



5 Ways to Blow Away Your C-suite

ABBY ATKINSON
SENIOR MANAGER
FIREEYE LIGHTHOUSE PROGRAM

How does your C-suite view your program?

Cost Center

vs.

Value Center



Reference Program

Customer Testimonials

Customer Advisory Boards

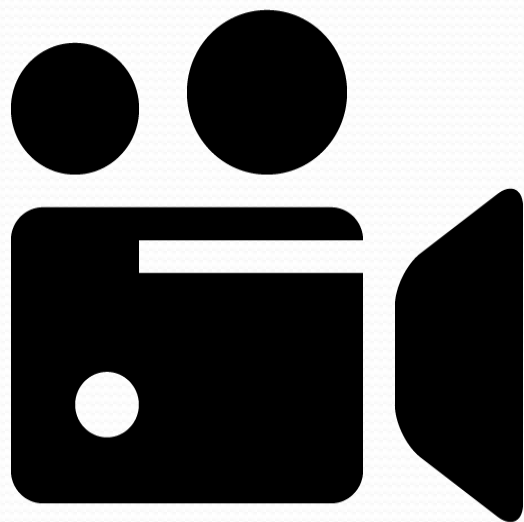




Poll the audience

- How many struggle to get recognition and awareness from your C-suite?
- Viewed as cost center?
- Viewed as value center?

Hear from a CMO about customer advocacy



Kara Wilson
Chief Marketing Officer
FireEye, Inc.

5 key tips

1. Establish metrics the C-suite and major stakeholders care about.
2. Communicate your value internally in ways that are memorable and effective.
3. Position your advocacy program strategically.
4. Infuse the voice of the customer into critical campaigns in ways that excite the C-suite.
5. Make your advocates feel special and enthusiastic about advocating more.



Metrics

"Measurement is the first step that leads to control and eventually to improvement. If you can't measure something, you can't understand it. If you can't understand it, you can't control it. If you can't control it, you can't improve it."

- H. JAMES HARRINGTON

"In God we trust, all others bring data."

- W. EDWARDS DEMING

1. Establishing metrics

Metrics are very important to the C-suite

- Prove the value of your program and the voice of your customers!
- Tie back to revenue and other KPIs as often as possible
- Show steady growth in the program
- Cite specific examples of customer impact



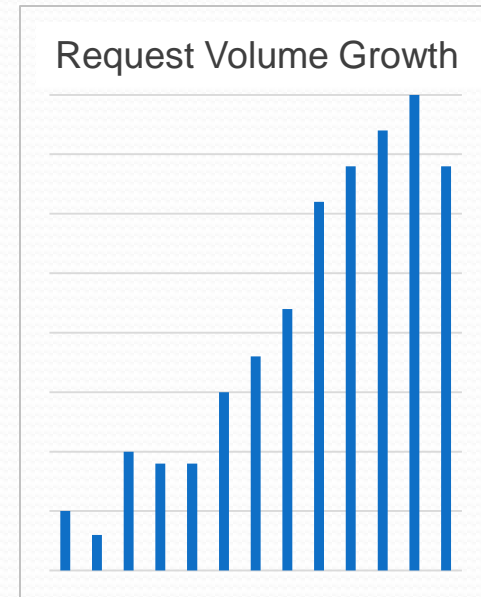
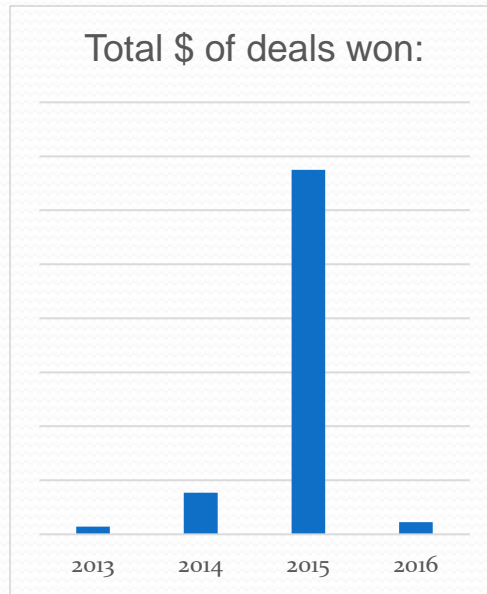
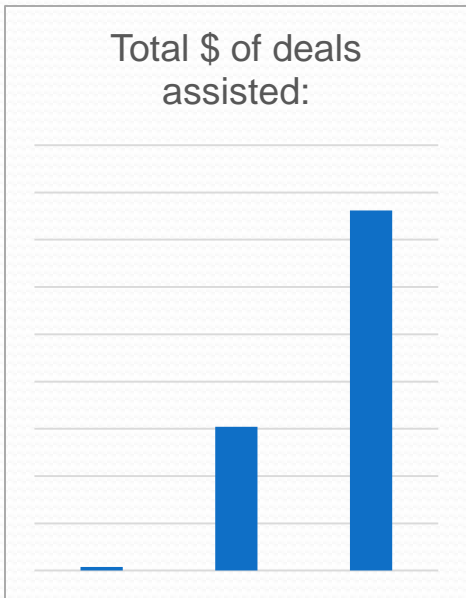
Reference X just assisted
With \$xxM deal with
Fortune 100 company!



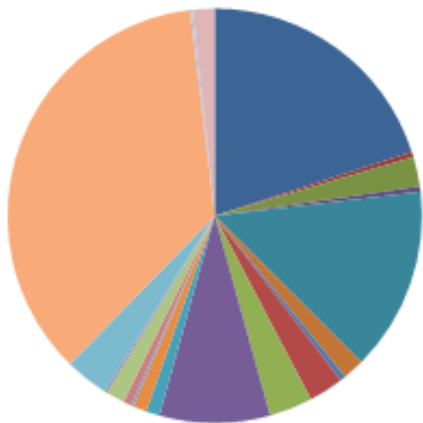
KPIs

- \$ deals assisted (includes won and in progress)
- \$ deals won (% variation from previous Q)
- # requests handled (month/quarter/year)
- % requests successfully fulfilled
- Avg fulfillment lead time
- % increase from previous month/quarter/year
- # reference companies available (by industry, product, geo)
- % of customers as advocates
- # new reference companies added (program growth)
- # nominations fully processed (approvals and declines)
- % retention rate of references YoY
- Customer satisfaction (NPS score)
- Internal customer satisfaction with program (sales/marketing)
- # customer assets completed
- Special projects and alignment with marketing campaigns

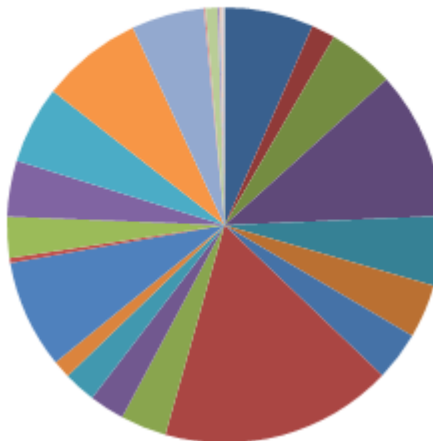
Dashboard examples



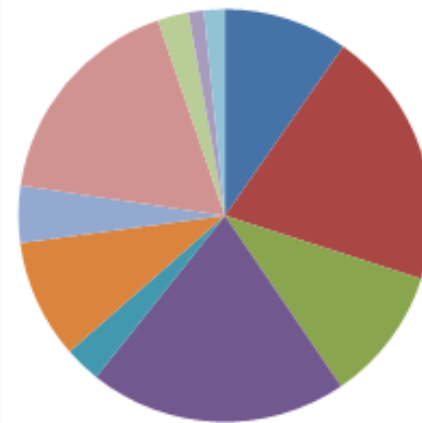
Total by Product



Total by Industry



Asset Types





Different metrics for different audiences

- Program manager's metrics – detailed ops report
 - Workload balance
 - # days to fulfill requests
 - # requests open, fulfilled, no matches found
 - Month-over-month request volume fluctuations and trends
- VP's metrics – mid-level report
 - \$ deals assisted and won
 - Request volumes
 - # advocates by type, region, product
 - # testimonials
- C-suite metrics – executive dashboards
 - \$ deals assisted and won
 - # testimonials available

Tips

- Take a snapshot-in-time of your data each M/Q/Y to compare progress
- Complete the Benchmark Metrics survey so you can see how your program compares to others
 - Leverage those comparisons to get more budget and resources
 - Utilize data to get more visibility and recognition
 - See key trends and areas of improvement
 - Read about recommendations on how to make your program more relevant

<https://www.surveymonkey.com/r/2016CRF>



Communicating the value

"What gets measured gets done, what gets measured and fed back gets done well, what gets rewarded gets repeated."

- JOHN E. JONES

2. Communicating the value of the program

Program promotion never ends - communicate your value internally no matter how mature the program is.

“Really, really good! Bravo! you guys rock! The customer letter pdf’s and external media links were a home run for me. Picture me with a big smile on my face” :-)

“A great program as well! It sure beats the ‘old fashioned way”

“It does look extremely intuitive and straight forward.”

“I LOVE your program and will push like crazy to land at least 5 ‘advocates’ across APJ and various verticals this year!”

“Nice job on the reference program! You guys rule!”

Communicating the value

- Elevator pitch for exec team about reference program (1-2 top statistics)
- Internal monthly sales newsletters postings
- Updates in weekly marketing meetings
- Participate in weekly sales team calls to be part of their team
- Annual kick-off:
 - Have the CMO pitch the advocacy program to the entire company
 - Show the voice of the customer via quotes on posters, customer videos during breaks, and staff an Exhibit Hall booth
- Hang customer quote banners in all offices, EBC, lobbies, etc.
- Send a branded notepad, coaster, pen set to all sales to keep the program in their minds



Being strategic

“A satisfied customer is the best business strategy of all.”

- MICHAEL LEBOEUF



3. Think strategically, execute tactically

Customer-facing

- Ensure positive relationship-building throughout the customer lifecycle
- Periodic touch points with customers
- Create a marketing plan versus constant asks
- Customer Satisfaction Surveys

Internal

- Proactive outreach to sales for top value deals each week
- Know your company's go-to-market messages and campaigns; align advocates to support them

*Love it, Abby!!!
If possible, please
prioritize the big
deals.
Again, great job!!!
Thank you.
- SVP, Worldwide
Sales*

Relationship building examples

Customer Welcome Kit Contents



Gift item

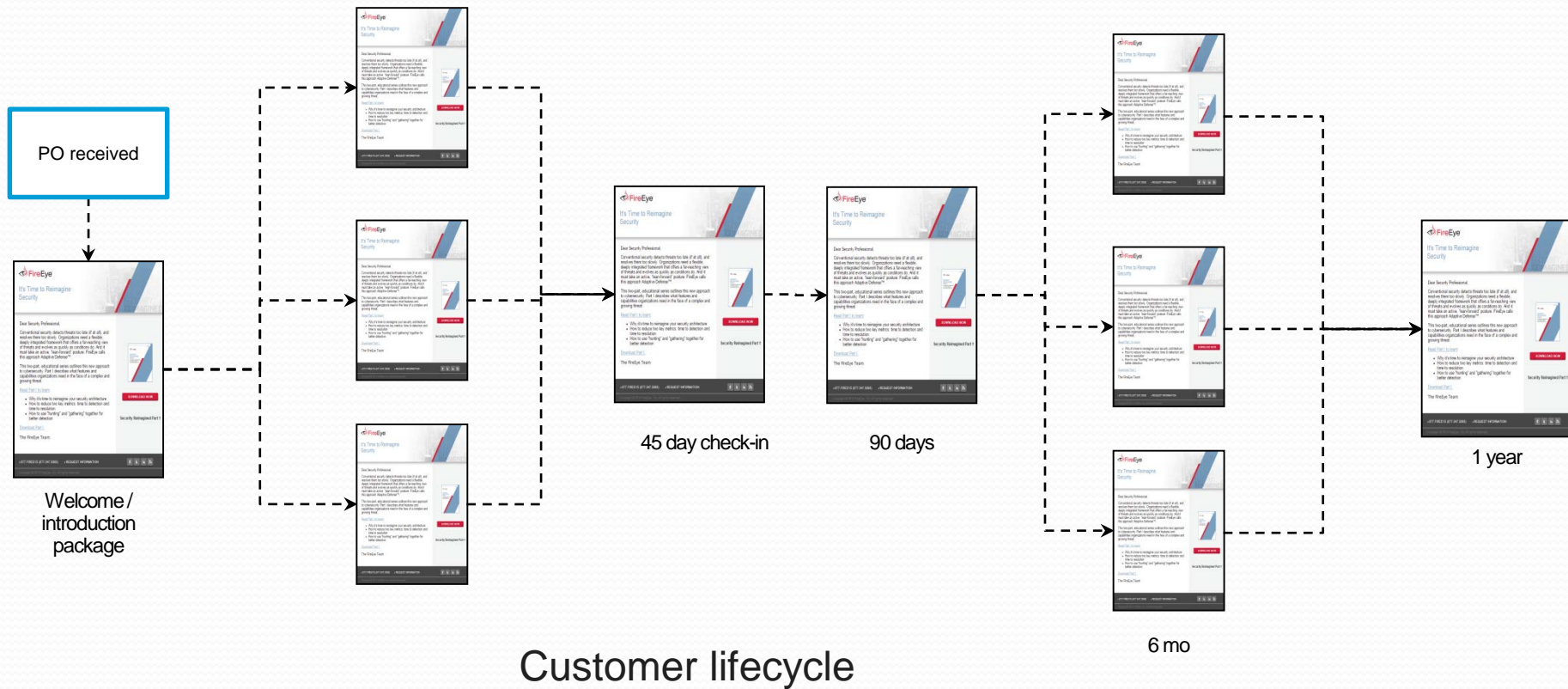


Folio of welcome materials



Customer onboarding

An initiative to drive cross/up-sell opportunities and ensure timely renewals and customer satisfaction.



Customer lifecycle



Leveraging the voice of the customer

“95% of companies collect customer feedback. Yet only 10% use the feedback to improve, and only 5% tell customers what they are doing in response to what they heard.”

- GARTNER GROUP

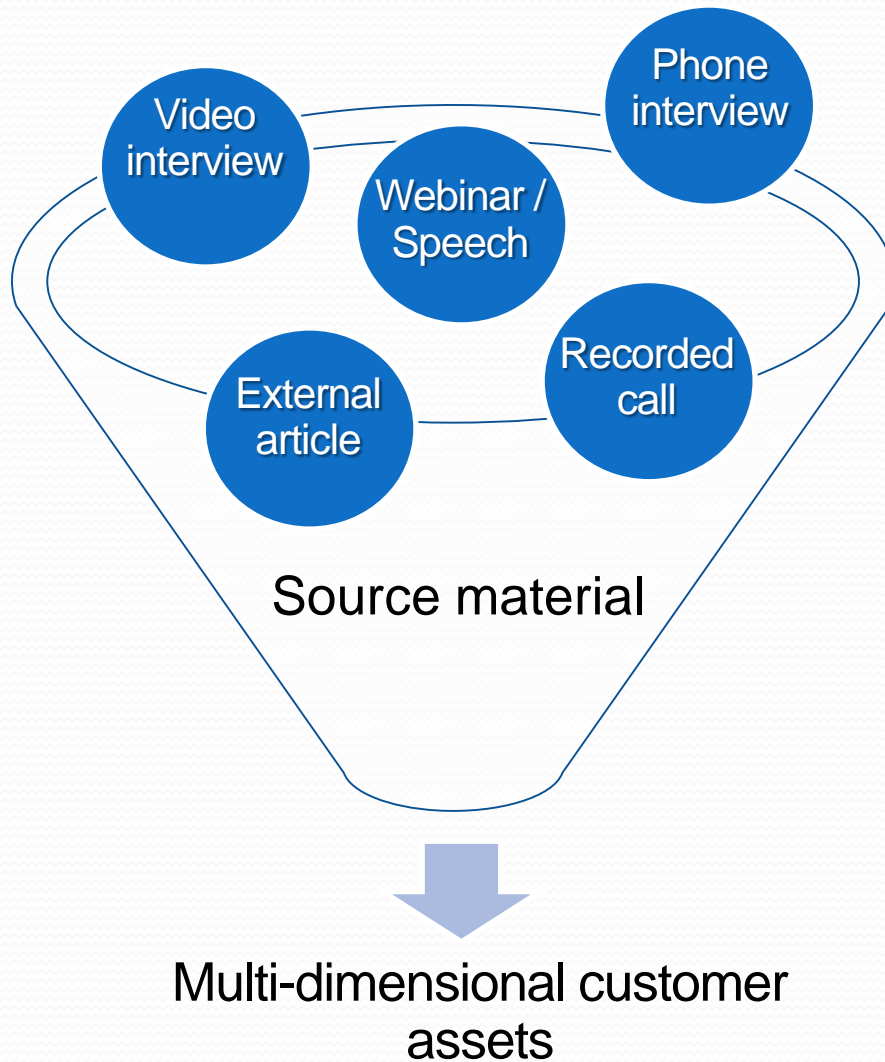
“The purpose of a business is to create a customer who creates customers.”

- SHIV SINGH

4. Leveraging the voice of the customer

- Executive Briefing Center – banners, posters, video clips of customers!
- Industry award nominations; Customer award nominations
- Speaking engagements
- Standard and multi-media testimonials
- Blogs and social media
- Lead referral programs
- Prospect dinners
- Initiatives that focus on the customer (it doesn't always have to be about your products!)

Customer testimonial development plan



Customer asset examples

Bio / photo

Multi-media webpage story

HOW A CONNECTED COUNTY COVERS ITS CONSTITUENTS

Maricopa County, the fourth largest county in the United States, trusts FireEye to protect its data and provide secure services to its residents.

Maricopa County uses leading-edge technology to deliver secure services to its four million residents, employees, and elected officials. The county has selected world-class security solutions to create a multi-tiered defense strategy designed to identify and mitigate cyber threats.



Case Study

FireEye
SECURITY RESEARCH

FireEye® Network Threat Prevention Platform's early detection of malicious callback communication protects JAIST without hindering research

CUSTOMER STORY

CUSTOMER PROFILE
The Japan Advanced Institute of Science and Technology (JAIST) is on the cutting edge of science with research centers focused on the development of nano materials and renewable resources, robotics, green design research, advanced computing, simulation science, and more. The center routinely opens their doors to an international body of scholars and students for collaborations, joint ventures, and knowledge exchange conferences. The Institute's innovative projects will shape tomorrow's world, making them a target for criminals and spies looking for critical lab data/research data.

BUSINESS CHALLENGE
The Center deployed anti-virus software and behavioral firewalls, but was concerned about legitimate Web and instant messages that had to pass for some period before becoming active. Students and faculty often conduct center research and email exchange, putting them at risk of visiting a compromised site containing malicious software (such as spyware/botnet) or receiving an email with a malicious attachment. They also host and invite guests, meaning that personal machines previously connected to networks with unknown security measures could jeopardize the University's infrastructure with undetected infections.

SOLUTION
The Institute chose to pilot the FireEye Network Threat Prevention Platform (NTPP) to monitor threats that

Profile slide

Johnson & Johnson

New customer story

Profile

- U.S. multinational medical devices, pharmaceutical and consumer packaged goods manufacturer
- \$85 billion (USD) in 2012 revenue
- Over 112,000 employees

Business Challenge

- Legacy IT Security tools were not protecting J&J's IP
- Concern over cyber crime, loss of IP, business disruptions and the growing costs to fight APT/malware across their global environment

Solution

- FireEye NX10k, NX7300, CMS, Training, Professional Services

Why FireEye

- FireEye superior technology caught APT and malware that the current installed vendor solutions did not catch
- Drive down the operational costs IR calls
- Excellent support

Creating slide decks by vertical industry.

Executive Bio Box

Contact Profile

David L. Stevens
CEO

United States

City of Memphis
City of Memphis Technology
200 N. Main, Suite 200
Memphis, TN 38103
United States

Phone
Business/Marketing Dept
+1 (901) 526-1111
+1 (901) 526-1111

Mail

bio
Mr. Stevens, David L. Stevens is the Chief Information Officer for Memphis, Tennessee. He has over 20 years of experience in information technology, including 10 years in the public sector and 10 years in the private sector. He is a frequent speaker at industry conferences and is a past president of the Information Systems Security Association (ISSA) Memphis Chapter. He is also a past president of the Information Systems Security Association (ISSA) Memphis Chapter. He is also a past president of the Information Systems Security Association (ISSA) Memphis Chapter.

Infographic

10 WOW SOCIAL MEDIA STATISTICS

twitter is grabbing MORE new customers.

45-54 YEAR OLDS appear to social media.

22% of people use social media every day.

76% of people use social media every day.

33% of people use social media every day.

106% of people use social media every day.

facebook has greatest IMPACT on purchase behavior at 47%.

54% of people use social media every day.

76% of people use social media every day.

33% of people use social media every day.

106% of people use social media every day.

Customer asset examples

Video / audio clip



Blogs

FireEye Blogs

Information and insight on today's advanced threats

Threat Research Blog

A technical discussion on threat research, cyber attacks, and threat intelligence topics from the FireEye Labs team.

[Ads Gone Bad](#)

[Angler Exploit Kit Using k33nteam's October Internet Explorer Use After Free](#)

[The FireEye Mobile Threat Report](#)

[Manage cyber risk through technology and insurance: FireEye and Lockton](#)

[Get a view from the frontlines with M-Trends 2015](#)

[View More Threat Research Blog Posts](#)

Webinar with link to video or audio



Press release

Local Governments Across the U.S. Turn to FireEye to Strengthen Cyber Defense

District of Columbia, New Orleans, Arizona's Maricopa County, and Miramar, Florida, Select FireEye to Protect Sensitive Data and Infrastructure from Advanced Threats

MILPITAS, Calif. – Dec. 15, 2014 – FireEye, Inc. (NASDAQ: FEYE), the leader in stopping today's advanced cyber attacks, today announced that the New Orleans and the office of the CTO for the District of Columbia join a growing number of local government institutions that turn to FireEye to update security infrastructure and protect sensitive data. The city of Miramar, Florida, and the office of enterprise technology for the county of Maricopa, Arizona are among other local government customers that have recently selected FireEye to strengthen their cyber defenses.

"Advanced threat groups are targeting local government institutions because of the potential value of the data on their networks, from birth records to receipts, and to use compromised systems as part of their command and control infrastructure," said Tony Cole, global government chief technology at FireEye. "Forward-looking government organizations are selecting FireEye to help protect against a constantly changing threat landscape and help navigate the complexities of keeping their networks secure."



Elevating advocates to evangelists

“Loyal customers - they don’t just come back, they don’t simply recommend you, they insist that their friends do business with you.”

- CHIP BELL



5. Making your advocates feel special

Happy customers get the attention of the C-suite and buy more!

- Executive sponsorship programs for C-level contacts and top customers
- Proactive touch points throughout the year
- Customer appreciation events
- Customer Advisory Boards
- Create an Advocate community to share information
 - Education, industry trends
 - Awareness of product updates/features/functions
 - Share results and excitement about new big wins they assisted
- Find out what THEY like doing
 - Promoting their organization
 - Promoting their personal brand
- Get them recognition in their industry
 - Industry award nominations; Customer award nominations
 - Speaking at industry events and thought-leadership activities



5 key tips

1. Metrics, metrics, metrics!
2. Communicate
3. Be strategic
4. Leverage the voice of the customer
5. Make your advocates feel special