Product Insight Consulting

SUCCESS STORY

Cyber Security and Networking Firm

Overview

Client: Cyber Security and Networking Firm

Revenue: $12B Annual Revenue

Summary : The firm was losing market share in its endpoint and cloud security portfolio. Product Insight conducted an in-depth competitive analysis to aid strategic planning and arm the sales team with talking points and collateral to increase their confidence in competitive sales situations.

Challenge

The client, once hailed as a cutting-edge market leader by analysts, had recently started falling behind the competition. Competitors were achieving record-breaking revenue numbers and were perceived as inspiring and innovative by the market. New market entrants had quickly surpassed the firm, leading to flat revenues. Customer satisfaction was adequate but lacked enthusiasm. Key customers began leaving for competitors. The business struggled to respond effectively to these challenges and regain its market position.

Solution

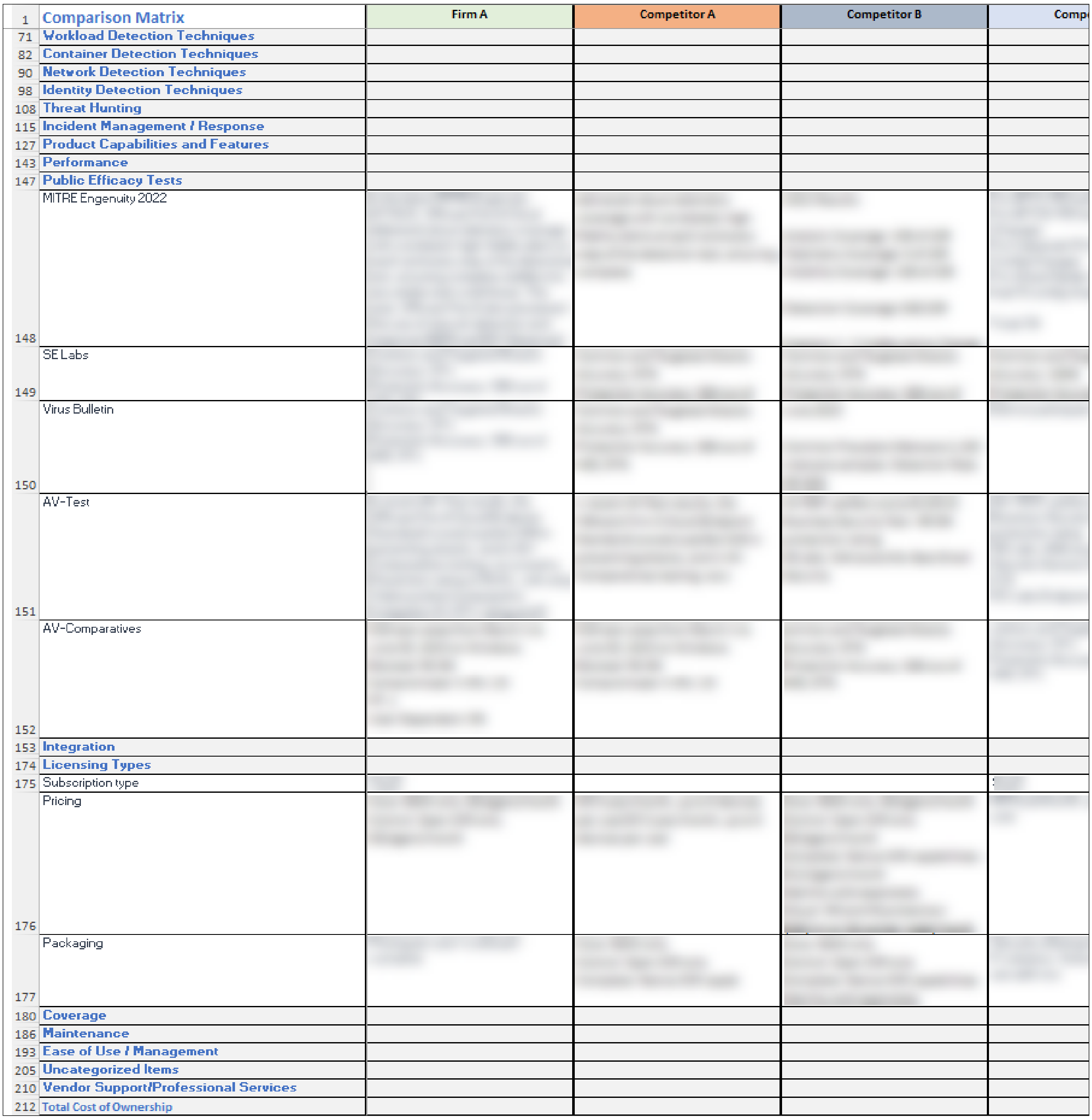
Product Insight undertook a comprehensive 3-month competitive analysis process. The steps included:

Internal Understanding (2 weeks)

- Conducted interviews with key stakeholders across product, engineering, professional services, sales, and marketing.
- Gathered insights on challenges, advantages, and direct experiences competing against the top three competitors.
- Synthesized notes to identify common themes.

External Research (6 weeks per competitor)

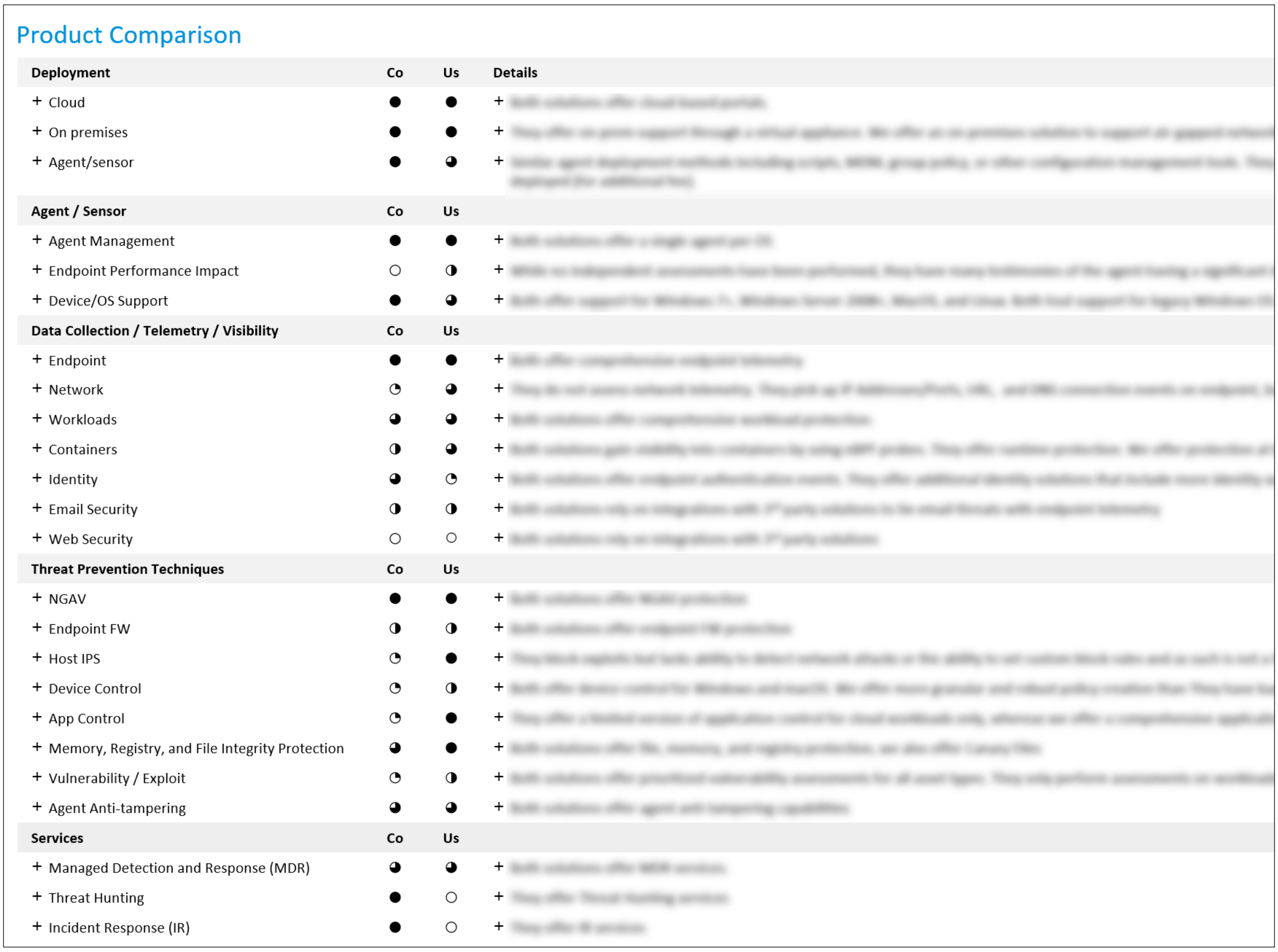
- Investigated publicly available information for each competitor.
- Examined sources such as 10Ks, websites, demo videos, whitepapers, customer testimonials, partner/ system integrator content, social networks, and high-level pricing.
- Analyzed how competitors positioned themselves against each other.
- Examined, interpreted, and developed narratives against the test results of independent researchers (MITRE ATT&CK)
- Logged details about each competitor across 150+ attributes in 20 categories, focusing on product capabilities, GTM strategies, partnerships, deployment models, and customer support.



1	Comparison Matrix	Firm A	Competitor A	Competitor B	Comp
71	Workload Detection Techniques				
82	Container Detection Techniques				
90	Network Detection Techniques				
98	Identity Detection Techniques				
108	Threat Hunting				
115	Incident Management / Response				
127	Product Capabilities and Features				
143	Performance				
147	Public Efficacy Tests				
148	MITRE Engenuity 2022	[illegible]	[illegible]	[illegible]	[illegible]
149	SE Labs	[illegible]	[illegible]	[illegible]	[illegible]
150	Virus Bulletin	[illegible]	[illegible]	[illegible]	[illegible]
151	AV-Test	[illegible]	[illegible]	[illegible]	[illegible]
152	AV-Comparatives	[illegible]	[illegible]	[illegible]	[illegible]
153	Integration				
174	Licensing Types				
175	Subscription type	[illegible]			[illegible]
176	Pricing	[illegible]	[illegible]	[illegible]	[illegible]
177	Packaging	[illegible]	[illegible]	[illegible]	[illegible]
180	Coverage				
186	Maintenance				
193	Ease of Use / Management				
205	Uncategorized Items				
210	Vendor Support/Professional Services				
212	Total Cost of Ownership				

Scoring and Positioning:

- Objectively scored the client's offerings against each competitor across the 20 categories.
- Identified areas of differentiation and weakness against each competitor.
- Created positioning statements highlighting one key takeaway and three supportive counter-positioning illustrations and stories for sales enablement



Product Comparison

Deployment	**Co**	**Us**	**Details**
+ Cloud	●	●	+ [redacted]
+ On premises	●	●	+ [redacted]
+ Agent/sensor	●	◕	+ [redacted]
Agent / Sensor	**Co**	**Us**	
+ Agent Management	●	●	+ [redacted]
+ Endpoint Performance Impact	○	◑	+ [redacted]
+ Device/OS Support	●	◕	+ [redacted]
Data Collection / Telemetry / Visibility	**Co**	**Us**	
+ Endpoint	●	●	+ [redacted]
+ Network	◔	◕	+ [redacted]
+ Workloads	◕	◕	+ [redacted]
+ Containers	◑	◕	+ [redacted]
+ Identity	◕	◔	+ [redacted]
+ Email Security	◑	◑	+ [redacted]
+ Web Security	○	○	+ [redacted]
Threat Prevention Techniques	**Co**	**Us**	
+ NGAV	●	●	+ [redacted]
+ Endpoint FW	◑	◑	+ [redacted]
+ Host IPS	◔	●	+ [redacted]
+ Device Control	◔	◑	+ [redacted]
+ App Control	◔	●	+ [redacted]
+ Memory, Registry, and File Integrity Protection	◕	●	+ [redacted]
+ Vulnerability / Exploit	◔	◑	+ [redacted]
+ Agent Anti-tampering	◕	◕	+ [redacted]
Services	**Co**	**Us**	
+ Managed Detection and Response (MDR)	◕	◕	+ [redacted]
+ Threat Hunting	●	○	+ [redacted]
+ Incident Response (IR)	●	○	+ [redacted]

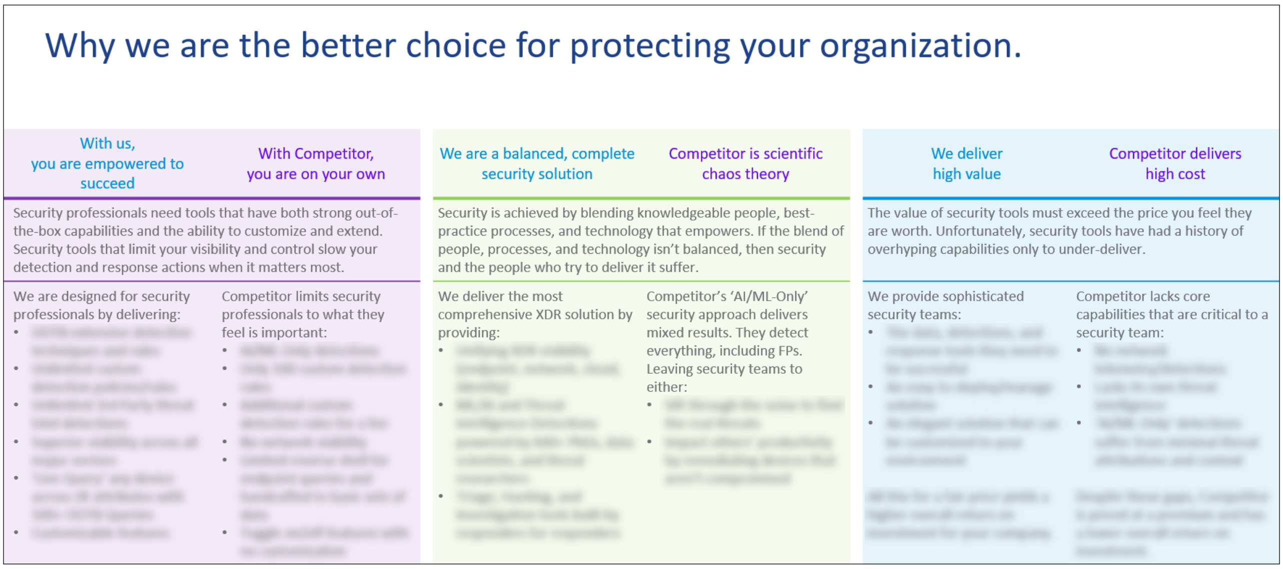
Developing Collateral

Consolidated research into sales battle cards

Developed positioning deck for internal sales enablement and product strategy teams

Created objection handling and roadblock guidance for expected head-to-head sales discussions

Highlighted opportunities for product investments to deepen competitive advantages and shore up material weaknesses



Why we are the better choice for protecting your organization.

With us, you are empowered to succeed	With Competitor, you are on your own

Security professionals need tools that have both strong out-of-the-box capabilities and the ability to customize and extend. Security tools that limit your visibility and control slow your detection and response actions when it matters most.

We are designed for security professionals by delivering:	Competitor limits security professionals to what they feel is important:
[redacted]	[redacted]

We are a balanced, complete security solution	Competitor is scientific chaos theory

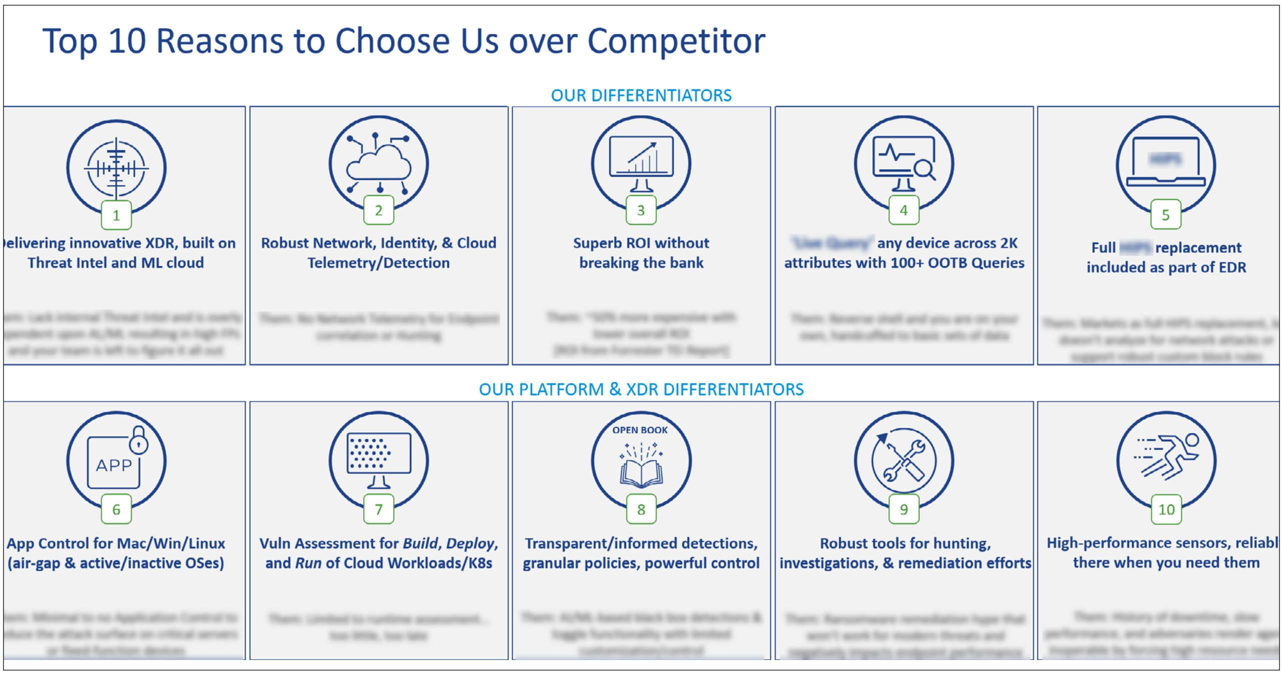
Security is achieved by blending knowledgeable people, best-practice processes, and technology that empowers. If the blend of people, processes, and technology isn't balanced, then security and the people who try to deliver it suffer.

We deliver the most comprehensive XDR solution by providing:	Competitor's 'AI/ML-Only' security approach delivers mixed results. They detect everything, including FPs. Leaving security teams to either:
[redacted]	[redacted]

We deliver high value	Competitor delivers high cost

The value of security tools must exceed the price you feel they are worth. Unfortunately, security tools have had a history of overhyping capabilities only to under-deliver.

We provide sophisticated security teams:	Competitor lacks core capabilities that are critical to a security team:
[redacted]	[redacted]



Top 10 Reasons to Choose Us over Competitor

OUR DIFFERENTIATORS

1 elivering innovative XDR, built on Threat Intel and ML cloud

[redacted]

2 Robust Network, Identity, & Cloud Telemetry/Detection

[redacted]

3 Superb ROI without breaking the bank

[redacted]

4 [redacted] any device across 2K attributes with 100+ OOTB Queries

[redacted]

5 Full [redacted] replacement included as part of EDR

[redacted]

OUR PLATFORM & XDR DIFFERENTIATORS

6 App Control for Mac/Win/Linux (air-gap & active/inactive OSes)

[redacted]

7 Vuln Assessment for *Build, Deploy,* and *Run* of Cloud Workloads/K8s

[redacted]

8 Transparent/informed detections, granular policies, powerful control

[redacted]

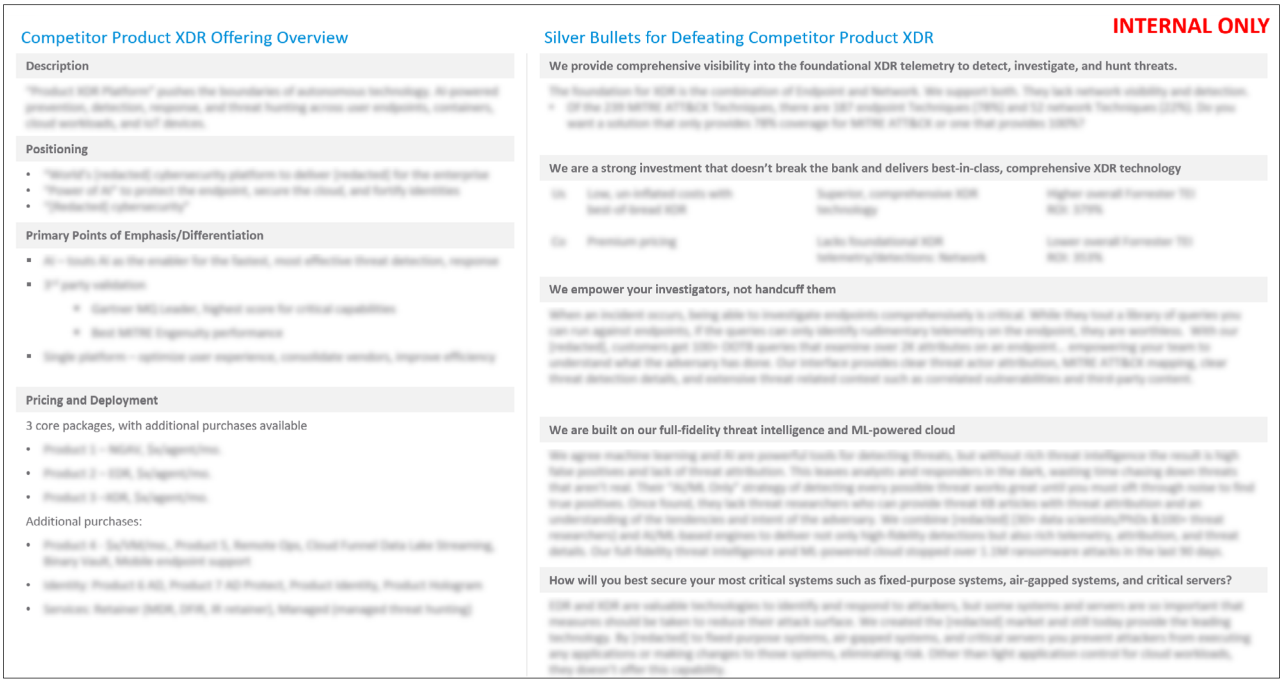
9 Robust tools for hunting, investigations, & remediation efforts

[redacted]

10 High-performance sensors, reliabl there when you need them

[redacted]

APP
OPEN BOOK



INTERNAL ONLY

Competitor Product XDR Offering Overview

Description

[redacted]

Positioning

[redacted]

Primary Points of Emphasis/Differentiation

[redacted]

Pricing and Deployment

3 core packages, with additional purchases available

[redacted]

Additional purchases:

[redacted]

Silver Bullets for Defeating Competitor Product XDR

We provide comprehensive visibility into the foundational XDR telemetry to detect, investigate, and hunt threats.

[redacted]

We are a strong investment that doesn't break the bank and delivers best-in-class, comprehensive XDR technology

[redacted]

We empower your investigators, not handcuff them

[redacted]

We are built on our full-fidelity threat intelligence and ML-powered cloud

[redacted]

How will you best secure your most critical systems such as fixed-purpose systems, air-gapped systems, and critical servers?

[redacted]

Impact

The ultimate goal was to arm the sales team with information to confidently compete against the top three competitors. The presentation to the entire sales organization was a resounding success. The sales team felt well-informed and knowledgeable about the strengths of their product and potential pitfalls when discussing specific competitors. This newfound confidence led to more assertive and effective sales engagements.

Product Insight also provided the Product Management team with strategic focus areas and pivots to their roadmaps that would instill customer confidence and show the market that they were innovators.

Testimonial

> The project with Product Insight was a phenomenal success. Their deep expertise and competitive intelligence approach gave us incredible insight into where we win and why. Our GTM teams are now well informed, confident, and armed with the right positioning and our product team knows where to invest to achieve the largest ROI.

- Head of Security Product Marketing