



Jeff O'Neill
VP of Sales

Technolink of the Rockies Launches New Cybersecurity Insurance Program with techrug to Protect Local Businesses

Leading Managed Technology Services Provider (MTSP) Delivers Innovative "Dual Claim Coverage" Model to Minimize Wait Time and Eliminate Hassle

ENGLEWOOD, CO – December 28, 2023 - Technolink of the Rockies, a leading managed technology services provider (MTSP), announced today they've launched an exclusive cyber insurance program with techrug to make coverage smoother, faster, and more complete for small to mid-sized businesses (SMBs). As insurance claims have increased in frequency in recent years, so too have tricky contracts and ambiguous wording in many popular cyber insurance policies. The unfortunate result is that there have been numerous "gotcha clauses" where clients who thought they were covered, were not covered due to technicalities. As an authority in the IT space, Technolink of the Rockies has put a stop to this nonsense with its innovative new "dual claim coverage" - whereby both the technology provider and client are covered directly by techrug if a breach occurs.

In the case of an incident, this alignment eliminates any finger-pointing or drawn-out reimbursement processes that have plagued the insurance industry for

decades. Technolink of the Rockies negotiated this special program with techrug by submitting its proprietary "technology stack" to heavy scrutiny and it's specifically been approved for clients. This "win-win-win" cyber insurance program is protecting clients so they have certainty that they're covered, it provides with techrug higher insight into client networks and gives Technolink of the Rockies an ability to expedite claims when necessary, due to its alignment in incentive.

For example, a local company was previously paying \$9,000 annually for \$1 million in cyber protection, but the policy limitations still left room for ambiguity. After Technolink of the Rockies introduced its new program, the same company now pays \$7,000 for enhanced \$1 million in coverage plus additional benefits, including the "dual claim" model. This streamlining provides immense relief, gives them immediate access to disbursements and keeps them completely covered in the event of an incident.

"One common flaw with most policies is that the MTSP and client are supported by different insurance companies," said Jeff O'Neill, VP of Sales at Technolink of the Rockies. "When an incident occurs, if the insurer perceives that

the MTSP didn't do something properly, they will not pay. Whether or not that actually occurred, the difference in perception is enough to cause costly delays for the client. While the MTSP and insurer argue, the end result is that the client is effectively penalized because they have no choice but to wait for an unpredictable amount of time while those two companies resolve their conflict. However, with our new program, if a breach happens, clients are no longer subject to that costly waiting period. Since we have a 'dual policy' with techrug, our clients will receive immediate disbursement to keep their business operational, regardless of who is to blame for the incident, because techrug insures us, too. The benefit to our clients is that way they will receive immediate relief while we later diagnose at what level the cyber incident was caused. Since techrug insures both of us directly, our claims get paid out immediately without passing blame back and forth and wasting precious time, which is vital for client businesses during such an event."

Standard cyber insurance policies are riddled with complex exclusions used to avoid or delay payouts. However, this partnership with techrug has eliminated any of

the worries of “fine print,” covering costs related to investigations, notifications, equipment damage, lost income, and regulatory penalties. By simplifying coverage, clients avoid nasty surprises during already stressful breach events.

“Cyber insurance should provide true peace of mind, and frankly, we don’t understand how anyone else can promise peace of mind, without aligning incentives via ‘dual claim’,” added O’Neill.

This insurance innovation enables swift recovery, preventing clients from absorbing losses because of policy and procedural

delays. Paired with Technolink of the Rockies's validated security stack, it offers businesses an air-tight defense against growing cyber threats.

ABOUT TECHNOLINK OF THE ROCKIES

Founded in 1983, Technolink of the Rockies is able to fulfill all of its customers’ technology needs. The company is the premier resource for business phone systems (VoIP and Session Initiation Protocol (SIP) provisioning), Managed IT

Services, Network Security, Video Conferencing and Disaster Recovery. Technolink of the Rockies has built a team of professional voice and data specialists whose goals are maximum customer satisfaction through total customer service. The company designs, implements and monitors end-to-end solutions.

Technolink of the Rockies delivers the future by linking business technologies today! For more information, please call 303-790-8700 or visit us at www.asktechnolink.com.