



Sales & Marketing CxStrategic Partnerships

2021 Strategy Kick-Off



Agenda

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

(GitLab Content Strategy/Plan)

Partnership Categories



REVENUE

Opportunity to make our product more attractive, stickier, or even co-sell

DATABASE

Broaden our reach through overlapping target audience

FRENEMIES

- No co-marketing
- Defensive SEO-Driven Content and PPC, Sales Enablement
- Offensive Sales Strategy, and Retargeting Ads: Programmatic and LinkedIn

LOGO

Optics: to make Checkmarx ubiquitous.



Measuring Success

CONTROLLING THE CONVERSATION

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

IMPACT ON PIPELINE/REVENUE

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

AUDIENCE & PRODUCT INSIGHTS

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

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

Who are BD's priority
partners?

ROADMAP: AST 2.0

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

MARKETING

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



Tactics

DEMAND & LEAD GENERATION

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

FIELD ENABLEMENT

- Email cadences
- Messaging outlines
- Battlecards
- Case Studies
- Data Sheets (technical)
- One-Pagers
- Battlecards

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

DEFENSE

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

OFFENSE

- ABM/Prospecting
 - Using DemandBase or similar tool
- Comparison Content
- Comparison Paid Media



CxTech Partner Team

MARKETING

Strategy and execution.

**SALES, SMES,
CUSTOMER
SUCCESS**

Insight, feedback, validation,
content contribution.

3RD PARTY VENDOR

Content creation.





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



GitLab



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 GitLab 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
- 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"
- Apples-to-Apples feature comparison
- Repurpose/Rollup all content into one full whitepaper/ebook: Checkmarx Gitlab "Bible:" competitive positioning to segway into ideal developer use cases and workflows, and ends with datasheets, including CxFlow info.





Challenges

- Prioritization
- Internal Team Bandwidth
- Budget