![ZECURION - Protection as a Priority™]

![KAIROS PULSE]

ZECURION EXPANDS GEOGRAPHICAL PRESENCE WITH KAIROS PULSE

Zecurion is a growing provider of data loss prevention (DLP) solution and is ranked as one of the top three players in Russia for DLP. Zecurion's executive team was confident about the capabilities of its home-grown solution and wanted to expand sales by diversifying into new markets outside of East Europe.

KAIROS worked with Zecurion, for nearly five years, to establish its position with industry-leading analyst firms and media publications, expand channel partner network outside of East Europe, and boost online presence as well as the sales funnel. KAIROS also provided constant updates on new market/industry developments and accordingly adapted Zecurion's product and marketing strategies.

> Zecurion established its position as a major DLP provider, following recognition by the Big 3 analyst firms – Gartner, IDC and Forrester. It also received recognition through the prestigious Golden Bridge Awards and Network Products Guide. Zecurion has successfully entered markets outside East Europe, particularly the UAE and other Middle East countries.

The Client

Zecurion is a global innovator and leader in security solutions that reduce risk by addressing internal threats. Founded in 2001, Zecurion has successfully developed and implemented security solutions providing proven and reliable protection against leaks for more than 10,000 companies worldwide. The company's solutions provide comprehensive protection against the leakage of information throughout the lifecycle of data – from creation and recording to archiving and deletion.

The Need

- Study market trends and competition; create well-researched sales enablement tools such as product sheets, competitive battle cards and white papers.
- Identify, research, and interface with potential channel partners outside of East Europe to grow the company's channel network.
- Examine buyer personas and connect with the target audience through compelling newsletters, social media posts, and sales enablement content.
- Establish analyst and media relations to boost overall presence and credibility in the IT security solutions space.

> We are very pleased to have partnered with KAIROS, our extended strategy and marketing team for nearly five years. Their expertise and guidance helped us expand outside our home market by establishing our industry credibility globally. The team consistently provided accurate market requirements for our products that enabled us to enter new countries and established channel partners for us. With detailed competitive insights and content, we were able to position our data loss prevention (DLP) solution uniquely in many markets. KAIROS was instrumental in helping establish our position as a major DLP provider, following recognition by the Big 3 analyst firms Gartner, IDC, and Forrester.

- Alexy Raevsky, CEO, Zecurion

The KAIROS Solution and Methodology

KAIROS worked with Zecurion very closely as its core product marketing team to understand and define product capabilities, sales models, buying cycle, and enterprise buyer personas. KAIROS created marketing strategies, compelling content and sales tools, ran marketing campaigns, and set up a new channel program in international markets.

KAIROS supported in the following ways:

Conducted a thorough market and competitive analysis to create messaging that would clearly articulate the differentiators and unique value proposition

Identified and established channel partners in countries outside of East Europe. Activities included: Cold calling and actively participating in all conversations.

- Managing follow-ups and developing relationships with prospects to take them to demo stages.
- Answering product queries and interfacing between potential partner and SMEs.
- Drafting and negotiating contracts.
- Managing pricing/invoicing, resolving channel conflicts, and training channels to market Zecurion products.

Recommended and executed marketing initiatives for boosting online presence, thought leadership, and lead generation through blogs, solution briefs, PRs, newsletters, and social media.

Established analyst relationships with firms like Gartner, Forrester, IDC, Research and Markets, Radicati Group, as well as with many well-known industry publications.

The Result

Zecurion was recognized as a major provider of IT security solutions by the Big 3 analyst firms – Gartner, Forrester and IDC. The digital marketing effort to boost online presence, along with established relationships with key analyst/media firms, has helped Zecurion in establishing channel partners outside of East Europe.

About KAIROS Pulse

From technology marketing to sales enablement, we help you scale.

We accelerate growth of B2B technology companies by aligning their strategies with target market needs, excelling sales effectiveness with engaging content and sales tools, and automating sales and marketing operations. We offer a unique combination of market knowledge, technology depth, creative storytelling, and entrepreneurial attitude. We believe that misalignment is the foundation of broken businesses, and we are on a mission to fix this foundational gap. Agile and result-oriented, we will help you move the needle.

Our Focus

Telecom and Software are in our DNA. Alignment is at the core of everything we do.

We have decades of experience working with technology vendors, telecom carriers, "as-a-service" providers, managed service providers, and enterprises.

Fixed & Wireless Networks

5G, 4G, Private LTE, Small-Cells, Wi-Fi, Broadband, SDN, SD-WAN, IP Interconnect, Enterprise Network Security

Cloud Communications

Unified Communications, SIP Trunking, WebRTC, CPaaS, CCaaS, Team Collaboration, Digital Engagement, Self-Service Bots, VoLTE/ ViLTE

Software-Driven Automation

IoT, Artificial Intelligence, Machine Learning, Industrial Automation, Big Data Analytics

WE HELP B2B TECHNOLOGY COMPANIES ALIGN ACCELERATE SCALE THEIR PRODUCT MARKETING AND SALES ENABLEMENT

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