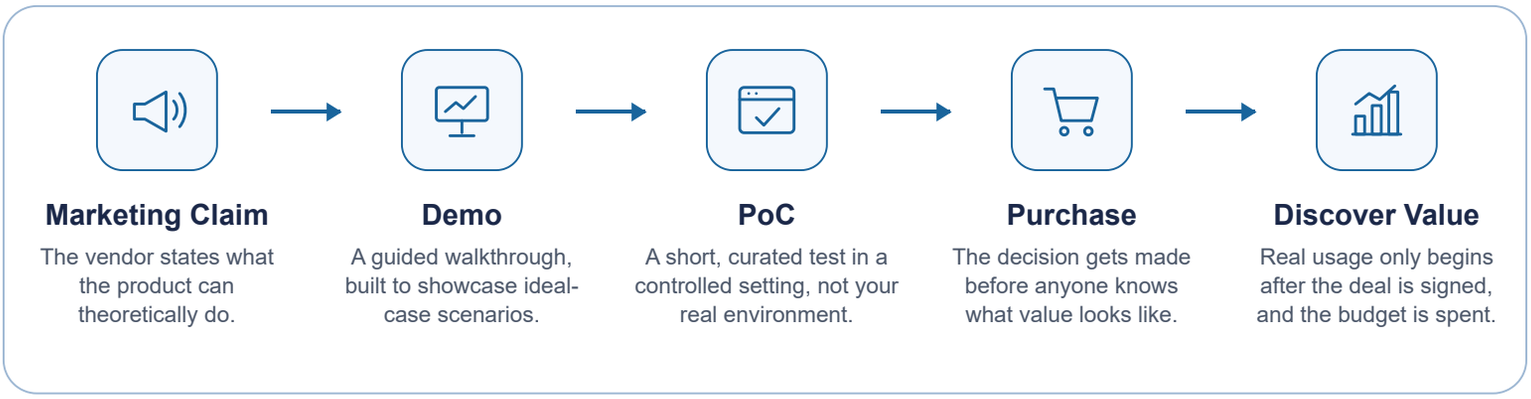
ITARIAN PoV MEMBERSHIP

Proof of Value (PoV), Not Just Proof of Concept (PoC)

Most vendors only show you a curated demo of what their technology can theoretically do, not whether it works in your environment. ITarian PoV Membership gives you 12 months to deploy, use, and measure real results before deciding what you start paying for.

Why PoCs Fall Short

A traditional Proof of Concept doesn't reliably answer whether the technology even runs in your environment, since it's a short, vendor-guided test in a controlled setting. It comes nowhere close to the question that matters: is it worth paying for?



What ITarian Does Differently

ITarian PoV Membership replaces a short, curated PoC with a full year of real Proof of Value, 12 months to deploy solutions into your own environment and build a genuine record of what they deliver, before deciding what you start paying for.

PROOF OF CONCEPT (Does it work?)	PROOF OF VALUE (Does it deliver?)
• Short evaluation window	• **Full 12-month experience**
• Controlled test environment	• **Your real production environment**
• Vendor-guided scenarios	• **Your own team, your own workflows**
• Technical function only	• **Deployment, adoption, and impact**
• No real usage data	• **Real usage and outcome data**
• Answers: can it work?	• **Answers: does it deliver value?**

© 2026 ITarian. All rights reserved. All trademarks displayed on this material are the exclusive property of the respective holders.

What's Included

Purchasing eligible Endpoint Security activates your ITarian PoV Membership. A full set of ITarian products is automatically issued alongside it, at no additional license charge, for the first 12 months.

Secure Internet Gateway (SIG) Solution
A cloud web filter that allows or blocks websites by your own lists and categories, with reports and protection for roaming users.

Phishing Simulation Platform
ITarian designs and runs realistic phishing campaigns for your team, so you can see who is at risk.

Advanced Reporting Platform
Clear dashboards and reports on security activity and results, ready to share with clients or leadership.

Secure Access Service Edge (SASE) Platform
Connects every site and remote user securely, with zero trust access and local threat protection, and without sending your traffic through a third-party cloud.

External Attack Surface Management (EASM) Solution
Detects internet-facing assets, open ports and exposed services that an attacker could use as entry points.

Knowledge Management Platform
Create, organise, co-edit and search company knowledge, with access controls, in the cloud or on your own servers.

IT Service and Asset Management Platform
A helpdesk with requests, incidents and changes, plus a register of your IT assets (CMDB), in one platform.

Backup and Recovery Solution
Backs up, recovers and verifies your computer data across your network.

ERP and CRM Solution
Business software that manages sales, billing, stock and projects in one system.

Intranet and Community Platform
A place where your people communicate, collaborate and share knowledge in profiles and group spaces.

Web and Product Analytics Platform
Shows where visitors come from, what they do and whether they convert, without using cookies.

Authentication and Single Sign-On Platform
Sign-in, single sign-on, role-based access and multi-tenancy for your apps.

Project Management Platform
Plan projects, track tasks and goals, and log time in one tool.

NOC / Alert Aggregation Platform
Centralizes alerts from across ITarian and third-party tools into a single NOC operations view.

Shadow AI Solution
Shows which AI tools your team uses, lets you allow or block any tool or category, and logs every AI request. Nothing to install.

Cybersecurity Awareness Education Platform
Interactive, bite-sized learning. Curated 30 and 60 minute courses broken down into smaller modules.

Zero Trust Network Access (ZTNA) Solution
Role-based access to your apps and data, on-premises, in the cloud and SaaS, with every user continuously verified.

Identity Threat Detection (ITDR) Solution
Spots stolen or misused logins early, before they turn into a breach.

Vulnerability Assessment Solution
Examines your outward-facing systems for weaknesses and reports them, with guidance on fixing each one.

Password Vault and Secure Note Sharing Platform
Run your own password vault, and send notes or files that expire after a set number of views or time.

Helpdesk and Ticketing Platform
Brings customer conversations from email and other channels into one shared inbox for your support team.

Invoicing and Accounting Software
Create and send invoices and quotes, take payments, and track expenses and cash flow in one place.

Secure Messaging and Collaboration Platform
Chat, calls and screen sharing in one place, which you can host yourself so no third party has access.

Workflow Automation Platform
Turns repeatable processes into checklists, triggers and automated actions.

Online Survey Platform
Create and run online surveys, as a hosted service or on your own servers.

Time Tracking Software
Record your time and label it with tags instead of tasks, then see it in lists, a calendar and dashboards.

Warranty and Asset Lifecycle Software
Tracks device warranty status and lifecycle across all managed client assets.

… and more

12 Months
Membership license term

25+ Products
Automatically issued

Matching Seats
Based on your Endpoint Security purchase

No Auto-Renewal
Products expire unless renewed

How Membership Works

That difference shows up as an actual mechanism, not just a philosophy. One purchase automatically issues your membership products, matched to your seat count, for a full year.

01 **Purchase Endpoint Security:** Any eligible term and seat count

02 **Automatic Membership Activation:** Endpoint Security + ITarian Membership licenses

03 **Membership Products Automatically Issued**
Security, IT management and business apps

12 Months · No Additional License Charge · Same Seat Count as The Endpoint Security Purchase

© 2026 ITarian. All rights reserved. All trademarks displayed on this material are the exclusive property of the respective holders.

What Does Proof of Value Actually Mean?

Proof of Value isn't one number. It's a set of concrete questions ITarian PoV Membership is specifically built to answer, whether a solution is deployed, actually used, and actually making a measurable difference.

Deployment
Is it actually running in your environment?

Not a lab. Not a demo tenant. Your production systems.

Adoption
Are your teams and users actually using it?

Real usage across real workflows, not one test account.

Security Impact
Is it measurably reducing risk?

Fewer incidents, faster containment, less exposure.

Operational Impact
Is it reducing effort, time, or cost?

Less manual work, fewer tickets, faster resolution.

Outcomes
What changed because you used it?

A specific, attributable result, not a feature checklist.

Continued Value
Is it worth paying for going forward?

The one question that should actually decide renewal.

What Changes at Renewal

Once those questions have real answers behind them, the renewal conversation itself changes shape. It stops being a pitch and starts being a review of what happened.

WITHOUT PoV Here is another product we think you should add.	**WITH PoV** Here is what you used, what it delivered, what it costs.
Decision based on	Decision based on
• Vendor claims	• **Measured deployment & adoption**
• Feature comparisons	• **Documented security & operational impact**
• Sales relationship	• **Evidence of real, delivered value**

Your Renewal Decision Should be based on Evidence, Not Promises.

© 2026 ITarian. All rights reserved. All trademarks displayed on this material are the exclusive property of the respective holders.

At the End of Your Membership Year, You Decide.

Continue

Renew the product for the term and number of seats you choose.

Change

Adjust seats or select a different renewal term, subject to available purchasing options.

Don't Continue

The membership-issued license expires at the end of its term, without automatic renewal.

The standard renewal process and available self-service options may differ depending on the product and purchasing route.

ITarian initiates renewal notifications approximately 90 days before expiry, giving you and your account team time to review each product and decide what should continue.

PROVES WHAT'S *REAL.*

ITARIAN PoV Membership

Start Your Proof of Value →

Talk to an ITarian Expert

Contact Us

www.itarian.com

© 2026 ITarian. All rights reserved. All trademarks displayed on this material are the exclusive property of the respective holders.