ivanti

Campaign Playbook for Partners

Brand Campaign (Everywhere Workplace Report)

03/01/2022

Agenda

Ivanti Brand and Solutions Campaign Objective

Targeting:

Prospects / contacts who are not showing any specific buying signals that would automatically enroll them in one of the value driver campaign tracks.

Objectives:

- Drive awareness of Ivanti's integrated solution and platform story

- Provide entry point into value driver campaign tracks and/or

- Entice contacts to continue to engage with Ivanti so we can nurture the contact until they are in a buying mindset.

Messaging Pillar

- Discover all your assets everywhere in minutes, not weeks

- Easily manage who has access to what across all their devices

- Get security risks under control

- Enable your IT team to enable amazing employee experiences

- Our platform and solutions are flexible to meet you where you are now and in the future.

Tactics:

- Email Nurture

- Social

- Organic Social

Targeting

Brand Target Account List

All Global Campaign efforts will be targeted towards TAL + Intent data.

All Global Campaigns will include the:
1. Target Account prospect lists for International and the Americas.
2. Prospects & customers for Enterprise Accounts with 1500+ employees (6Sense)

Intent data added-on based on security keywords for the Map your Cybersecurity Value Driver.

Next Steps:

Intent data will be added-on based on Gain Control keywords for the Gain Control Value Driver.

Intent data will be added-on based on Emp Exp keywords for the Employee Experience Value Driver.

Damon Ricketts - CISO

ABOUT

Damon is focused on risk mitigation, protection and defense of data/infrastructure, and the organizations reputation. Drives industry compliance certifications. Highly skeptical. Tough to prove unique value. Often has a military or defense industry background. Average tenure is only 26 months due to high stress and burnout.

GOALS

- Reduce attack surface of the network (outside & inside)
- Accurately measure & report risk to the ELT
- Ensure corporate initiatives proceed without posing risks to security ("office of YES")
- Achieve regulatory and internal compliance goals

PAIN POINTS

- Evolving threat landscape – ransomware, credential theft
- Lack of visibility into devices, applications & access
- Identification and prioritization of risks – alert fatigue
- **Limited skilled security experts available to do the work**
- Managing the risk of a multi-vendor & multi-cloud infrastructure

BUYER PERSPECTIVE

- It's not only about technology risks for the CISO. Management of employee risk is equally important
- Needs to be seen as an enabler of progress, not a blocker, for technology but also for business initiatives
- Wants wide-applicability of solution
- Must simplify and make tangible the consequences of inaction when justifying budget (risks of alternatives)

MAKING CONTACT
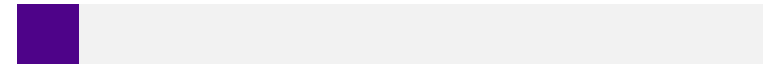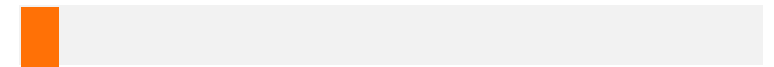
ECONOMIC BUYER / INFLUENCER

AGE	40 - 50 years
TITLE	CSO, CRO, VP, Director Infosec, Architect
EDUCATION	All levels, Certs
EXPERIENCE	20 – 25 years

SKEPTICAL DETAIL FOCUSED

LONG MEMORIES TYPE A

FOLLOWS

CISO MAG Gartner®

DARKReading

Damon Ricketts - CISO

GET THE BUYER'S ATTENTION

- Find ways to bring CISOs or the perspective of CISOs to Daniel in a meaningful way. **He trusts his peers above all.**

- Scan the news for recent security vulnerabilities or exposures at companies similar to Daniel's - and tell stories about how Ivanti customers have mitigated impact.

IDENTIFY & DEVELOP AN OPPORTUNITY

- Effective CISOs also serve as future risk managers by positioning information risk management as an accelerator of emerging technology adoption in the organization. Uncover the emerging technologies that the CISO is trying to support and tie the Ivanti solution to those initiatives. These could be documented in an SEC filing (10 K).

- Don't try to sell at the individual product level with this buyer. You want to go in with a portfolio story but offer a crawl-walk-run roadmap to deal with current budget constraints and architectural complexity.

- Quantify productivity gains to help CISOs do more with their resources (which are hard to get)

MAKE YOUR CASE

- Be realistic about what can be achieved, don't overpromise (No BS). Response to risks is more important than total avoidance.

- Bring in product leaders to discuss long-term strategy – make them feel a part of the solution, but don't expect them to be early adopters.

- Third-party validation is key, especially with references in their peer group. Analyst validation is important.

The most effective CISOs exert influence on the ELT to justify efforts mitigate future risk.

Gartner

Phyllis Iverhart – CIO

ABOUT

Phyllis is focused on creating a vision for the future, maintaining security standards, and enforcing compliance. She is trying to strike a balance between immediate needs of the organization and creating a foundation for future success. Average tenure is 4.6 years.

RATIFIER

AGE	45 – 50 years
TITLE	CIO, CDO, CTO
EDUCATION	Masters Degree
EXPERIENCE	15 – 20 years

DRIVEN **VALUE ORIENTED**

CURIOUS **TIME SENSITIVE**

FOLLOWS

Gartner® CIO

FAST COMPANY Harvard Business Review

GOALS

- Prove ROI quickly to demonstrate success or secure more investment
- Support new initiatives with limited resources
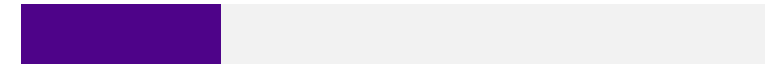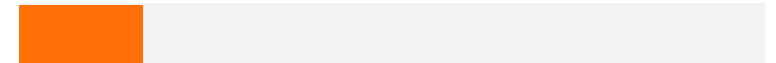- Provide meaningful executive reporting

PAIN POINTS

- Regulatory and internal compliance
- Limited resources
- Flat year-over-year IT budgets
- Overhead of working with too many vendors
- Poor customer and employee experience
- Customer churn

BUYER PERSPECTIVE

- Stretched for time, inundated with meetings, but striving to identify and lead change for high impact.
- Extremely careful making decisions about technology
- Needs relevant content and proof points that address their pain points, challenges, and responsibilities.
- Constantly looking for ways to optimize costs, increase security, and pave a steady path to the future.

MAKING CONTACT

Phyllis Iverhart – CIO

GET THE BUYER'S ATTENTION

- Introduce a meaningful trend that is affecting CIOs: Accelerated digital transformation, move to product teams, remote work.
- If a public company, look at the details of the business in a recent public records (example: SEC 10 K filings - US Only)
- Obtain an introduction through a lower-level buyer by offering to sponsor an executive session with an Ivanti exec

IDENTIFY & DEVELOP AN OPPORTUNITY

- Ask for their current KPIs and strategic projects – this will help you tie to planned budgetary expenditures
- While you may be pushed down organizationally to vet technical solutions, maintain the relationship with the CIO with a regular cadence. Keeping visibility is key.
- Don't try to sell at the individual product level with this buyer. You want to go in with a portfolio story.
- Make every interaction offer value to the CIO – they should get some benefit, whether that is assistance making their business case, little-known facts about the industry or an opportunity to engage with a visionary

MAKE YOUR CASE

- Bring in product leaders to discuss long-term vision – make them feel a part of the solution.
- CIOs love to talk to other CIOs. Invite them to speak to our customer references or pull together a roundtable event.
- Third-party validation is key, and the CIO at an enterprise is likely a Gartner or Forrester client. Share the relevant research and recommend that they talk to "friendly" analysts.

"The CIO's role is transforming from delivery executive to business executive."

Gartner

AGE	~45 years
TITLE	CIO, CPO, CHRO, CFO, Shared Services Lead
EDUCATION	Bachelors or Masters
EXPERIENCE	~15 years

TRAIT	TRAIT
TRAIT	TRAIT

FOLLOWS

HR.com
Maximizing Human Potential

Gartner.
FORRESTER

Olga Stinson – VP of HR

ABOUT

Seasoned, highly collaborative HR leader focused on cultivating company personnel and a company culture that will support the organization in reaching its strategic goals.

GOALS

- Ensure the effective utilization and maximum deployment of human resources to meet organizational goals
- Provide the organization with well-trained and well-motivated employees
- Enhance employee capabilities to perform their jobs
- Cultivate a sense of team spirit, teamwork and inter-team collaboration
- Form an HR policy that aligns to overall business strategy
- Maintain critical compliance for varying regulations like FedRAMP, SOC 2, ISO, GDPR, etc.
- Partner with groups to achieve company goals
- Increase and measure efficiency, accuracy, and consistency

BUYER PERSPECTIVE

- Will be skeptical if the clear value to the HR team in achieving their goals and executing their day-to-day functions isn't clear up front

PAIN POINTS

- Inefficient, multi-system & applications for HR
- Needs employees to be engaged and productive from day 1; decreasing time-to-contribution
- Needs to deliver faster and better services to employees leveraging HRIS investments
- Managing compliance across various regulations
- Depending on the size of the organization, defining and demonstrating measurable outcomes and effectiveness via metrics and reporting capabilities

MAKING CONTACT
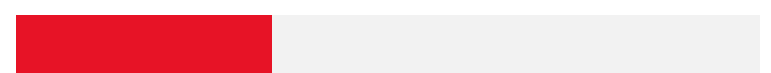
Olga Stinson – VP of HR

GET THE BUYER'S ATTENTION

- Highlight the ease of integration and compatibility with existing HR systems and original stack
- Discuss the rapid time to implementation
- Review how Ivanti Neurons for IT can help them demonstrate value and measurable outcomes
- Speak to potential needs that HR has or doesn't know they have (you will need to dig via discovery questions here)
- Make a case for case management and how it delivers value organization-wide

IDENTIFY & DEVELOP AN OPPORTUNITY

- Explain how the platform that Ivanti Neurons for HR is built upon will integrate with current technologies being used
- Explain the features of Ivanti Neurons for HR that will enable HR to maintain compliance
- Explain the features of Ivanti Neurons for HR that will allow HR to increase efficiency (like self-service)
- Explain the features of Ivanti Neurons for HR that will enable HR to demonstrate measurable outcomes (KPIs) in optimizing or adding value to the organization; this will be key in getting buy-in beyond HR
- Explain how an Enterprise Service Management approach and platform can improve the customer experience and increase collaboration success across teams

MAKE YOUR CASE

- Deliver customized demo aligned to identified pain points and goals
- Walk through 1-3 user journeys of interest
- Have a customer reference at a peer company reach out - like industry references work best
- Provide relevant 3rd party validation (ESG, Forrester)

Key Drivers: Attract the right talent | Align HR strategy to support business goals | Cultivate a culture aligned with company values

Content Overview
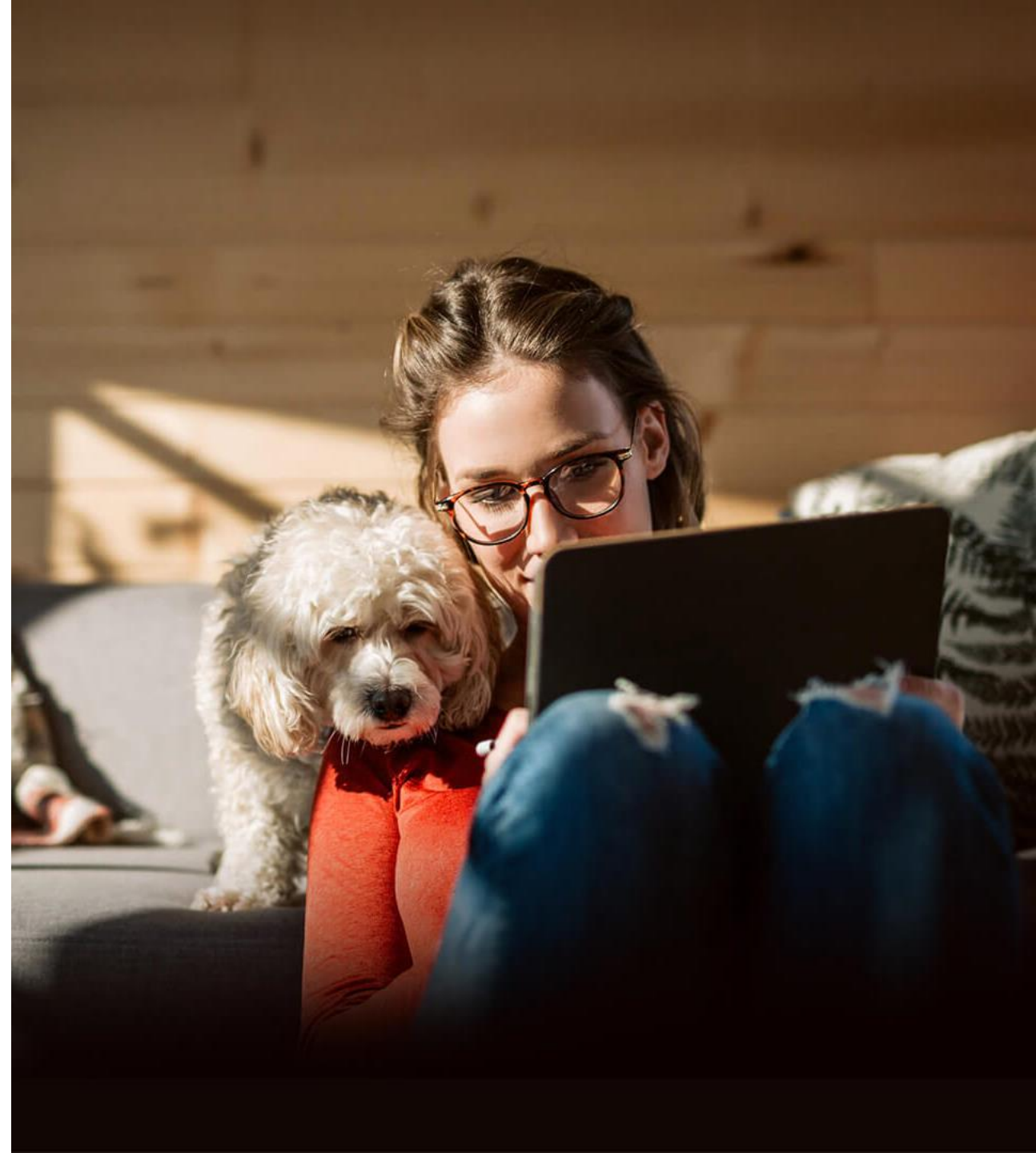
Positioning Statements

For:	IT and Security teams responsible for providing secure and timely service to employees, whether remote, onsite or hybrid,
Who:	are struggling to identify, manage, and ensure all the devices, platforms, networks and applications in their environment are being used optimally and aren't introducing more security threats,
The:	which puts their organization's operations, revenue, employee morale and reputation in jeopardy.
Is:	Ivanti makes the Everywhere Workplace possible.
That:	By making it practical to discover devices on your network, manage devices and user access to services, secure users and protect enterprise data and privacy, and provide rapid service when issues do crop up.
Unlike:	Unlike inflexible, expensive and overly complex solutions that make big promises but fail to deliver value or smaller solutions that only solve part of your problem.
Only:	Ivanti has built an integrated solution that leverages our autonomous platform to find and protects every device so you don't have to.
So:	so, wherever you work, whatever you work on, you can have the peace of mind you need to perform and deliver what your company needs to be at its best.

Positioning Statements Cont.

25 Ivanti is the only vendor bringing together security, unified endpoint management and service management solutions to supercharge productivity while delivering amazing employee experiences.

50 To help you provide secure and timely service to employees wherever they may work, Ivanti's integrated solution leverages our autonomous platform to make it possible to discover devices on your network, manage devices and access to services, secure users and protect your data and privacy, and provide rapid service when issues come up. With Ivanti, you have the tools to make the Everywhere Workplace possible.

Positioning Statements Cont.

100 More devices, more platforms, more apps, more networks, and more security threats – this is the reality of the Everywhere Workplace. Ivanti's integrated solution helps you get security risks under control, know what and where your IT assets are, and deliver excellent experiences for your employees. We make it practical to discover devices on your network, manage devices and user access to services, secure users and protect your data and privacy, and provide rapid service when issues do crop up. Wherever you work, whatever you work on, you have the tools to operate in the Everywhere Workplace effectively and securely.

| Key Messages	Supporting Points
Discover all your assets everywhere in minutes, not weeks	• A customer found 30% of previously undiscovered devices by using Ivanti Neurons than what SCCM found in 12 years. • We've help you cover it all with active and passive discovery of endpoints (Windows, Linux, Android, Rugged, Mac, iOS), Cloud, Data Centers and IoT devices.
Easily manage who has access to what across all their devices	• Organizations across the globe manage and secure over 40M devices with Ivanti UEM solutions. • We provide a single pane of glass for client management, modern management, enterprise mobility management and conditional access.
Get security risks under control	• Without needing deep security knowledge obtain the insight about every patch and the associated vulnerabilities that are exploitable, weaponized, and have ties to ransomware • Ivanti is the only vendor that allows you to seamlessly migrate from VPN to ZTNA solutions using a modern, standards-based SDP architecture. • Passwordless MFA using FIDO2 and additional factors such as biometrics, push notifications, managed devices as ID, and OTPs. • Mobile threat defense to secure Android and iOS devices against attacks at the device, network and application levels, as well as mobile phishing attacks, even when devices are offline.
Enable your IT team to enable amazing employee experiences	• Reduce incident resolution times and increase employee satisfaction by servicing, protecting and healing your assets with the AI-driven automation of the Ivanti Neurons platform. You can detect issues and then perform actions or remediation to self-heal before impacting users. • Ivanti service management solutions can deliver an ROI of 365% over 3 years as shown in a study by Forrester Consulting on behalf of Ivanti, The Total Economic Impact™ Of The Ivanti Enterprise Service Management Platform, November 2021.
Our platform and solutions are flexible to meet you where you are now and in the future.	• Ivanti Neurons is purpose-built to accelerate technology integration because it facilitates information and actions between all the disparate pieces of your IT environment. And it uses the power of self (healing, service, secure) to make it all happen. • Deployed in a model that suits your business • We have heavily invested in mobile, securing remote workforces and low-code/no-code to meet the needs of our customers in the changing business world.

Supporting Assets

Most assets will be translated into French, German, Spanish, Italian, Dutch, Swedish, Japanese, Chinese.

- Report

- Press Release Infographic

- Social Content/social cards (including Bambu)

- Blog Post

- Ivanti Insights podcast episode

- Campaign Playbook for partners

- Email

Would Prefer to Work From Anywhere, Anytime, Over Getting Promoted

*Workplace Report Citation Needed

71%
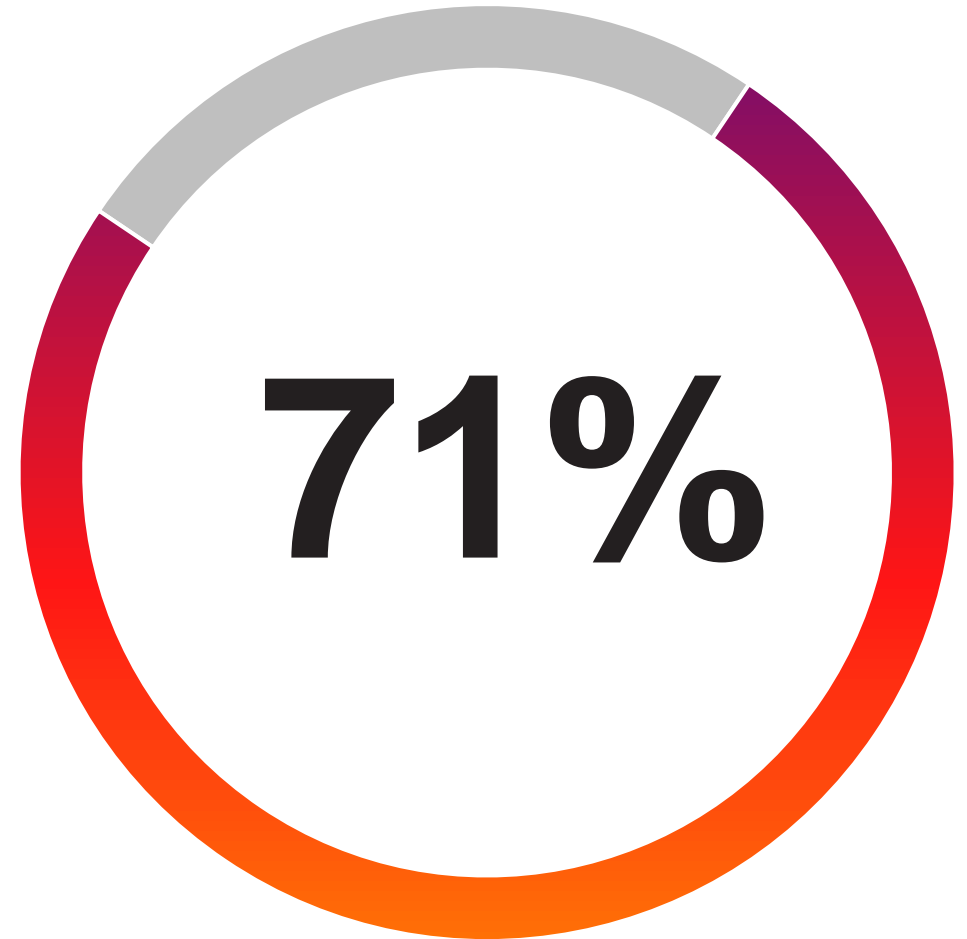
Email Nurture

Nurture Topics

- **The Future of Work** – Where we work has forever been changed, IT has new challenges to tackle in this new work model, and the tech used needs to create better experiences.

- **Work in 2022 and Beyond** – While C-suite may desire a full return to the office employees increasingly want a hybrid work model.

- **The Evolving Workforce** – Remote work enabled businesses to maintain the status quo during the pandemic, the move to remote was enabled by innovative technology, overall remote work has positively affected employees.

- **A double-edged Sword** – Despite improved employee sentiment and productivity remote work has negatively affected IT departments.

- **Enabling the Future Today** – Technology has been the most important enabler of remote work, but it doesn't come without challenges. Businesses need to ensure they can secure their workforce, devices, and data.
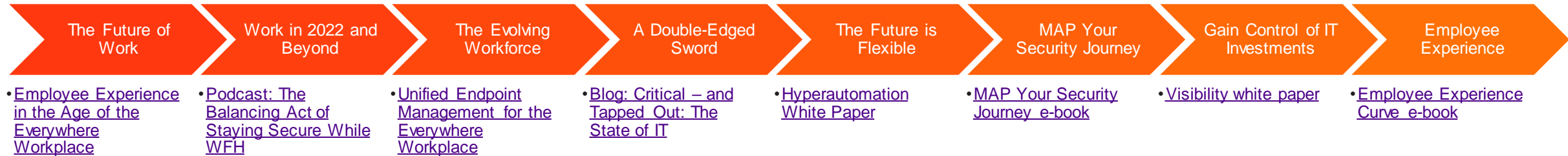
Nurture Topics Cont.

- **The Future is Flexible** – In order to thrive in the Everywhere Workplace employers need to be flexible with employees and provide the right tools, technology and perks to thrive.

- **Ivanti's Predictions for 2022** – Introduction of the Value Drivers presented as trends for 2022.
  - **MAP Your Cybersecurity Journey**
  - **Gain Control of Your IT Investments**
  - **Employee Experience as an Executive-Level Priority**

Email Nurture Workflow

The Future of Work	Work in 2022 and Beyond	The Evolving Workforce	A Double-Edged Sword	The Future is Flexible	MAP Your Security Journey	Gain Control of IT Investments	Employee Experience
•Employee Experience in the Age of the Everywhere Workplace	•Podcast: The Balancing Act of Staying Secure While WFH	•Unified Endpoint Management for the Everywhere Workplace	•Blog: Critical – and Tapped Out: The State of IT	•Hyperautomation White Paper	•MAP Your Security Journey e-book	•Visibility white paper	•Employee Experience Curve e-book

Targeting:

Prospects / contacts who are not showing any specific buying signals that would automatically enroll them in one of the value driver campaign tracks.

Objectives:

• Drive awareness of Ivanti's integrated solution and platform story

• Provide entry point into value driver campaign tracks and/or

• Entice contacts to continue to engage with Ivanti so we can nurture the contact until they are in a buying mindset.
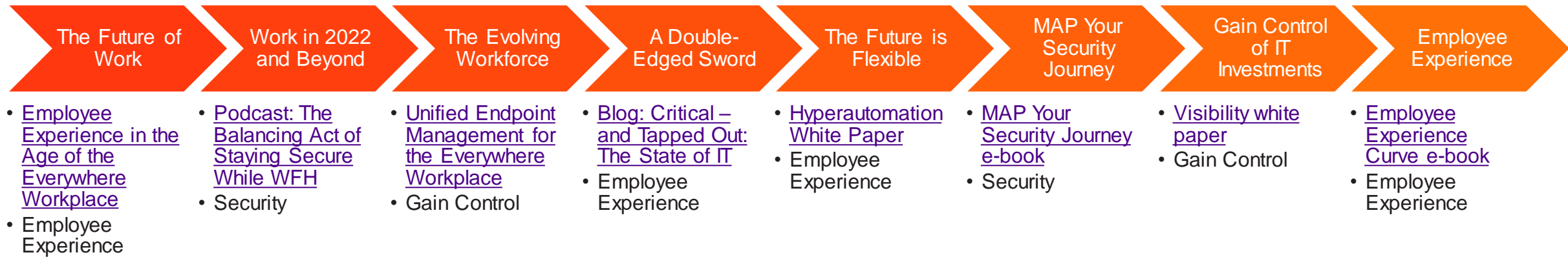
Additional Executive Persona Targeting:

• CISO
• CIO / CTO / CDO
• VP of IT
• VP of Engineering
• VP of Product Management
• VP of HR

Rules of Engagement:
• Including the Executive Persona Targets
• Prospects / Contacts who are not showing buying signals
• Email cadence is every other Tuesday through Thursday

Email Nurture Workflow

The Future of Work	Work in 2022 and Beyond	The Evolving Workforce	A Double-Edged Sword	The Future is Flexible	MAP Your Security Journey	Gain Control of IT Investments	Employee Experience

- Employee Experience in the Age of the Everywhere Workplace
- Employee Experience

- Podcast: The Balancing Act of Staying Secure While WFH
- Security

- Unified Endpoint Management for the Everywhere Workplace
- Gain Control

- Blog: Critical – and Tapped Out: The State of IT
- Employee Experience

- Hyperautomation White Paper
- Employee Experience

- MAP Your Security Journey e-book
- Security

- Visibility white paper
- Gain Control

- Employee Experience Curve e-book
- Employee Experience

Social

Bambu

Spreading the Word

You can spread the word and drive business by sharing Ivanti posts or sign up here, if you haven't already, for Bambu.

Goals and Objectives

What are we trying to achieve?

1. The goal of the report and its assets are to drive global brand awareness.
2. To objective of this report is to position Ivanti as a leader in enabling the Everywhere Workplace while promoting Ivanti solutions and services.
3. Drive Influencer partnership amplification by engaging with content.

Hashtag opportunities to include:
#EverywhereWorkplace, #FutureOfWork22, #FutureOfWork22, #TheGreatResignation, #Remotework, #WorkFromAnywhere

PR Copy TW

The Future of Work – Where we work has forever been changed, IT has new challenges to tackle in this new work model, and the tech used needs to create better experiences. Learn why today: {Link} #EverywhereWorkplace

Blog Copy TW

Work in 2022 and Beyond – While the C-suite may desire a full return to the office employees increasingly want a hybrid work model. Learn more: {   } #EverywhereWorkplace

Report LP Copy TW

The Evolving Workforce – Remote work enabled businesses to maintain the status quo during the pandemic, the move to remote was enabled by innovative technology, overall remote work has positively affected employees. Read the report now: {Link} #EverywhereWorkplace

PR Copy LK/FB

The Future of Work – Where we work has forever been changed, IT has new challenges to tackle in this new work model, and the tech used needs to create better experiences. Learn why today: {Link} #EverywhereWorkplace

Blog Copy LK/FB

Work in 2022 and Beyond – While the C-suite may desire a full return to the office employees increasingly want a hybrid work model. Learn more in our newest blog today: {   } #EverywhereWorkplace

Report LP Copy LK/FB

The Evolving Workforce – Remote work enabled businesses to maintain the status quo during the pandemic, the move to remote was enabled by innovative technology, overall remote work has positively affected employees. Learn more: {Link} #EverywhereWorkplace

Creative

Sharing Ivanti Advertising Assets

Guidance for Partners leveraging campaign materials

Most campaigns that Ivanti builds and executes upon will include advertising assets and these assets are used in paid media campaigns.

Within a paid media campaign, Ivanti also bids on keywords that are used to increase demand and lead numbers.

Partners wishing to leverage ad assets associated with any campaign may make a request for ad creative by sending an email to IPN@ivanti.com with the following information:

1. **Name of the campaign**

2. **A summary overview of the paid media campaign that these ads will be used in**

3. **A summary overview of the keywords that the partner will be bidding on as part of the overall tactic/initiative**

4. **A confirmation of where the redirect destination of the ad**

Ivanti will respond to your request within 72 business hours approval, at which time we will submit a copy of the ad file – the ad file will be submitted with a placeholder for your logo/CTA.

28%
of employees consider leaving their jobs.

ivanti

Prioritize the employee experience

Get the report →

28% are considering quitting their jobs.

Find out why.

ivanti

Get the report →

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ivanti

Prioritize the employee experience

Get the report →

28% consider quitting a job.

ivanti   Get report →

28% are considering quitting their jobs.
Find out why.

ivanti   Get the report →

Avoid the Great Resignation.

Find out how.

ivanti

Get the report →

Example of images for the social gif/ posts

Sample of Key Findings

70%
Would prefer to work from anywhere, anytime, over getting promoted

24%
Of employees would quit their job if forced back to the office

47%
Surveyed relocated during the pandemic

58%
Report that remote work has impacted their morale positively

48%
Say time savings due to less commuting is the top benefit of remote work

44%
Consider themselves to be digital nomads

Thank You!

ivanti