



Buyer Personas

CONFIDENTIAL

2022



RATIFIER

AGE 45 – 50 years

TITLE CIO, CDO, CTO

EDUCATION Masters Degree

EXPERIENCE 15 – 20 years

DRIVEN

VALUE ORIENTED

CURIOS

TIME SENSITIVE

FOLLOWS

Gartner

CIO

FAST COMPANY

Harvard Business Review

BUYER PERSONA

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.

GOALS

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

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.

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

MAKING CONTACT

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Email icon: [Purple bar] [Grey bar]

Chat icon: [Maroon bar] [Grey bar]

People icon: [Red bar] [Grey bar]

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



BUYER PERSONA

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

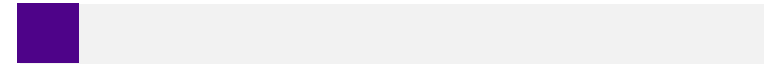
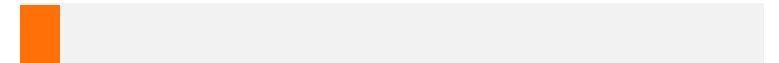
PAIN POINTS

- 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



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

BUYER PERSONA

Jennifer Powell - IT Director

ABOUT

Jennifer manages staff productivity, budgeting and forecasting, and guides system upgrades, installs, migrations, and maintenance. She is focused on cost effectiveness, delivering high-quality service and data analytics, and optimizing critical business systems. She is involved in the requirement definition and selection of tools and solutions.

GOALS

- Align tech investments to optimize budget and staffing
- Manage staff efficiency and retention
- Prefers to invest in technology that focuses on future state
- Minimize risk from switching tools

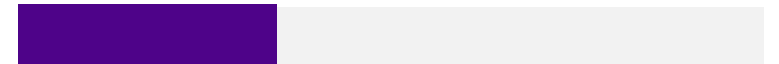
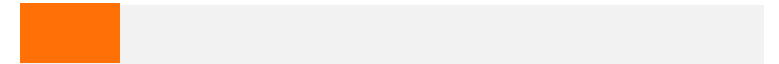
BUYER PERSPECTIVE

- Tactical responsibilities with strategic aspirations
- Wants to be seen as the go to person
- Increasingly asked for data analytics and seeking ways to accurately and efficiently deliver requested information
- Constantly trying to do more with current IT resources
- Careful to vet and manage any additional technology spend
- Needs a partner, not just another business tool

PAIN POINTS

- Functional silos between teams and tools limits needed insights and efficiency improvements and hurts user experiences
- High ongoing costs and subscription fees, including admin cost, pressuring budget
- Shadow IT introducing unknown elements, risks and potential workload
- Inability to realize more advanced IT processes to help team become more efficient
- Low customer satisfaction from poor IT experiences / Poor staff experiences
- Company growth or M&A straining efforts with current staff and budget constraints
- Poor reporting to understand team performance or share with management
- Too much effort and costs when upgrading current tools

MAKING CONTACT



ECONOMIC BUYER

AGE 35 – 55 years

TITLE Director of IT Operations, Sr. IT Manager

EDUCATION MBA

EXPERIENCE 7 – 10 years

DRIVEN

TACTICAL

ASPIRES TO BE STRATEGIC

FOLLOWS

Gartner

- Technical Publications
- IT conferences
- User Groups

Jennifer Powell – IT Director

GET THE BUYER'S ATTENTION

- Introduce meaningful trends / recent cybersecurity threat / stats that are affecting IT & Operations
- Discuss relatable use cases / peer stories that you have been hearing from other fellow IT Directors
- Be specific to what matters to them in their specific industry, size

IDENTIFY & DEVELOP AN OPPORTUNITY

- Share previous peer IT projects outcomes to pique interest
- Ask for their current IT projects and priorities – this will help you understand their specific pain points
- Determine desired outcomes and confirm decision drivers and timelines
- Map out journey to achieve outcomes

MAKE YOUR CASE

- Discuss relevant use cases
- Deliver customized demo aligned to identified pain points and goals
- Describe the partnership and what to expect
- Provide relevant references and 3rd party validation



Key Drivers:
IT Cost
Optimization,
Security,
Employee and IT
Productivity



TECHNICAL BUYER

AGE 35 – 50 years

TITLE Customer Services, Service Desk, Support Manager

EXPERIENCE 5-15 years

IMPROVEMENT FOCUSED

TEAM-ORIENTED

FOLLOWS



- HDI, SITS, SDI chapter user groups
- Technical Publications
- IT conferences

BUYER PERSONA

Vignesh Bhatia – Service Desk Manager

ABOUT

Vignesh manages and trains Level 1 tech teams to quickly fix and manage IT issues, as well as fulfill hardware and software requests from employees and customers.

GOALS

- Keep IT systems and devices running smoothly
- Meet employee/customer needs and keep them productive
- Train and manage staff, provide growth opportunities
- Improve staff morale and retention
- Improve efficiencies through modernization / transformation of the service desk

BUYER PERSPECTIVE

- Wants a tool that's not holding the team back: visibility into assets and services, fewer manual routine tasks, proactive capabilities, engaging self-service experiences
- Very interested in learning best practices from similar teams; often struggles to manage fluctuating workloads and improve service levels
- Depending on maturity level comfort, will either support or hinder move to a new solution

PAIN POINTS

- Too many manual processes causing extra handovers and delays
- Information is in too many places, hard to compile a complete picture
- Poor customer experiences using self-service or contacting IT
- Poor staff experiences from having to switch between multiple tools typing in missing and rekeying information
- Heavy workloads from dealing with many routine requests and repetitive tasks
- No reporting to understand teams' performance
- Unplanned outages cause a flood of incoming calls
- Too much administration time spent on the tools instead of working on key modernization projects

MAKING CONTACT



Vignesh Bhatia – Service Desk Manager

GET THE BUYER'S ATTENTION

- Discuss IT Service Desk modernization and transformation initiatives
- Invite to speaking sessions at HDI / webinars discussing service improvement initiatives
- Participate / Sponsor IT Service Desk roundtable discussions

IDENTIFY & DEVELOP AN OPPORTUNITY

- Personal invite to local user groups, peer group discussions hosted by another customer
- Share use cases from peer service desk organizations
- Determine desired outcomes and confirm decision drivers and timelines
- Go through value realization exercise to demonstrate specific efficiency improvements
- Map out journey to achieve outcomes

MAKE YOUR CASE

- Deliver customized demo aligned to identified pain points and goals
- Share Gartner MQ and Critical Capabilities Reports for ITSM
- Describe the partnership and what to expect
- Provide relevant references / Peer Reviews



Key Drivers:
Process and
Efficiency,
Standards and
Metrics, Changes,
Supporting
Transformation
Initiatives



ECONOMIC BUYER

AGE 35 – 45 years

TITLE Desktop Manager, Desktop Support Manager, IT Desktop Manger

EXPERIENCE 5-10 years

IMPROVEMENT FOCUSED

TEAM-ORIENTED

FOLLOWS



- HDI, Microsoft & Apple user groups
- Technical Publications
- Microsoft Ignite, Apple Events, IT conferences

BUYER PERSONA

Monica Lin – Desktop Support Manager

ABOUT

Manages team that is responsible for managing, implementing, and facilitating strategic direction for mission-critical desktop/laptop computers, virtual desktops, applications, and mobile devices (in certain organizations) running Windows, Mac, or Chrome OS. Some typical duties include providing applications to the desktop, ensuring applications are patched properly, ensuring desktop devices have the right OS, OSs are configured/hardened correctly, properly provision new devices, and report on overall performance of team to VP or CIO.

GOALS

- Keep desktop/laptop (corporate owned and BYOD) devices and data properly managed, monitored and secured – learn Modern Device Management
- Maximize returns on existing desktop/laptop hardware and standardizing on when to retire
- Meet employee/customer needs and keep them productive (Day Zero Support)
- Train and manage staff in evaluating new desktop/laptop devices, and Windows, Mac, and Chrome OS updates
- Improve efficiencies and gain alignment with Mobile Team (if a different team)
- Resolve end users' issues from anywhere – remote worker support

BUYER PERSPECTIVE

- Wants one tool across Windows, Mac, and Chrome OS devices that remotely automates processes to deploying apps, patch, security updates – need to prove ROI quickly
- Need visibility into all desktop assets in real-time with intelligence
- Very interested in learning best practices from similar teams; often struggles to manage fluctuating workloads and improve service levels

PAIN POINTS

- Ransomware/cryptosecurity outbreaks – antivirus protection
- Minimize user disruptions with new implementations or migrations (uptime is key across the organization)
- Difficult to provision, patch and migrate all the desktop endpoints
- Takes too long to diagnose desktop/laptop problems or patch vulnerabilities
- Difficult to roll out apps and standardize across organization
- Faster resolution and onboarding process
- Too many device/OS management tools (consolidation needed)

MAKING CONTACT



Monica Lin – Desktop Support Manager

GET THE BUYER'S ATTENTION

- Examine ROI and TCO (both hard and soft costs) around desktop/laptop devices and users to show quick ROI with Ivanti (< one year)
- Discuss the cost of having many consoles and many vendors to deal with from a desktop/laptop perspective
- Ask questions around satisfaction levels of current tools they are using to manage desktop assets and third-party application patching
 - Are they meeting their business needs? Do they integrate with their existing platform?
- Share content from sessions at Gartner I&O, Microsoft Ignite, and Apple Events
- Share thought leadership articles on Windows, Mac and Chrome OS direction and latest releases + desktop applications that will be impacted

IDENTIFY & DEVELOP AN OPPORTUNITY

- Personal invite to local user groups, peer group discussions hosted by another customer and/or Customer Advisory Panel
- Share use cases –i.e., SHARP (San Diego's healthcare delivery system)
- Determine desired outcomes and confirm decision drivers and timelines
- Go through ROI exercise to demonstrate specific economic and cost improvements for desktop/laptops across the enterprise

MAKE YOUR CASE

- Deliver customized Ivanti UEM demo aligned to identified pain points and goals (on-prem, cloud, or hybrid environments)
- Share Forrester UEM Wave Report, Gartner MQ and Critical Capabilities Reports for UEM, TCO and TEI reports/studies
- Discuss and show how Ivanti's UEM solutions can provide a single view, manage apps and OS's, manage hardware, secure endpoints, and anticipate and troubleshoot issues of desktop/laptop endpoints across the enterprise
- Provide relevant UEM references / Peer Reviews



Key Drivers:
ROI/TCO of
desktop devices,
Automated
Process and
Efficiency,
Changes
Supporting Digital
Transformation
Initiatives

BUYER PERSONA

Pierre Andres - Mobility/End User Computing (EUC) Manager

ABOUT

Manages and trains Level 1 Mobility/EUC teams to quickly fix and manage mobility issues, as well as fulfill hardware and software requests from employees and customers.

GOALS

- Provide day zero support on multi-OS mobile (corporate owned and BYOD) devices
- Evaluate vendors to improve ROI on different tools
- Meet employee/customer needs and keep them productive
- Train and manage staff, provide growth opportunities
- Improve efficiencies through modernization / transformation of the UEM tools
- Provide report and actionable data with leadership

BUYER PERSPECTIVE

- Want a tool that automates processes to deploying apps and security updates
- Need robust modern device management and real-time intelligence
- Need to align with desktop team and manger
- Very interested in learning the latest features and capabilities on iOS and Android

PAIN POINTS

- Negative SLA impacts due to all the complexities of new OS, working remotely
- Support frontline workers by preventing outage in the field
- Resolve privacy concerns on BYO devices
- Need to comply with specific mandates from infosec team
- Do not have complete visibility on device compliance issues
- Unable to provide users a seamless experience between their desktops and mobile devices

MAKING CONTACT



ECONOMIC BUYER

AGE 35 – 45 years

TITLE Mobility/
End User
Computing
(EUC) Manager

EXPERIENCE 10-15 years

IMPROVEMENT FOCUSED

TEAM-ORIENTED

FOLLOWS:

- Technical Publications – Gartner, Forrester
- IT conferences – WWDC, Google I/O, Windows, VMworld etc.

Pierre Andres - Mobility/End User Computing (EUC) Manager

GET THE BUYER'S ATTENTION

- Discuss new UEM initiatives on integration, automation and security capabilities
- Invite to speaking sessions at webinars discussing service improvement initiatives
- Participate / Sponsor EUC/mobility roundtable discussions
- Personal invite to local peer group discussions hosted by another customer

IDENTIFY & DEVELOP AN OPPORTUNITY

- Share use cases from peer EUC/mobility organizations
- Determine desired outcomes and confirm decision drivers and timelines
- Go through value realization exercise to demonstrate specific efficiency improvements
- Map out UEM journey to achieve productivity and desired ROI outcomes

MAKE YOUR CASE

- Deliver customized demo aligned to identified pain points and goals
- Share Forrester UEM Wave Report and Gartner MQ and Critical Capabilities Reports for UEM
- Describe the partnership and what to expect
- Provide relevant references / Peer Reviews



Key Drivers:
Automated
Process and
Efficiency,
Standards and
Metrics, Changes,
Supporting
Transformation
Initiatives

BUYER PERSONA

Marc Firenze – Asset Manager

ABOUT

Marc is tasked with the selection and vetting of technology purchases, ensuring asset tracking, license compliance with contract/vendor management, optimizing asset lifecycle performance and cost. May not be a dedicated role in less mature organizations.

GOALS

- Standardize products and licensing
- Implement efficient tracking into software/hardware/cloud investments
- Optimize licensing/usage spend
- Vendor and tool consolidation / after M&A
- Looking for cost optimization opportunities

BUYER PERSPECTIVE

- In mid-size organizations, often not a dedicated role
- Asset management tasks are typically shared across various departments: general IT (inventory, asset lifecycles); procurement (purchase, contracts, warranties, and licensing); service desk (asset tracking), and security
- Drives design and implementation of a formal IT asset management program and processes

PAIN POINTS

- Struggling to report on accurate hardware/software/cloud in IT estate
- Manual reconciliation of various spreadsheets and asset repositories
- Overspending on hardware, software, cloud – budgetary overruns
- No visibility into assets, location, cost
- Data discrepancies
- Lack of asset insights – users, departments, purchase data, warranty contracts, asset lifecycle
- Contracts tracked separately, no notifications for renewal

MAKING CONTACT



RATIFIER

AGE 30 – 45 years

TITLE Asset and Contract Manager, Software Asset Manager, Procurement Manager, Inventory Manager

EXPERIENCE 10-20 years

DILIGENT

PROCESS-ORIENTED

FOLLOWS

- IAITM, ITAM Review, FAST
- Procurement / Purchasing/ Licensing Best Practices

Marc Firenze – Asset Manager

GET THE BUYER'S ATTENTION

- Discuss government regulations (US Government Megabyte Act), broader security topics, true up penalties, audits
- Introduce Critical Security Controls (CIS) and stress the importance of asset tracking
- Discuss shelfware use cases
- Explain that it's not uncommon to find 20-30% more devices than organizations think they have, cite examples

IDENTIFY & DEVELOP AN OPPORTUNITY

- Uncover the specific asset drivers in this organization:
 - Visibility: I want to know what assets I have, who is using them, what they cost me, where they are in their lifecycle, warranty stage and spreadsheets are not cutting it anymore
 - Security: I need to ensure all my assets are accounted for to properly protect them
 - Optimization: I want to optimize what I have, reclaim licenses, renegotiate vendor contracts, only pay for what I actually use
 - Contextual insights/ service management integration: I want to correlate incident and asset data for better insights and service delivery
- Follow up with discussion of relatable use cases and peer stories
- Leave them with proof points for their specific driver

MAKE YOUR CASE

- Free of charge POC/pilot of Ivanti Neurons for Discovery to scan their production network
- Provide key recommendations for broader management meeting
- Provide relevant references and 3rd party validation



Key Drivers:
Focused on
optimizing
technology spend,
ensuring
compliance with
vendor contracts,
process-oriented

BUYER PERSONA

Karl Becker – Security Analyst

ABOUT

Karl is ultimately responsible for ensuring that the company's digital assets are protected from unauthorized access. He is routinely conducting security assessments through vulnerability testing and risk analysis.

GOALS

- Perform passing internal and external audits
- Standardize security assessments through vulnerability testing and risk analysis
- Correctively identify biggest and most significant threats to the business
- Drive security response
- Select the right security solution(s)

BUYER PERSPECTIVE

- Technical buyer that easily spots misinformation, poor use of terminology, or lack of skills (internally or externally)
- Skeptical by nature by also very logical in thinking
- May not have a good relationship with other parts of IT but is being forced to interact since he/she cannot fix security posture alone
- May be part of a SecOps team in larger organizations

PAIN POINTS

- Increasing volume and complexity of threats
- Lack of security resources
- Threat prioritization
- Too many vendors to evaluate in the security space
- New devices popping up all the time
- Shadow IT - unmanaged/hidden HW and SW

MAKING CONTACT



PRACTITIONER

AGE 25-35

TITLE Information Security Analyst, Cyber Security Analyst

EDUCATION Bachelors or MBA

EXPERIENCE 1-5 years

DATA SKILLS

LOGICAL

PROBLEM SOLVER

ATTENTION TO DETAIL

FOLLOWS

- NIST Framework
- OSINT Framework
- Hacking incidents,ILingo

Karl Becker – Security Analyst

GET THE BUYER'S ATTENTION

- Start a discussion and ask questions around handling of security for remote workers or hybrid IT models
- Discuss VPN modernization or movement/interest in Zero Trust architecture
- Make mention of the White House directive and the specific call out of zero trust
- Mention our ability to provide risk-based prioritization for patching and vulnerability management (differentiator)
- Share the Ivanti security stack with this audience so they can acknowledge we are a security player and have "street cred"

IDENTIFY & DEVELOP AN OPPORTUNITY

- Explain the value of the SDP architecture that is the baseline for Ivanti Neurons for Zero Trust Access
- If existing Pulse PCS (VPN) customers – explain how they can continue with VPN but the Zero Trust approach will achieve any modernization goals or aspirations more quickly
- Keep in mind that complex or large networks may require both VPN and ZTA approaches
- Share the Ivanti security stack with this audience so they can acknowledge we are a security player

MAKE YOUR CASE

- Deliver customized demo aligned to identified pain points and goals – ZTA and RiskSense
- Provide relevant customers references and 3rd party validation (ESG, Forrester) - like industry references work best
- Bring in RiskSense overlay team to help lay down the risk-based prioritization story and approach
- Suggesting a VPN Health Check service may help slowly open opportunity
- Suggest Zero Trust Access proof of concept via trial (50% of trials convert to paying customers)



Key Drivers:
Passing Internal
and External
Audits,
Assessments,
Testing, Threat
Detection,
HW/SW
Implementation

BUYER PERSONA

Mike Kim – Network Administrator

ABOUT

Manage corporate intranet, internet and Wide Area Network (WAN) connections. Some typical duties include creating and securing VLANs, onboarding new devices to the network, managing and monitoring network switches and routers, ensuring proper data flow, and connectivity.

GOALS

- Keeping an organization's computer network up-to-date and operating as intended
- Ensure connectivity for entire organization with as little downtime as possible
- All devices connected are in the correct network with proper security limitations in place
- Keep network devices secure
- Limit user access to designated networks, VLANS, and resources through network access control
- Automate user and system onboarding

BUYER PERSPECTIVE

- Want a tool that unifies network monitoring and management
- Wants a tool that automates user and device onboarding to their network
- In small to midsize-size organizations, role may be combined with firewall, security and systems administration roles
- Wants to bring in new ideas to improve efficiency
- Technical evaluator of new network-focused products and applications.

PAIN POINTS

- Multiple networking devices from different vendors can be a hassle to manage and difficult to troubleshoot
- Network security is too often de-prioritized versus connectivity
- Managing and monitoring VLANs in large environments can be difficult to stay on top of
- Needs to coordinate changes with multiple teams during maintenance periods
- Keeping updated and knowledgeable on new technologies

MAKING CONTACT



Technical User

AGE 25-35

TITLE Network Administrator

EDUCATION Bachelors

EXPERIENCE 3-5 years

DATA SKILLS

LOGICAL

PROBLEM SOLVER

ATTENTION TO DETAIL

FOLLOWS

- CSTAT
- Technical Publications
- Tech Guides
- Boards, Subreddits, User Groups

Mike Kim – Network Administrator

GET THE BUYER'S ATTENTION

- Discuss how network onboarding can be automated to ensure endpoints end up on the correct network with the correct security profile
- Discuss how endpoints can automatically test security posture and restrict connectivity until the issue is corrected
- Discuss how reports can be automated to provide information and status to upper management.
- Personal invite to local technical user groups, peer group discussions hosted by another customer
- Discuss zero-trust concepts and how a software-defined-perimeter can greatly increase security across the organization

IDENTIFY & DEVELOP AN OPPORTUNITY

- Determine desired outcomes and confirm decision drivers and timelines
- Go through value realization exercise to demonstrate specific efficiency improvements
- Map out journey to achieve outcomes (VPN Modernization)
- Provide eval and eval guide.

MAKE YOUR CASE

- Deliver customized demo aligned to identified pain points and goals (Secure Access/Zero Trust)
- Share use cases from peer organizations
- Describe the partnership and what to expect
- Provide walk through of Ivanti support options and their processed



Key Drivers:
Management and troubleshooting different devices in a single UI.
Ease of running reports for upper management.

BUYER PERSONA

Deepti Gupta – Desktop/Mobility/EUC Analyst

ABOUT

Assists clients or employees having issues with their endpoints. Some typical duties include providing applications to the endpoint, ensuring applications are patched properly, ensuring endpoints devices have updated OS, device compliance, and inventory management.

GOALS

- Deploy and update applications in a timely manner
- Manage and secure mobile devices as well as keep them compliant
- Faster resolution and onboarding process
- Resolve end users' issues from anywhere
- Improve customer satisfaction by reducing user interruption
- Run reports to show distribution of apps, updates, and critical patches

PAIN POINTS

- Using multiple different 3rd party software for management, discovery, reporting, inventory, and support troubleshooting for each type of endpoint
- Difficult to provision, patch and migrate all the endpoints
- Take too long to diagnose problems or patch vulnerabilities
- Difficult to roll out apps and standardize across organization
- Keeping updated and knowledgeable on new technologies

BUYER PERSPECTIVE

- Want a tool that remotely automates processes to deploying apps, patch, security updates
- Wants a tool that enables multi-device, multi-OS, multi-app management from a single console
- In small to midsize-size organizations, often not a dedicated role, often also a security and inventory management role
- Required to interact since he/she cannot fix endpoint posture alone
- Wants to bring in new ideas to improve efficiency
- Technical evaluator of new products.

MAKING CONTACT



Technical User

AGE 25-35

TITLE Desktop/Mobility
/EUC Analyst

EDUCATION Bachelors

EXPERIENCE 3-5 years

DATA
SKILLS

LOGICAL

PROBLEM
SOLVER

ATTENTION TO
DETAIL

FOLLOWS

- CSTAT
- Technical Publications
- Tech Guides
- Boards, Subreddits, User Groups

Deepti Gupta – Desktop/Mobility/EUC Analyst

GET THE BUYER'S ATTENTION

- Discuss how having one UI that is easy to use for managing all endpoints for management, monitoring, troubleshooting, discovery, and inventory.
- Discuss how reports can be automated to provide information and status to upper management.
- Explain that it's not uncommon to find 20-30% more devices than organizations think they have, cite examples
- Talk about the latest features of UEM, Android, and iOS and what Ivanti does differently.
- Personal invite to local technical user groups, peer group discussions hosted by another customer

IDENTIFY & DEVELOP AN OPPORTUNITY

- Determine desired outcomes and confirm decision drivers and timelines
- Go through value realization exercise to demonstrate specific efficiency improvements
- Map out journey to achieve outcomes
- Share use Case HHNK
- Provide eval and eval guide.

MAKE YOUR CASE

- Deliver customized demo aligned to identified pain points and goals
- Share use cases from peer EUC/mobility organizations
- Describe the partnership and what to expect
- Provide walk through of Ivanti support options and their processed



Key Drivers:
Management and troubleshooting different devices in a single UI.
Ease of running reports for upper management.



TECHNICAL BUYER

AGE 25-35

TITLE DevSecOps Engineer, Security Architect - DevSecOps

EDUCATION Bachelors

EXPERIENCE 4+ years

CURIOUS

PROBLEM SOLVER

COLLABORATIVE

FOLLOWS



DevSecCon

DevOpsCon

- NIST Framework
• CISSO, CISM, SABSA

BUYER PERSONA

David Jiménez – DevSecOps Engineer

ABOUT

David is about breaking down barriers between developers, product security, and operations teams so security becomes a shared responsibility and is factored into all parts of the software lifecycle.

GOALS

- Shared goals and metrics between security and DevOps
• Reduce total security tickets opened
• Reduce time to deploy through automation
• Early detection of vulnerabilities
• Collaboration across DevOps, Security, Operations and Application Teams

BUYER PERSPECTIVE

- Technical buyer that easily spots mis-information, poor use of terminology, or lack of skills (internally or externally)
• Skeptical by nature and also very logical in thinking
• Understands the Development processes and may have come from a DevOps background
• May be part of a SecOps team in larger organizations

PAIN POINTS

- DevOps not including security in development
• Security processes are not part of application development
• Tools lack integration and automation
• Lack of collaboration
• Missing continuous improvement processes

MAKING CONTACT



David Jiménez – DevSecOps Engineer

GET THE BUYER'S ATTENTION

- Start a discussion and ask questions around handling of security within the application development lifecycle
- Discuss the capabilities of our automated healing capabilities
- Discuss Service Management and our ability to define and measure against GRC requirements
- Mention our ability to provide risk-based prioritization for patching and vulnerability management (differentiator)
- Share the Ivanti security stack with this audience so they can acknowledge we are a security player and have "street cred"

IDENTIFY & DEVELOP AN OPPORTUNITY

- Explain the value of the GRC solution to manage adherence to policies across the organization.
- Explain the capabilities of Ivanti Neurons for Healing and automatically identifying and fixing of issues
- Explain the capabilities of RiskSense to manage vulnerabilities
- Explain how IT Service Management is a key part of managing the entire DevSecOps process

MAKE YOUR CASE

- Deliver customized demo aligned to identified pain points and goals
- Provide relevant customers references and 3rd party validation (ESG, Forrester) - like industry references work best
- Bring in RiskSense overlay team to help lay down the risk-based prioritization story and approach



Key Drivers:
Increase
Collaboration,
Decrease
Vulnerabilities,
Reduce Time to
Deploy,
Proactive
Security



EXECUTIVE

AGE ~45 years

TITLE CIO, CPO,
CHRO, CFO,
Shared Services
Lead

EDUCATION Bachelors
or Masters

EXPERIENCE ~15 years

TRAIT

TRAIT

TRAIT

TRAIT

FOLLOWS



BUYER PERSONA

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

Phone icon: [Redacted]

Email icon: [Redacted]

Chat icon: [Redacted]

People icon: [Redacted]

BUYER PERSONA

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



ECONOMIC BUYER

AGE 40+ years

TITLE PMO Director

EDUCATION Bachelors + PMP or PMI Certs

EXPERIENCE 10+ years

ATTENTION TO DETAIL

RESULTS-DRIVEN

ANALYTICAL

COLLABORATIVE

FOLLOWS

Peers in the industry



BUYER PERSONA

Susan Meyers – PMO

ABOUT

Results-driven PMO manager, comfortable working under strict deadlines in fast-paced environments and using effective interpersonal skills to keep project teams motivated on meeting goals. Proven record of analyzing processes effectively, implementing changes that enhance efficiency and reduce errors.

GOALS

- Create and maintain a consistent world class project management methodology and process for all project management requests across the company
- Manage corporate and project priorities matching business goals with appropriate technology solutions and resources that match skills to project needs
- Provide centralized control, coordination, and reporting of scope, change, cost, risk, and quality across all projects
- Increase collaboration across projects
- Reduce time to market
- Reduce project costs
- Reduce corporate project risk
- Train, certify if possible, coach, and mentor project managers beyond project management in project delivery to ensure skill mastery and consistency in planning and execution

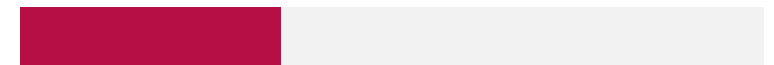
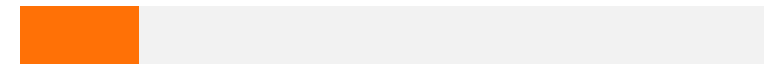
BUYER PERSPECTIVE

- Wants to be able to utilize tools that enable strategic project selection and prioritization, increase efficiency, support goals – and save money!
- Not interested in solutions that will disrupt daily work

PAIN POINTS

- Capturing, prioritizing, and managing demand
- Poor resource management and utilization
- Slow adoption of processes within the team and across the organization
- Difficulty identifying gaps
- Implementing technologies and solutions that disrupt day-to-day process and workflow

MAKING CONTACT



Susan Meyers – PMO

GET THE BUYER'S ATTENTION

- Highlight the fast implementation and little-to-no disruption required for our solution
- Discuss how Portfolio Management can help them track the health of their projects, as well as forecast and select the right ones – before committing to anything
- Share Ivanti Neurons for PPM's Resource Management capability highlights
- Talk about our robust Demand Management and how it can help them manage request more easily
- Mention how Project Management can help them deliver more on-time and under-budget

IDENTIFY & DEVELOP AN OPPORTUNITY

- Explain how the features of Ivanti Neurons for PPM can help them prioritize their projects more strategically
- Explain how the features of Ivanti Neurons for PPM can help them utilize their budget and resources more efficiently
- Explain how Ivanti Neurons is built on a platform that can be implemented rapidly, without disruption to daily work
- Explain how an Enterprise Service Management approach and platform can improve the customer experience and increase collaboration success across teams and adoption across the organization

MAKE YOUR CASE

- Deliver customized demo aligned to identified pain points and goals
- Showcase the journey from project selection to management
- Have a customer reference at a peer company reach out - like industry references work best
- Provide relevant 3rd party validation (ESG, Forrester)



"A project management office (PMO) is usually created to solve a specific problem: generally, the IT organization's inability to deliver IT projects on time, on budget and in scope. Once the PMO has earned credibility with the business, it usually receives requests to help manage business projects."

Gartner



ECONOMIC BUYER

AGE Late 20s to upwards of 60 years

TITLE Facilities Director

EDUCATION Bachelors

EXPERIENCE 10+ years

CUSTOMER SERVICE

MULTI-TASKER

DELEGATOR

ATTENTION TO DETAIL

FOLLOWS

Peers



BUYER PERSONA

Peter Sanchez – Facilities Manager

ABOUT

High-functioning, multi-tasking facilities professional focused on improving the customer experience while maintaining safe and compliant facilities for the organization.

GOALS

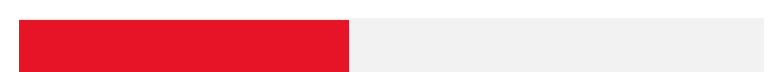
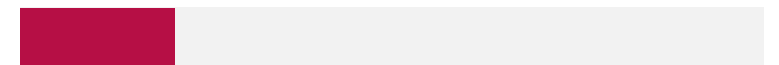
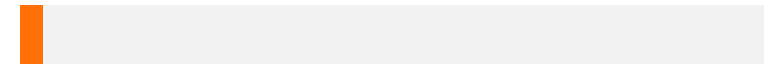
- Keep employees accommodated, informed and safe, and improve the employee experience
- Support the rollout and success of new organizational policies relating to facilities
- Ensure business continuity, especially in the era of COVID and hybrid work environments
- Make sure the building facilities themselves are kept safe and clean and up to organizational standards
- Using data to optimize the workplace and workspaces
- Single system across multiple technologies, IT/Facilities on same software (Ivanti's multiple product suite)

BUYER PERSPECTIVE

- May report into HR or Finance groups
- Very focused on customer service and improving the employee experience
- High collaboration with HR and IT
- Time management is of utmost importance
- Deals with more vendors than any group in the company
- Low threshold for vendor outreach and hesitant to share contact information
- If they're truly interested in a solution, they will typically be the ones reaching out

PAIN POINTS

- Accommodating employees' hybrid workspaces
- Time management (time wasted = money lost)
- Maintaining aging equipment and facilities
- Keeping up with changing regulatory and compliance standards
- Meeting the organization's eco-friendly and other policies in place
- Managing the use of space within facilities
- Extensive remit, multiple customers and locations to manage simultaneously



Peter Sanchez – Facilities Manager

GET THE BUYER'S ATTENTION

- Typically, doesn't want to be the first mover on something; mention the name of another peer in the industry using product
- Open to reading well-rounded white papers on the software and product preview videos and free trial version to demo the product
- Wants to see aligned pain points and how the solution solves these pain points
- Very interested in customer testimonials w/ logos; quotes help; dubious of statistics
- Will become disenchanted if too persistent or pushy

IDENTIFY & DEVELOP AN OPPORTUNITY

- Explain the automation capabilities of Ivanti Neurons for Facilities in saving time, decreasing costs, and improving overall output
- Explain the capabilities of Ivanti Neurons for Facilities that support compliance and regulations
- 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
- Highlighting a specific user journey can help color in the benefits
- Have a customer reference at a peer company reach out - like industry references work best
- Provide relevant 3rd party validation (ESG, Forrester)



Key Drivers:
Customer
Experience |
Time is Money |
Adapting to
Regulatory
Changes

END USER
PERSONAS



Maya Ruiz



Sam McMillan



Olu Wallis

Thank You!

Template

BUYER PERSONA

Pseudo Name – MAIN TITLE

ABOUT

Personality & drivers

GOALS

- Fill In

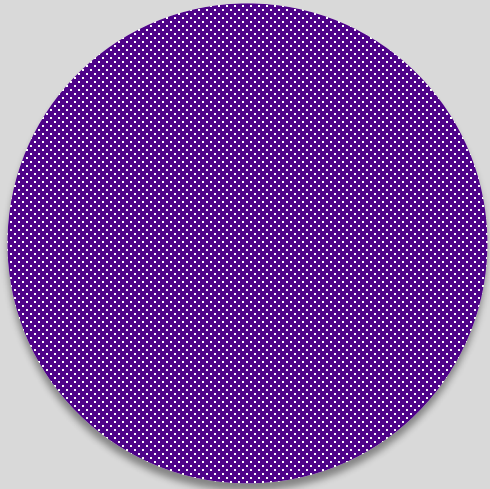
PAIN POINTS

- Fill In

BUYER PERSPECTIVE

- Fill In

MAKING CONTACT



X BUYER

AGE

TITLE

EDUCATION

EXPERIENCE

TRAIT

TRAIT

TRAIT

TRAIT

FOLLOWS

BUYER PERSONA

Pseudo Name – MAIN TITLE

GET THE BUYER'S ATTENTION

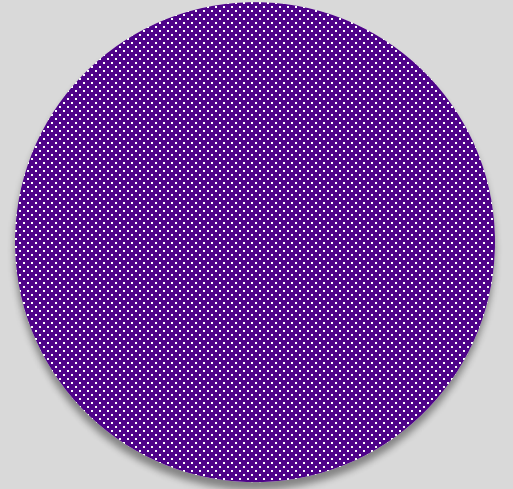
- How to get interest

IDENTIFY & DEVELOP AN OPPORTUNITY

- What to do with the buyer once you've captured attention

MAKE YOUR CASE

- How to prove differentiated value



Quote