



THINKST

CANARY

<https://canary.tools>



MSSP Playbook

Your customers discover they've been breached way too late

We help you detect their breaches with less than two minutes setup, nearly zero false positives, and no ongoing overhead.

Thinkst Canaries are deployed and loved on all seven continents by MSSPs and customers alike. MSSPs love them because they work, they are low-friction, and they are cost-effective. Customers love them because they detect breaches.

Don't take our word for it, MSSPs and customers are public with their praise:



Sean Cassidy
@sean_a_cassidy

your product has to be one of the most obvious auto-includes for any company at this point. I couldn't imagine not buying it.



Eric Capuano - Bsky: @eric.zip
@eric_capuano

One of the products that just keeps getting better - adds WinRM/PowerShell Remoting services to [@ThinkstCanary](#) their canaries 🍷
[@Recon_InfoSec](#) we deploy these for all of our MDR customers as it's such a valuable detection tool.



Eric Foster ✓
@performity

Many things I love about infosec but one of them, love the product + team [@ThinkstCanary](#).
Exceptionally proud of the [@Cyderes](#) partnership with [@haroonmeer](#) and team, and how Thinkst helps provide ridiculously cost effective 100% true positive detection for our customers.

Head to <https://canary.love> to see more comments and reviews from MSSPs and customers. Read on to discover why MSSPs love Thinkst Canary.

Why MSSPs love Thinkst Canary?

There are nine reasons why Thinkst Canary works great for MSSPs that we'll explore in this booklet:

- 1 Our engagement model is simple;
- 2 They are dead simple to deploy;
- 3 "They just work";
- 4 Thin edge of wedge strategy;
- 5 Excellent security track record;
- 6 Deep bench of emulations;
- 7 Wide variety of integrations;
- 8 Love and Halos;
- 9 Incredible Signal to Noise.
- 10 Legendary Customer Support

Let's dive into each of these.

Our engagement model is simple

Partners deploy Thinkst Canaries on customer networks. Thinkst is happy to support customers directly or to provide third party support through the partner. Thinkst Canaries can be set up to alert customers or the partner if this is the selected model.

They are dead simple to deploy

We preconfigure the Thinkst Canaries and ship them directly from us to your customers wherever they are in the world (typical shipment time is five days). All they have to do is plug them in when the devices arrive.

Once plugged in, the Thinkst Canary will deploy as a Windows Server and immediately appear on your Management Console (or to your integrated MSSP platform). From the Console you have the ability to reconfigure the Canaries if needed (but they will already be running and useful).

Your technical team doesn't need to spend heaps of time on-site with confusing deployments. Drop them off and forget about them, until they raise an alarm. Customers don't need to think hard about the service and don't need to go through painful downtime for configuration. Five minutes and they are up and running.

“They just work”

Canaries are purpose-built to be low-touch, simple to deploy, and impossibly effective.

- **Easy to deploy:** Anyone can set up a Canary. Just plug it into the network and it's good to go.
- **Immediate value:** Canaries work straight out of the box, with no complex setup or configuration required.
- **Low maintenance:** Once deployed, they require virtually no upkeep. You can set them and forget them — until they chirp.
- **High-quality alerts:** When a Canary goes off, it's because something suspicious is happening. The alerts are clear, actionable, and trusted by defenders worldwide.

Canaries routinely catch both attackers and pentesters in real environments. Here are a few examples:



chort    **Abolish DHS**
@chort0

You may be wondering “does [@ThinkstCanary](#) actually work?” Yes. Yes it does. [#NoContext](#)



Vlad Ionescu
@ucsenoi

Their on-prem canary is one of the only things that caught me right away in post-exploitation without my knowing I was burned. Solid concept and product.



Matt Zorich
@reprise_99

As a defender deception technology is one of the most powerful tools you can have. Honeypots and honeytokens can be daunting to try to configure, but they don't need to be. You can get there in a few clicks with [@ThinkstCanary](#) and [#MicrosoftSentinel](#) -

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Thin edge of the wedge

It's often difficult to sell security technology to customers. Expensive solutions that cause network disruptions require a huge leap of customer faith that sometimes isn't valued for a while. Thinkst Canaries are deployed for just a few thousand dollars with zero customer pain. On top of that they shine when networks are being tested (or worse, being infiltrated). This allows for an easy first sell that allows MSSPs to follow up with additional products and services if needed.

An excellent security track record

We know that security products are not always secure products. Security product compromises are not just embarrassing, they rob MSSPs of much needed credibility. We work hard to make sure that Thinkst Canaries will never be the weakest link on your network.

Key security features include:

- **Single-tenant Consoles:** Customer's data sits in isolated tenants, preventing the risk of cross-customer data loss.
- **Signed updates:** Thinkst Canaries only accept updates from the customer's specific Console. These updates are signed by a key that is never exposed to the Internet.
- **No sensitive data:** Thinkst Canaries are passive sensors that only send the data a Customer would see in alerts in their Console. They do not collect or support any features that could result in them holding sensitive data.
- **Regular third-party audits:** We hire a rotating set of outside security assessors to perform regular security assessments, and will share these reports with Customers on request.

We are committed to Thinkst Canaries' security and understand its importance to our Partners and Customers.

We value transparency and openness about our approach to security; more details can be found online at <https://canary.tools/security>.

Deep bench of emulations

MSSPs work with various customers that have a large number of different systems within their environments, spanning from the latest MS Windows Servers in their data centers to PLC/SCADA systems situated in remote manufacturing plants. Concurrently, the landscape of cyber threats undergoes continual evolution, forcing customers to seek comprehensive protection across all their operational domains.

Thinkst Canary emulations

Thinkst Canaries can emulate a host of different systems, including:

- Windows Servers and Desktops
- Various versions of Linux
- MacOS systems
- Network Appliances and devices
- Specific Vendor Systems
- SCADA/PLC systems
- And many more

For the full list of systems and services that Thinkst Canaries support, check <https://help.canary.tools> — personalities and services.

Wide variety of integrations

Thinkst Canaries support several methods to ingest alerts into the MSSP's core platform:

- **API:** A REST API on the hosted Thinkst Canary console not only makes it easy to manage your customers' entire Thinkst Canary deployment, it also makes it possible to pull the alerts off the console and ingest them into any platform that supports JSON formatted data.
- **Webhooks:** The console also has support for webhooks, making it easy to push alerts into third party applications such as Splunk, Teams, Slack, etc.
- **Syslog:** Alert information can be pushed from the console to any third party Syslog server.
- **Email & SMS:** Canary alerts can also be sent as text and email messages.

Love and Halos

Thinkst Canaries are loved all over the world. This is because around the world, empirically, they “just work”.

It’s unusual for a security product to receive praise for doing its job. Thinkst Canary gets this weekly. When deployed as part of your service. Thinkst Canaries praise is your praise — with almost zero effort.

Our birds work hard to make sure you look good.

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Incredible signal to noise ratio

MSSP platforms, particularly Security Operations Centers (SOCs), routinely ingest substantial volumes of alert data from diverse sources. Frequently, these alerts include a considerable proportion of false positives, wasting valuable time and resources to manage these inaccuracies.

Thinkst Canaries are very different. Right from its inception, Thinkst Canaries have been known for their high signal-to-noise ratio. They trigger alerts only when an action takes place on the device, this is a clear indication of suspicious/malicious activity. This allows SOC engineers to get high quality alerts, demanding their immediate attention.

Legendary Customer Support

Canaries are easy to use and deploy, but are also backed by one of the best support teams in the business.



randy bush
@enoclue

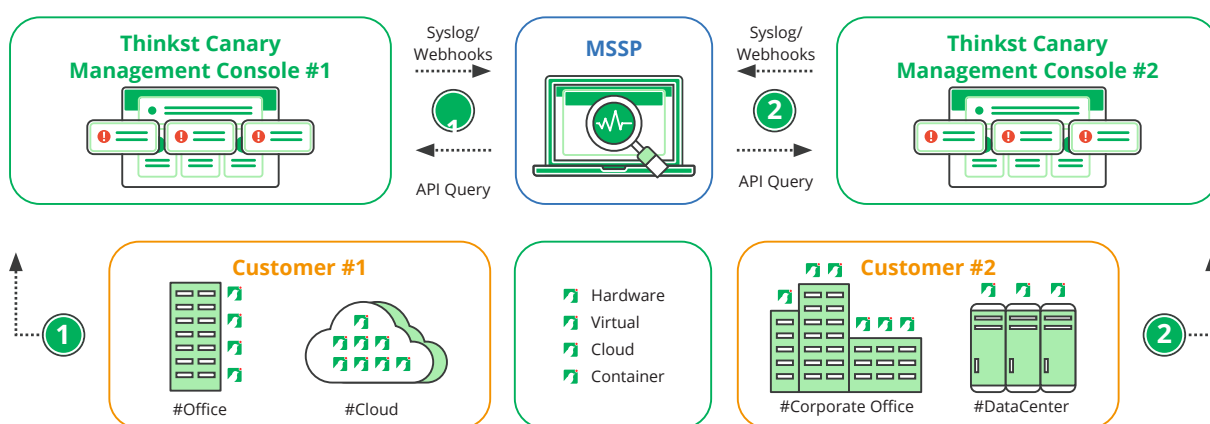
btw, @ThinkstCanary support is as awesome as their product. unfortunately i had to test it, and have been extremely impressed. and i sure sleep better at night with a bird on the wire.

Our support team will happily jump onto a call directly with a customer or with your level-1 support staff when needed. From custom configuration challenges to expert deployment tips, our teams delight in making your customers win.

Ideal MSSP deployment models

Console per customer

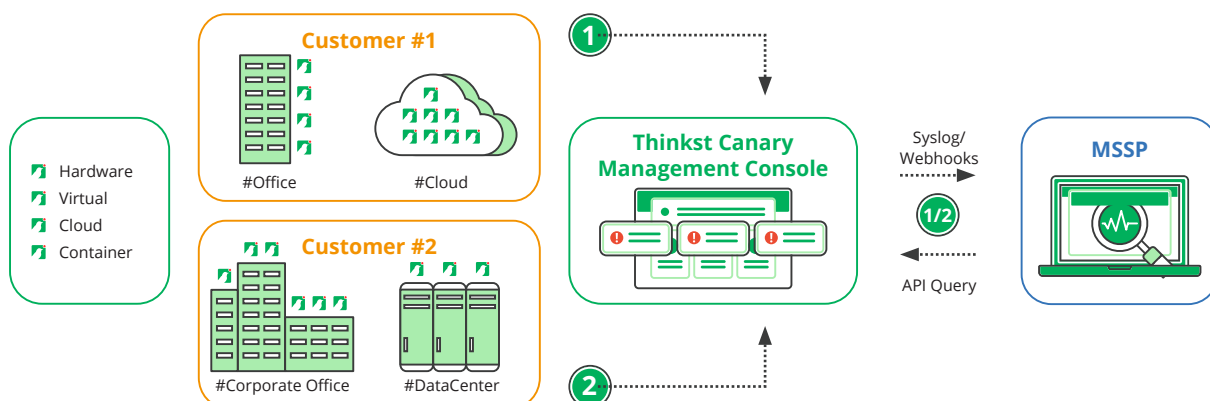
Each of your customers has access to their own Thinkst Canary Console. The advantage of this is that each customer gets unrestricted access to their own Console (and will be able to manage their Thinkst Canaries themselves). You, as the MSSP, will investigate the alerts generated by the Thinkst Canaries. This is the preferred approach favoured by the majority of our MSSPs.



Single MSSP Console

Alternatively, you can opt for one Console exclusively for use by you, the MSSP. All Thinkst Canaries deployed across your different customer networks are registered to this Console. This approach removes customer access to manage their Thinkst Canaries directly; instead, this responsibility is typically assumed by the MSSP.

The main benefit of this approach is the reduced cost to the customer because they don't have to pay for their own management Console.



How to get your customers started with Thinkst Canary

Live Thinkst Canary Demo

Presenting Thinkst Canary's capabilities to your customers is a reliable approach to get them interested in the solution. Simply schedule a convenient time slot with us for your customers, and we will guide them through a live Thinkst Canary demonstration. This interactive session also offers the opportunity for them to pose any queries they might have about the product. Typically, the demo takes around 30 to 40 minutes.

Pre-recorded Webinars

We also have a number of pre-recorded webinars available for viewing on our resources page (<https://canary.tools/resources>). Customers can watch these at their own pace and mail through any questions or comments.

Live Webinars

Your customers also have the option to enroll in our live webinars, conducted on a quarterly basis. These webinars encompass comprehensive guidance on deploying and configuring various types of Thinkst Canaries, in addition to introducing recently launched features.

Canary Trial

After watching a demo most customers proceed to purchase Thinkst Canaries (usually 5 to 10 devices to start with). However, on occasion, customers want to try them out in their own environment. We happily make this happen giving customers a one month trial of Canary. A console is stood up for them and they get to try out any type of Thinkst Canary they like. During the trial we will assist with any configurations and/or integrations necessary. This makes it even easier when customers convert their trial to a production deployment.

Some customers choose to kick off their trial just in front of their next penetration test/red team exercise, which is a good way to test out the solution as well.

Pricing

Canary pricing is a simple, subscription-based model.

As a Partner or MSSP, you receive a **20% discount** on our standard website pricing.

For example:

- The standard price for a bundle of **five Thinkst Canaries** and access to the **hosted Management Console** is **\$7,500 per year**.
- At the Partner/MSSP rate, this comes down to **\$6,000 per year**.

Additional Canaries are available at the discounted rate of:

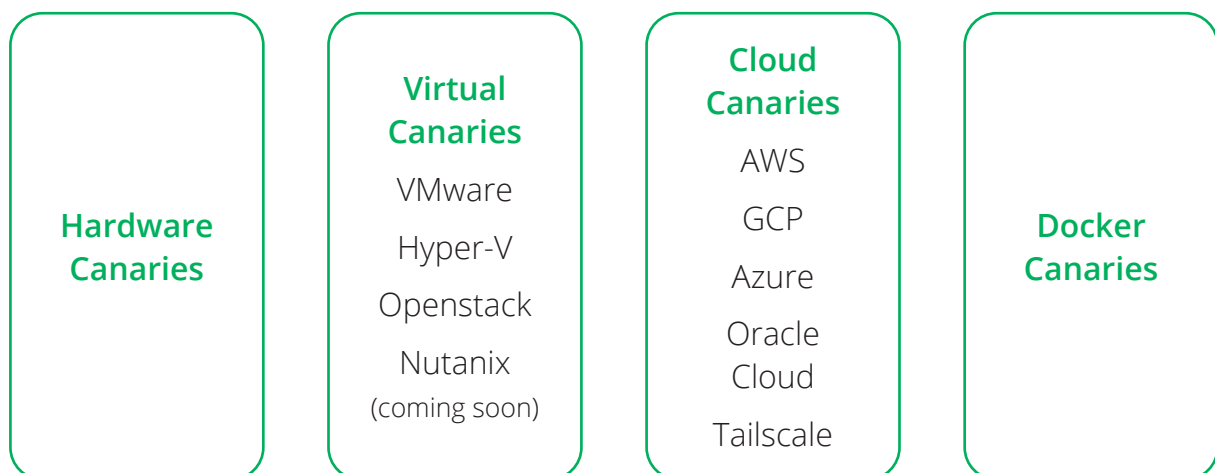
- **\$800 per year** for a **single Canary**
- **\$2,000 per year** for a **3-pack**

This pricing is all-inclusive—it covers:

- Ongoing support
- Software updates
- Device warranty and maintenance
- Unlimited access to **Canarytokens** (lightweight, high-signal tripwires you can deploy across your customer's environment that alert you when triggered)

Assortment of Thinkst Canaries

You (and your customers) have the ability to change up the assortment of Thinkst Canaries, throughout your subscription, at no additional cost. Our current Thinkst Canary offering is:



Your next steps

- You complete a straight-forward MSSP agreement to lock-in your discount.
- When you sell to your customer we arrange a demo with them, where our technical sales team spends 40 minutes walking your Customer through Thinkst Canary.

As soon as you're ready, simply email sales@thinkst.com to get started.

<https://canary.tools>

