



Cynomi Revenue Insights: Transform Your Security Stack into a Measurable Growth Engine

The Challenge of Proving and Scaling Security Value

As a service provider you've invested in a strong security stack, but it's difficult to consolidate and clearly visualize customer security gaps across your portfolio.

Security services often appear as disconnected tools rather than a structured, risk-aligned program tied to documented exposure and compliance requirements. QBRs focus on activity instead of measurable risk reduction. Expansion opportunities are driven by vendor roadmaps or instinct, not quantified gaps.

At the portfolio level, you lack a clear, consolidated view of:

- Where customer security gaps exist
- Which services truly reduce risk
- How uncovered gaps translate into revenue opportunities
- What to build or prioritize next as security offerings

Without this clarity, growth becomes reactive instead of systematic, making it harder to target high value upsell opportunities and scale security services strategically.

Cynomi Revenue Insights turns your client security gaps into structured commercial intelligence. It connects client risks, remediation tasks, and compliance requirements directly to your service catalog, transforming your stack into a measurable, board-ready security program and a predictable revenue engine.

Key Features:

- Unified solution-to-risk mapping in one platform
- Coverage scoring across services and tasks
- Automated gap-to-service opportunity identification
- Portfolio-wide service adoption visibility
- Executive-ready coverage and revenue intelligence

How Cynomi Turns Security Delivery into Structured Revenue Growth

Revenue Insights connects client risks to your product and service catalog, ensuring every recommendation is grounded in documented exposure and measurable impact.

Risk-Driven Solution Mapping: Map each product and service directly to documented risks, remediation tasks, and compliance requirements, creating a defensible link between offerings and outcomes.

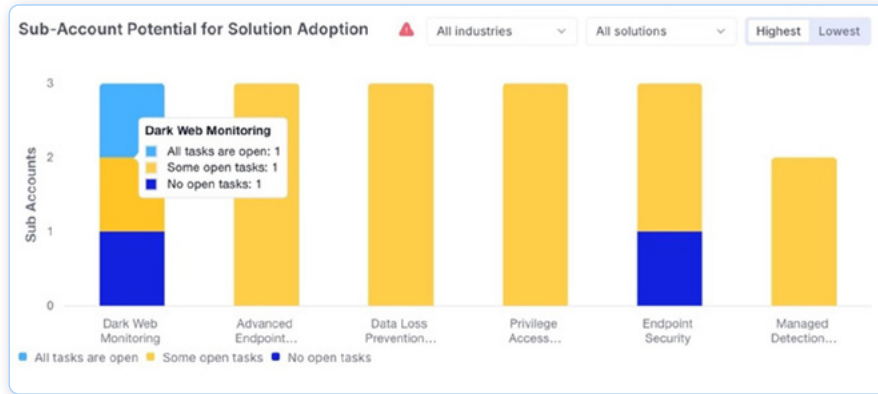
Quantified Coverage and Impact: Apply weighted scoring to clearly show coverage levels, uncovered exposure, and which services deliver the greatest measurable risk reduction.

Portfolio-Level Coverage Visibility: Gain a portfolio-wide view of service adoption and risk alignment to identify under-deployed offerings and recurring revenue opportunities.

Standardized Advisory Execution: Codify solution-to-risk relationships so teams deliver consistent, scalable recommendations without relying on manual mapping or senior-only expertise.

Turning Security into a Revenue System: Identify next-best solutions based on uncovered high-risk tasks, transforming security delivery into a structured and predictable growth engine.

Cynomi Solution Mapping



Cynomi Remediation Tasks

Managed Detection and Response (MDR)


Q Search ↓

Name	Total Tasks	Completed	Open
Cynomi DP - Roger Insurance	25	3	22
Daxis Demo	20	0	20
Testio	17	3	14
John & Ash Law Firm	21	8	13
JA Demo	20	8	12

Key Benefits for Service Providers

- ✓ Enable non-sales teams to position future services
- ✓ Drive predictable expansion across your portfolio
- ✓ Strengthen executive, outcome-focused client conversations
- ✓ Increase cross-sell across your entire client base
- ✓ Easily identify future service offerings to adopt or scale

Take the Next Step with Cynomi

 To see how Cynomi can help you scale advisory and compliance services, prove value, and unlock new recurring revenue opportunities across your portfolio, [book a demo](#) or [contact us](#) to learn more.

About Cynomi

Cynomi is the agentic Security Growth Platform for service providers, powered by CISO Intelligence—with the decision-making logic of an experienced security leader embedded into every workflow. Purpose built for MSPs, MSSPs and consultancies, Cynomi helps service providers deliver, scale, and grow cybersecurity services across every client and every maturity level. By combining complete security program management with portfolio-level revenue insights, Cynomi turns cybersecurity into a repeatable, profitable growth engine that improves margins, standardizes delivery, strengthens client trust, and uncovers new recurring revenue opportunities. Partner with us at www.cynomi.com.