

*Growing a Business from the Inside Out:
Scaling a Cyber Success Inside a
Fortune 100 Global Brand*



Our business and marketing counsel guide a multi-national conglomerate to double-digit growth in an emerging industrial cyber security/IloT market

Business Stage

Fortune 100 Technology Corporation

Sector

Industrial Internet of Things (IIoT)/Smart Industry

Offering

Operational Technology (OT) Cyber Security Software and Services

Executive Summary

An established multi-national company identified cyber security as a key growth sector, assembling top talent to pursue the mission of incubating and scaling the new business – a software start-up within an industrial conglomerate. Thought Marketing was engaged as outside business and marketing counsel. With Allison J. Taylor at the lead, the multi-year effort helped build out, stabilize, and guide product marketing, as well as the division’s global cyber security market growth overall.

Through Allison’s collaborative client work on solution go-to-market strategies, software portfolio management, thought leadership campaigns, talent recruitment and over 25 initiatives across a three-year period, the company vastly expanded its deal sizes, offering set, and revenue. Market analysts, media, and the proven double digit business growth verified the strategy’s success, and the company continues to compete well in the market.



“Allison is a phenomenal thought leader and business advisor, offering in-depth cyber security insights that positioned our team for tremendous success.”

Client Global Marketing Leader



Challenges

Change is always a challenge, especially when transformation requires quick, agile go-to-market movements emblematic of the software industry. For a long-tenured industrial conglomerate, a legacy culture of equipment sales to known customers dominated the marketing and sales motions, as did outdated practices and systems. Incubating and growing a cyber security business within the larger, well-established system meant rules needed to be rewritten, while respect for the greater company brand heritage maintained. Within two years of starting the cyber security business incubation, corporate leadership also began to aggressively drive change, from the top down, to help shift the hardware manufacturing credo to a vision of software innovation. Our direct role was to grow the cyber security business, and our indirect charter was to lead and inspire internal teams to a new level of software marketing excellence.

“Allison’s unique ability to navigate complex projects and organizational structures made her a key consultant highly sought after within our company. Her wealth of knowledge as a marketing leader and strong alignment to our core cyber security business and regions made her a really great strategic partner.”

Client Global Marketing Leader

Engagement Strategy



Tech Marketing & Business Counsel



Strategy & Design



Coaching

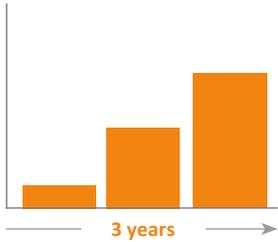


Creative

Impact

BUILT THE BUSINESS

- Deal Size
- Revenue Growth
- Product Offerings



in new market: industrial cyber security (OT cyber security, IIoT cyber security)

CATALYZED THE TEAM



- Engineering
- Sales
- Communications
- Product Marketing
- Services

EARNED MARKET CREDIBILITY



In close collaboration with the division’s leadership and in-house resources, Allison and team reviewed every angle of the OT cyber security business to constantly drive market growth and build company credibility in the new sector. The team worked to influence long-term corporate planning and simultaneously moved quickly at the divisional level to deliver industrial cyber security thought leadership campaigns, sales enablement content, and product positioning improvements. Success indicators included double-digit business growth, competitive reactions, and market share of voice, as well as classic lead and pipeline growth metrics. Near engagement close, we helped launch the company’s first foray into full-fledged software subscriptions for cyber, earning corporate and investor accolades.

Business Scale & Growth

- Double digit, year-over-year growth in a new market for the company – industrial cyber security
- Product expansion from one to four core software offerings
- Revenue transition to include SAAS streams from cyber security offerings
- Profitability for the corporate growth initiative

Executive Advisory

- Navigation through sensitive cyber security topics, including delivery of media, government affairs and customer talking points
- Guidance across go-to-market (GTM) approaches, ops reviews, strategy sessions, team development as partner to senior leadership team – Engineering, Sales, Services, Product Marketing, Comms

Thought Leadership & Creative

- Earned global recognition for Marketing excellence – Best B2B Branded Content Campaign of the Year from Content Marketing Institute – working closely with in-house Engineering, Marketing & Communications leads
- Delivered creative executive presentation content for globally profiled platforms, such as CERAWEEK and ADIPEC, customer event keynotes, and channel events, increasing company profile and up-leveling account penetration
- Tripled cyber security sessions at annual customer meetings, improving the customer conversation and subsequent opportunity sizes
- Secured *Wall Street Journal* and global media coverage by delivering salient points of view and content: tech trade, vertical, and business press
- Reached over 3 million prospects globally increasing new email subscribers by over 25% with one data-driven research report campaign

AWARDS

Worked cross-functionally to drive threat research that led to a \$1.3M opportunity, on-going leads, and industry and company recognition globally for marketing excellence.



Gold Awards

*Marketing Campaign of the Year
Communications Campaign of the Year*



Silver Award

Best Research Report



Global Award

Best B2B Branded Content

Product Leadership

- Worked closely with Engineering to design and vet product concepts and value propositions
- Delivered 5+ solution launches (USB security, risk management software, operations management software, performance management software, Managed Services, Consulting)
- Created 25+ product documents, from solution overviews to Sales FAQs to video scripts and placed articles
- Earned product awards through persuasive writing and strategic selection of awards program
- Regularly advised on positioning and messaging for individual products and the portfolio overall

Sales Enablement

- Introduced fleet-wide, enterprise-wide selling motions with Global Sales leadership, increasing deal size and enabling multi-million dollar opportunities
- Devised related C-level storytelling content to streamline sales selling cycle
- Advised on executive reporting and strategy review communications, to simplify decision-making and secure necessary backing and funding
- Created FAQs and Messaging Documents for Sales Trainings for launches and initiatives to scale

Market Positioning

- Advised on marketing mix, strategies and tactics to position the business in the industrial cyber security market worldwide
- Delivered content and media stories for Asia Pacific and Middle East Centers of Excellence launches, to increase company's competitive differentiation and global reputation
- Repositioned cyber security Consulting Services to convey breadth, competitive advantage & distinct use cases
- Increased marketing of Managed Security Services to capture market opportunities and grow strategically to anti-virus opportunities
- Increased technical and business use cases to prove customer value

Talent Coaching

- Advised on hiring, skillsets and team creation; tripled product marketing team resources
- Worked side-by-side with new hires on select initiatives to develop bench strength (launches, media conferences, conference presentation pitching and delivery)

About Us

Thought Marketing LLC provides business and marketing counsel to executive leaders in the technology sector. We participate as a trusted, experienced voice to help devise, manage and solve a diverse range of strategic challenges, including crafting optimal messaging and positioning, designing and implementing marketing campaigns, developing creative lead generation market plays, and inspiring and coaching talent. By teaming with in-house and virtual teams unique to each case, we orient resources and investments to create and execute the best possible "business wins" for our clients.

Learn more at: thoughtmarketing.com