

- **Founded 2012**
- **110+ clients**
- **30+ consultants**
- **20+ industry awards**
- **Headquartered in Annapolis, Maryland**

*"CyberEdge's talented consultants have served Webroot in many ways, including content development, competitive analysis, market research, webinars, and infographics. I've yet to come across a marketing agency with more industry expertise and bench strength."*

**Darren Niller, Sr. Director of Worldwide Business Marketing, Webroot**

**CyberEdge consultants have serviced virtually every IT sector:**

- Cloud
- Data analytics
- Databases
- Enterprise apps
- ITSM
- Mobile
- Networking
- Operating systems
- Security
- Storage
- Virtualization

## A New Breed of Marketing Agency

CyberEdge is unlike any marketing agency you've ever imagined. Typical agencies deliver a limited number of creative marketing services, such as brand identity, website development, and graphic design. Sure, we do that stuff. But we do so much more.

In fact, CyberEdge now offers more than 50 services across four categories – Marketing, Research, Competitive Analysis, and Publishing. Our vision is to provide any service that a high-tech vendor marketing team could possibly need. And we're poised to achieve that objective because of our unique business model.

CyberEdge is a "virtual" marketing agency backed by a network of highly experienced research and marketing consultants working together under one brand. Every CyberEdge consultant has a minimum of 10 years of marketing experience within one or more IT sectors. Our consultants perform services on both a project and retainer basis. As your needs grow, we grow with you!

<i>CyberEdge versus a typical marketing agency</i>	<b>CYBEREDGE</b>	<b>TYPICAL AGENCY</b>
Services	50+	<10
Brand identity	<b>Yes</b>	Yes
Graphic design	<b>Yes</b>	Yes
Website development	<b>Yes</b>	Yes
Content development	<b>Yes</b>	No
Competitive analysis	<b>Yes</b>	No
Market research	<b>Yes</b>	No
Publishing	<b>Yes</b>	No
Multimedia development	<b>Yes</b>	No
Product message maps	<b>Yes</b>	No
Consultants	Contractors	Employees
Cost	Affordable	High

## Comprehensive Services Portfolio

CyberEdge consultants offer specialized expertise across a spectrum of marketing disciplines. We're the Amazon.com of high-tech marketing agencies because we offer so many services benefiting virtually every marketing discipline, including:

- Product marketing
- Product management
- Marketing communications
- Public relations
- Analyst relations
- Events marketing
- Digital marketing
- Technical marketing
- Website development
- Graphic design

## Broad Industry Expertise

CyberEdge is laser-focused on the research and marketing needs of high-tech vendors and service providers. Our 30+ consultants have serviced clients in virtually every IT sector, including security, IT service management (ITSM), virtualization, storage, and more. And we work with clients of all sizes — from fledgling startups to large, publicly held corporations.

## Committed to Your Success

CyberEdge is obsessed with customer satisfaction. We don't want you to think of us as a vendor. Think of us as an extension of your marketing team — a strategic partner committed to your personal success and the success of your company.

**Check out our work samples at**  
**[www.cyber-edge.com/portfolio](http://www.cyber-edge.com/portfolio)**

# MARKETING SERVICES

## Content Development

### White Papers

Content for both business and technical white papers.

### eBooks & gBooks

Content for custom eBooks and gBooks (graphical eBooks) covering a broad spectrum of business and technical topics.

### Brochures

Content for product datasheets, solution briefs, industry briefs, and more.

### Customer Case Studies

Content derived from interviewing customers for named and/or anonymous customer case studies.

### PowerPoint Presentations

Content for corporate and product-focused PowerPoint presentations.

### Blogs & Media Bylines

Content for online blogs and media bylines to be placed in business and trade publications.

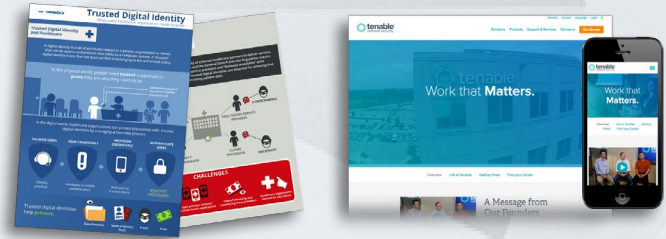
### Product Message Maps

Product positioning statements, message pillars, and proof points derived from a collaborative on-site or online half-day workshop.

## Marketing Retainers

Whether you lack employee headcount or simply need someone to fill in for a few months, CyberEdge consultants can work on retainer to perform a variety of marketing functions, including:

- Interim CMO
- Product Marketing
- Product Management
- Marketing Communications
- Public & Analyst Relations
- Events Marketing
- Digital Marketing
- Website Development
- Graphic Design
- Recruiting



## Creative Marketing

### Website Design & Development

Full-service website design and development using leading web platforms, including WordPress, Drupal, HTML, and more.

### Graphic Design

Full-service graphic design services, including brochure layout, white paper layout, custom diagrams, booth graphics, event signage, ad layouts, and more.

### Brand Identity

Brand identity creation, including logo, color palette, style guide, business card template, brochure template, PowerPoint templates, and more.

### Infographics

Traditional and animated infographics corresponding to products, research studies, industry events, and more.

### Animated Explainer Videos

Entertaining 1-2 minute animated videos that explain market problems, product attributes, and business benefits in a way that anyone can understand.

### Live Videos

On-site videography and post-production for customer videos, founder(s) videos, product launch videos, and more.

# RESEARCH SERVICES



### Thought Leadership Studies

Public-facing company- and CyberEdge-branded custom research studies designed to generate leads while fostering thought leadership.

### Customer Satisfaction & Loyalty Studies

Annual research studies to measure brand loyalty (via Net Promoter scores) and satisfaction across all customer-facing business units.

### Brand Awareness Studies

Studies designed to measure brand recognition and brand preference against your key competitors.

### Market Viability Studies

Studies designed to validate entry or expansion into a new or existing market.

### Pricing Studies

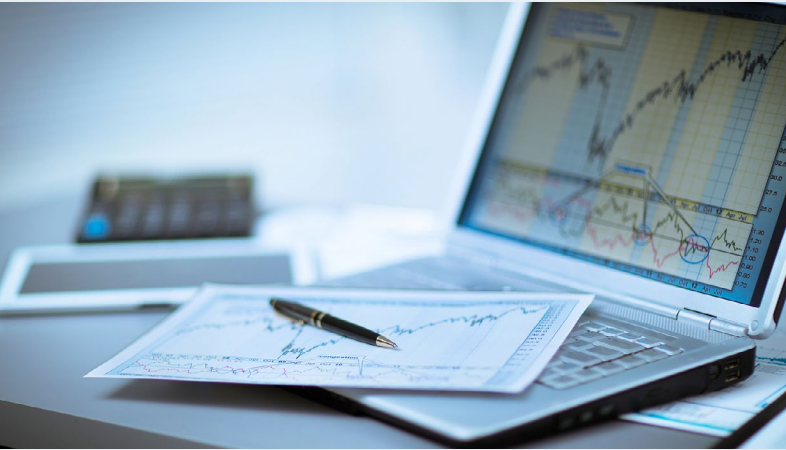
Studies designed to evaluate alternative product licensing models and/or determine optimal product pricing.

### Product Usability Studies

Studies designed to gauge usability of new and/or updated product offerings.



# COMPETITIVE ANALYSIS SERVICES



## Competitor Intelligence

Aggregate product attributes for one or more competitors into a Feature Comparison Matrix, leveraging both public and non-public sources.

## Competitor Battlecards

Two-page "cheat sheets" depicting key competitive advantages for the benefit of internal and partner sales personnel.

## CyberWatch Subscriptions

Annual subscription that provides quarterly updates of Feature Comparison Matrices and competitor battlecards.

## Competitor White Papers

Customer-facing white papers depicting key advantages over competing products.

## Competitor Vulnerability Studies

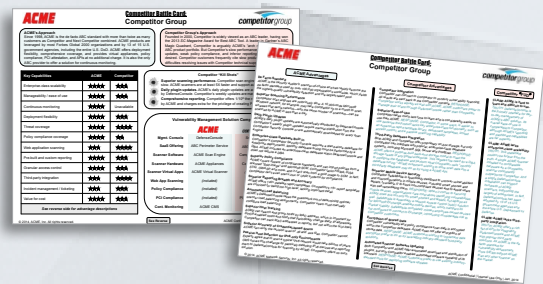
Uncover potentially exploitable vulnerabilities amongst your closest competitors by measuring competitor customer satisfaction and loyalty.

## Customer Win/Loss Interviews

Telephone-based interviews of customers that chose your product over a competing product and vice versa. Results are captured in a comprehensive report.

## CRM Win/Loss Optimization

Consulting designed to maximize the integrity of internal win/loss statistics derived from Salesforce.com and other popular CRM platforms.



# PUBLISHING SERVICES

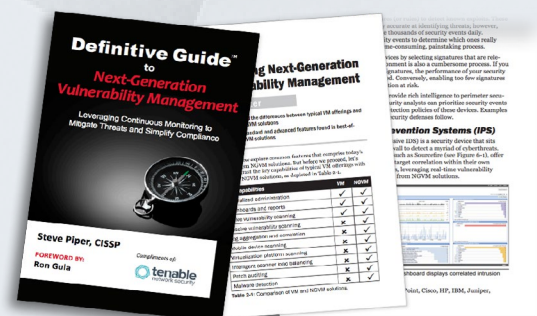


## Definitive Guide™ Books & eBooks

48- and 72-page not-for-resale Definitive Guide books and eBooks published by CyberEdge Press. Includes a perpetual eBook license.

## Custom Books & eBooks

Custom not-for-resale books and eBooks published by CyberEdge press featuring custom cover, fonts, interior layout, page dimensions, and page counts. Includes a perpetual eBook license.



## For Dummies Manuscripts

Manuscript development for 48- and 72-page not-for-resale "For Dummies" branded books and eBooks published by Wiley Publishing.

## Manuscript Editing & Layout

Manuscript editing and layout services for those authoring their own not-for-resale books and eBooks published by CyberEdge Press. Includes a perpetual eBook license.

## JUST SOME OF OUR HIGH-TECH CLIENTS

 BeyondTrust™	 ca technologies	 CITRIX®	 CODE42	 ctera your files. your cloud.	 CYBERARK®
 CYLANCE	 DELL SecureWorks	 ENDGAME.	 Fidelis Cybersecurity	 FireEye™	 FORCEPOINT
 ForeScout™	 Gigamon®	 Hewlett Packard Enterprise	 IMPERVA®	 ivanti®	 JUNIPER NETWORKS
 LogRhythm™	 MICRO FOCUS	 mimecast®	 Microsoft	 NetIQ.	 neustar.
 NTTSecurity	 OPTIV	 paloalto NETWORKS	 proofpoint™	 redhat.	 SentinelOne®
 SunView Software Inc.	 Symantec™	 tenable™	 tripwire	 vmware™	 WEBROOT™ Smarter Cybersecurity

## REQUEST A 20-MINUTE BRIEFING

There are dozens of ways that CyberEdge can serve any high-tech marketing team. Whether you're short on headcount or your team lacks a particular skill, our veteran consultants can tackle virtually any challenge.

### MARKETING

- White papers
- eBooks and gBooks
- Brochures
- Customer case studies
- PowerPoint presentations
- Blogs
- Media bylines
- Product message maps
- Website design
- Website development
- Graphic design
- Brand identity
- Infographics
- Explainer videos
- Live videos
- Product marketing retainers
- Product management retainers
- Marketing communications retainers
- PR/AR retainers
- Events marketing retainers
- Digital marketing retainers
- Marketing recruiting

### RESEARCH

- Thought leadership studies
- Customer satisfaction and loyalty studies
- Brand awareness studies
- Market viability studies
- Pricing studies
- Product usability studies

### COMPETITIVE ANALYSIS

- Competitor intelligence
- Competitor battlecards
- CyberWatch subscriptions
- Competitor white papers
- Competitor vulnerability studies
- Customer win/loss interviews
- CRM win/loss optimization

### PUBLISHING

- Definitive Guide™ books and eBooks
- Custom books and eBooks
- For Dummies manuscripts
- Manuscript editing and layout

### CyberEdge has earned over 20 industry awards for:

- Best Book
- Best eBook
- Best White Paper
- Best Research Study
- Best Infographic
- Best Video Content
- Best Logo

### CyberEdge Group

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Contact CyberEdge today at 800-327-8711 or [info@cyber-edge.com](mailto:info@cyber-edge.com) to request a 20-minute phone briefing to learn more about our services and to discuss ways that we can help. You'll be glad you did.

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