



Company Positioning Profile

PIVOTPOINT RISK ANALYTICS

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Company Positioning Profile: PivotPoint

Value Proposition/Positioning

Problem

Cyber risk is a fact of life. CIOs understand that it's not a matter of if, but when a significant attack will occur. The impact of an incident can have a substantial impact on a company's reputation, finances and legal exposure. How do CIOs allocate scarce budgetary dollars across innovation and growth initiatives and risk mitigation?

Solution

- CyVAR helps optimize security investments and lower cyber risk.
- CyVAR's unique adaptive technology helps get you the insight you need to assess your organization's cyber value at risk to make more informed business decisions.

Key Messages

IT Risk is Business Risk

- Companies are faced with the dual challenge of innovating to stay competitive while managing the significant cyber and business risk inherent in a world of **rapidly emerging threats**.
- Your business changes by the minute, so does your cyber risk. Only PivotPoint understands that ***your cyber risk doesn't stand still***.

More Informed Decisions

- Organizations need a new set of tools and methods that will allow them to make **smart decisions** by understanding the financial impact of an attack, reducing **risk** and **optimizing** budgetary allocations accordingly.
- We believe the biggest security threat facing companies today is the **fuzzy picture of cyber risk** and organizational complacency that have led to **misguided security investments**.



- Our unique adaptive technology gives you a continuous view of your risk, allowing you to ***align your security programs, business priorities and expenditures.***

Speaking a Common Language

- By ***optimizing investments in cyber security***, we ***lower an organization's cyber risk*** with solutions that allow both the IT and business sides of the organization to collaboratively translate cyber risk to financial risk.

Brand/Cultural/Values

The PivotPoint brand represents a history of cyber security knowledge and expertise combined with a solid understanding of business risk, business analysis and the importance of expanding the conversation beyond the IT shop. PivotPoint speaks the language of the security-focused CISO; the strategic, business-minded CIO; the CEO/CFO who understands risk management strategies and approaches; and the Chief Risk Officer, who needs a detailed plan of action and specific solutions. PivotPoint is not a technology product-led organization, but a business analysis solution provider focused on a very specific area: cyber risk.

Differentiation

PivotPoint's list of differentiators:

1. Our legacy is cyber security – we understand cyber risk, attack simulation and modeling.
2. Our adaptive technology provides a better way to measure and mitigate constantly changing cyber risk.
3. By translating cyber risk to business risk, we help organizations assess value at risk due to a cyber attack, allowing them to make informed decisions that lead to smarter risk mitigation and transfer strategies.

Voice: Content/Structure/Tone

Using an inconsistent “voice” can damage the authenticity of your brand and limit the impact of your content programs. It is important to use consistent tone, phrasing and terminology across different types of content and promotional channels. All content should read like an official “spokesperson” is writing every piece. This “persona” represents and reinforces the brand. This doesn’t imply a strict formality or stilted corporate-speak, but simply a consistent, identifiable way of speaking to your audience that matches your brand identity.

The Voice/Tone matrix (Figure 1) provides a framework for thinking about how you want to speak to your audience. The horizontal axis represents a tone/voice that falls somewhere between informal to formal. Consumer brands and startup technology firms tend to be on the informal end of the spectrum. B2B enterprise technology and consulting firms are found more on the formal end of the spectrum, catering to a C-level audience. The vertical axis ranges from practical to visionary. Companies on the practical end of the spectrum talk about products that simply work, solve a specific problem, no frills. The more visionary firms

are those that may be establishing a new category or want to be seen as thought leaders well attuned the next big trends.

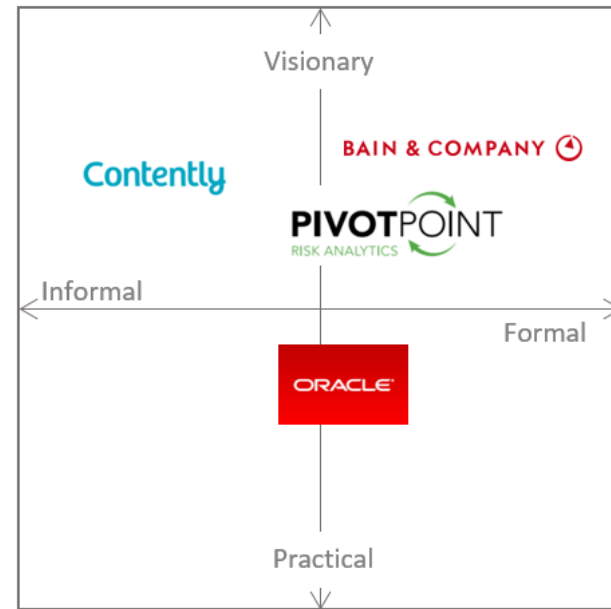


Figure 1:Voice/Tone Matrix

Given the market PivotPoint is targeting (large enterprises) the nature of the offering (SaaS), and the problem being addressed (risk management and cyber security), you need to strike the proper balance in voice/tone as well as types of content. This would require positioning PivotPoint as leading the way in the emerging cyber risk analysis space—having a vision and a specific



point of view—while communicating the fact that you have a proven, practical solution to address the problem.

We recommend that PivotPoint maintain the “thought leadership” voice/tone that one might find in a premiere management consulting firm like Bain or McKinsey, but with the proper balance of practical problem solving using proven methods and tools. Essentially balancing the “what’s possible” with the “how-to.”

Target Customers

PivotPoint’s primary target customer profile consists of large commercial enterprises and government agencies that are exposed to significant cyber risk. The ideal customer criteria include:

- Large publicly-traded companies that handles large numbers of consumer accounts with sensitive PII. (Fortune 1,000)
- Forward-thinking CIO and executive management team grappling with cyber risk and business risk.

- Active board of directors when looking at business impact of cyber risk (active audit committee).
- Operates in highly regulated industry subject to government sanctions, legal action.
- International presence which introduces additional cyber, business and political risk.

Competitors/Alternatives

Current competitors for the PivotPoint CyVAR offering include:

RiskLens – Provides both services and software using the FAIR Institute methodology. They have gained traction in the insurance industry, using a more actuarial approach. Uses Value-at-risk (VAR) from a services perspective.

Upguard – Is more services focused, and uses more of a scorecard approach than dynamic analysis and simulation.

Other potential substitutes for the CyVAR solution are firms that now just maintain inventories of assets, scorecards and basic maturity models in Excel, but do little or no analysis. One consideration for the CyVAR product messaging relates to communicating how it delivers greater value, is easier to use and maintain, and isn’t perceived as just a “giant calculator.”

Key Objectives/Outcomes

The key objectives and outcomes for the content marketing program include:

- **Thought leadership/Demand Gen:** establish mindshare and educate specific target markets about the benefit of using VAR to understand and manage cyber risk.
 - Metrics: traffic to PivotPoint site, custom landing pages. Engagement with content – downloads, shares on social media. List building – number of organic contacts gathered.
- **Lead Gen:** develop qualified leads through direct and indirect channels that convert to new CyVAR customers.
 - Metrics: Conversions on CTAs, number of sales qualified leads in the pipeline.

Recommended Next Steps

1. **Determine metrics** — determine a more specific set of metrics for demand gen and lead gen activities. Identify and implement tools to enable measurement.

2. **Complete influencers list** — develop a comprehensive list of influencers in the cyber security space to use for outreach/content promotion.
3. **Guest blog list** — develop list (likely from influencers) of potential guest blog opportunities.
4. **Validate issues and topics** — review/validate the initial list of issues and topics provided with the editorial calendar. Brainstorm with marketing team, additional topics to develop backlog.
5. **Explore marketing automation** — solutions like [Hubspot](#) can help automate the delivery and tracking of content marketing programs.
6. **Website content refresh**— as additional content is developed, the company/product messaging often gets refined a bit, necessitating a refresh of web content.