet with NASDAQ on solving the reseller conundrum with AI technology from CXO Nexus.

How CIO InCight is leveraged when a vendor is breached.

When a high profile cyber breach like FireEye is breaking news, being able to quickly identify spend with a breached third party is critical to prepare your response. It's difficult to know your exposure if you can't identify spend with a breached supplier - especially when the products are purchased through a reseller.

CIO InCight provides companies the ability to identify OEMs, Software Publishers and Service Providers purchased through resellers by querying their AI & ML based Augmented Data.

Below is an example of FireEye products purchased through a reseller, derived from querying the Augmented Data, created by the CIO InCight AI & ML engine. Accounts payable systems and/or basic category spend reporting is not going to get this type of visibility - that is why clients make CIO InCight their go to source for vendor spend.

Search

Business Segme...
All

OEM Parent
FireEye

OEM
Search

Supplier
Search

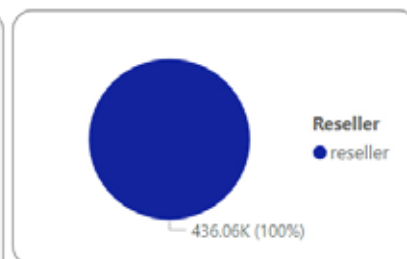
Year
All

Description
Search

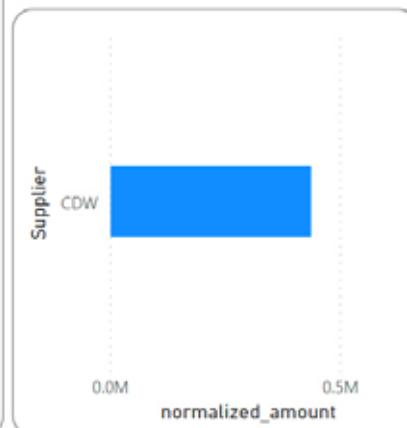
Total Technology Spend: OEM Parent | OEM | Supplier

OEM Parent	reseller	Total
FireEye	436,063	436,063
FireEye	436,063	436,063
CDW	436,063	436,063
BATCH202010080003819046	116,219	116,219
RN-OPTMZTN-INTEL-1Y FIREEYE ISIGHT SW-QUOTE KLZL464 3302019-3292020	116,219	116,219
BATCH202010080003728964	55,144	55,144
RN-VULNER-INT-1Y FIREEYE ISIGHT SW-QUOTE KLZL464 3302019-3292020	55,144	55,144
BATCH202010080003640064	220,575	220,575
RN-FUSION-INTEL-1Y FIREEYE ISIGHT SW-QUOTE KLZL464 3302019-3292020	220,575	220,575
BATCH202010080003638970	44,125	44,125
RN-EXEC-INTEL-1Y FIREEYE ISIGHT SW-QUOTE KLZL464 3302019-3292020	44,125	44,125
Total	436,063	436,063

Reseller Spend of Total Technology



Top Resellers



Use Case:

NASDAQ discusses how CIO InCight provides previously unavailable reseller spend by manufacturer.



View more Nasdaq Use Cases

Have questions?

We have more year-end tips to share.

Your feedback is welcome on the InCight Insider at support@cxonexus.com.

Visit CIO InCight at: <https://app.cxonexus.com/#/signin>.

If you have issues signing in contact us at support@cxonexus.com.

Best,

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