Sales & Marketing CxStrategic Partnerships

2021 Strategy Kick-Off

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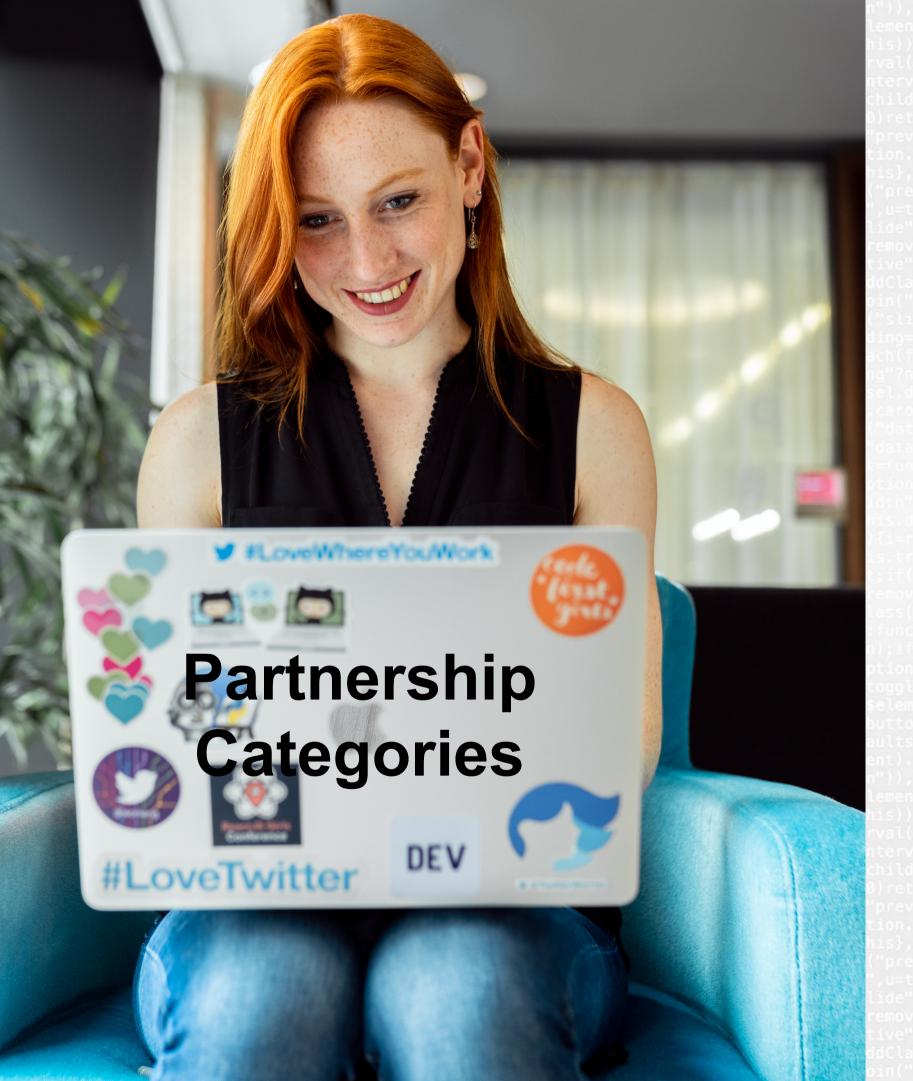
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Agenda

Partnership Categories Measuring Success Revenue Goals Tactics Frenemy Strategy CxTech Partner Team Challenges **Next Steps**

(GitLab Content Strategy/Plan)



REVENUE

co-sell

DATABASE

Broaden our reach through overlapping target audience

FRENEMIES

- No co-marketing
- and LinkedIn

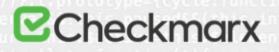
LOGO

Optics: to make Checkmarx ubiquitous.



Opportunity to make our product more attractive, stickier, or even

• Defensive SEO-Driven Content and PPC, Sales Enablement • Offensive Sales Strategy, and Retargeting Ads: Programmatic



Measuring Success

CONTROLLING THE CONVERSATION

- Views/Traffic
- Social Reach and Engagement
- Clickthrough
- SEO/SERP Ranking

AUDIENCE & PRODUCT INSIGHTS

- Analyze metrics to optimize messaging and discern what resonates/captures/converts audiences.
- Data-driven product decisions

IMPACT ON PIPELINE/ REVENUE

- Net new opportunities attributed to campaigns
- Marketing influence attribution to non-campaign related and renewal opportunities
- ROI on campaign tactics

GROWING THE CHECKMARX DATABASE

- Cross-expand our audience
- Increase the number of contacts across the "Buyer's Center" within Accounts



Revenue Goals

What is the 2021 revenue goal for strategic partnerships?

Shared TAM with Priority Partners?



What percentage from Cloud Service Providers?

What percentage from Integration Partners?

Aligning for Impact

BIZ DEV

Checkmarx

Who are BD's priority partners?

ROADMAP: AST 2.0

How do relationships open the AST conversation and align with Global Campaigns?

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MARKETING • Partner and competitive Market and SEO analysis • Stakeholder in product market research (+ "Jobs to be Done")

DEMAND & LEAD GENERATION

Tactics

Checkmarx

- Website
 Content (written and video) & Events
 Social Media
 Paid Media
- Email

• Email cadences

ENABLEMENT

- Messaging outlines
- Battlecards

FIELD

- Case Studies
- Data Sheets (technical)
- One-Pagers
- Battlecards

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CUSTOMER SUCCESS

• Onboarding sequences to make the most of the integration

Continuing communication
Upsell/Cross-Sell opportunities
Customer metrics for Product and Marketing insights

Frenemy Strategy

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DEFENSE

- SEO
- "Better Together" Paid Media
- "Objection Handling" and "Better Together" Sales Enablement

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CxTech Partner Team **3RD PARTY VENDOR** SALES, SMES, CUSTOMER Content creation. **SUCCESS** Insight, feedback, validation, content contributino.

MARKETING

Strategy and execution.

CONTENT STRATEGY OVERVIEW

Three phases :

1. Table stakes

- a. establishing a baseline web presence
- 2. Positioning the relationship as the ideal developer workflows
 - a.articles, videos, and sales enablement supporting both awareness and problem solving for various
 - developer-centric use cases

3.Competitive positioning

a. Digging into FAIR comparisons and analysis to earn the trust of our audience and win within our target markets.

Plus, related content that can bridge campaigns:

• CxFlow • SCA

• KICs

• AWS

Stage One:

- Web Page
- Overview video
- Overview technical demo video
- Case study (needs to be identified---Splunk?)
- CxGitLab One-Pager Overview
- CxGitLab Technical Data Sheet
- 2021 CxGitLab Security Vulnerability Report comparing **OWASP Benchmarks**

Stage Two: • Inserting security in GitLab Merge Requests: The Ideal Developer Workflow • # Steps to integrate Cx into GitKab Merge Request Flow • Learn as you code: just-in-time learning for developers in GitLab/CICD tools • What is auto-remediation? Benefits, challenges, and developer solutions in CICD tools • Issue forks and merge requests to manage open source vulnerability auto-remediation • How to use pull requests to automate vulnerability scans and manage code review

Stage Three:

- Proprietary v Open Source Code AST
- Taking a look at Cx within GitLab's 18 open-sourced features

- Apples-to-Apples feature comparison

ends with datasheets, including CxFlow info.

• When you'd want to use GitLab Security (And when you wouldn't): an honest take Follow-up with "GitLab for Open Source CI/CD, Checkmarx for Open Source Security"

• Repurpose/Rollup all content into one full whitepaper/ebook: Checkmarx Gitlab "Bible:" competitive positioning to segway into ideal developer use cases and workflows, and

Challenges

- Prioritization
- Internal Team Bandwidth
- Budget