



Pax8 Expands Cybersecurity Portfolio Across EMEA and North America with the Introduction of Cynomi's Virtual CISO Solution

Zwolle, Netherlands (17 September, 2024) – [Pax8](#), the leading cloud commerce marketplace, today announced the availability of Cynomi, an AI-powered Virtual CISO (vCISO) platform designed to address the cybersecurity needs of small and medium-sized businesses (SMBs) in EMEA and North America. This strategic partnership provides Managed Service Providers (MSPs) access to cutting-edge cybersecurity tools, enhancing their ability to protect clients in an increasingly complex digital landscape.

“As cybersecurity threats continue to evolve, it’s imperative that MSPs have access to comprehensive solutions that not only protect their clients but also enhance their service offerings,” said Toni Luhti, VP of Vendor Experience, Pax8 EMEA. “Cynomi’s vCISO platform provides MSPs with the tools necessary to offer advanced cybersecurity services, enabling them to protect SMBs across two key regions.”

Cynomi’s platform allows MSPs to offer their clients strategic cybersecurity services that were traditionally accessible only to large enterprises. By automating risk assessments, compliance management, and tailored cybersecurity strategies, Cynomi equips MSPs to serve the growing cybersecurity demands of SMBs, particularly in the rapidly cloud market.

“With 75% of service providers experiencing high demand for vCISO services, more MSPs are looking to meet these growing demand, but they often face significant challenges. The need for cybersecurity expertise far exceeds the supply, and the work relies heavily on manual, expertise-driven processes, making standardisation difficult,” said David Primor, Ph.D., co-founder and CEO of Cynomi. “Cynomi leverages AI to automate cybersecurity management tasks and crunch data and knowhow into simplified processes, allowing MSPs to serve their clients in a structured and effective manner. We are excited to partner with Pax8 and offer access to our platform to the company’s growing roster of marketplace partners.”

With Cynomi available through the Pax8 Marketplace, EMEA and North America partners can now streamline the delivery of vCISO services, improve their cybersecurity posture, and open new revenue streams by offering advanced security solutions. This partnership further solidifies

Pax8's commitment to empowering MSPs with the tools they need to succeed in the modern cloud landscape.

To learn more about Pax8 and Cynomi, please visit www.pax8.com.

About Pax8

[Pax8](#) is the technology marketplace of the future, linking partners, vendors, and small to mid-sized businesses (SMBs) through AI-powered insights and comprehensive product support. With a global partner ecosystem of over 35,000 managed service providers, Pax8 empowers SMBs worldwide by providing software and services that unlock their growth potential and enhance their security. Committed to innovating cloud commerce at scale, Pax8 drives customer acquisition and solution consumption across its entire ecosystem.

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About Cynomi

Cynomi's vCISO platform empowers MSSPs, MSPs, and consultancies to offer structured cybersecurity services to SMEs at scale and provide them with proactive cyber resilience. Combining proprietary AI algorithms with CISO-level knowledge, Cynomi helps partners overcome the cybersecurity skill gap and scale their business, allowing them to offer new services and increase revenues while reducing operational costs.

The company was founded by David Primor, a former Lt. Colonel in IDF unit 8200 and the Technology Executive Director of Israel's cyber authority, and Roy Azoulay, a serial entrepreneur who founded and headed Oxford University's startup incubator. Cynomi has offices in Israel, the UK, and the USA. To learn more about Cynomi's solution for MSPs, MSSPs, and cyber consultancies, visit www.cynomi.com

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