

Promote your security posture

Coalfire communication support services

Coalfire provides the clarity, information, and technical guidance that you need to reduce your risk and assess and certify your technology solutions. Our opinion white papers explain how and why your product may be used reliably and securely – now let us help you demonstrate that you value cybersecurity.

Our cybersecurity experts are here to assist you with developing marketing materials that satisfy customers' questions pertaining to important regulations and requirements. Whether our work focuses on product applicability or validation, you can leverage Coalfire to support your market communications based on your business goals.

| SERVICE | DESCRIPTION | INCLUSION |
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| Press release support¹ | Development of a press release highlighting findings from our white paper or certification work; for release by your marketing/PR team | <ul style="list-style-type: none"> • Writing and editing services • Quote from Coalfire subject matter expert |
| Sales collateral | Two-page, co-branded document that summarizes the security of your product/service and adherence to compliance requirements based on our work; for use by your marketing and sales teams | <ul style="list-style-type: none"> • Writing and editing services • Layout services • Your logo and Coalfire's logo |
| Webinar support² | A webinar co-presented by your team and Coalfire that highlights findings based on our work; your team to host and promote to your customers | <ul style="list-style-type: none"> • Storyboard/project plan • Content development support • Practice session • Social media promotion on Coalfire's channels |
| Tradeshow support | Coalfire subject matter expert, who can address cybersecurity questions related to the product/service that we validated, on-hand at your tradeshow booth | <ul style="list-style-type: none"> • Available only to customers who have purchased additional customer communication services |
| Coalfire certificate | A dated and verifiable record of our work together that you can confidently share online or in printed form | <ul style="list-style-type: none"> • For PCI DSS v3.2, PCI P2PE, HIPAA/HITECH, FISMA, and GLBA-FFIEC |

¹ Coalfire does not pay for wire distribution or media pitching. Client is responsible for managing press release distribution.

² Client to host webinar with their website hosting platform/provider. Coalfire will promote via social media posts only; we will not send emails to our database about the webinar.

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USE CYBERSECURITY TO YOUR ADVANTAGE | Coalfire.com | 877.224.8077



About Coalfire

Coalfire is the cybersecurity advisor that helps private and public sector organizations avert threats, close gaps, and effectively manage risk. By providing independent and tailored advice, assessments, technical testing, and cyber engineering services, we help clients develop scalable programs that improve their security posture, achieve their business objectives, and fuel their continued success. Coalfire has been a cybersecurity thought leader for nearly 20 years and has offices throughout the United States and Europe. Coalfire.com