

Promote your compliance posture

Coalfire market development services

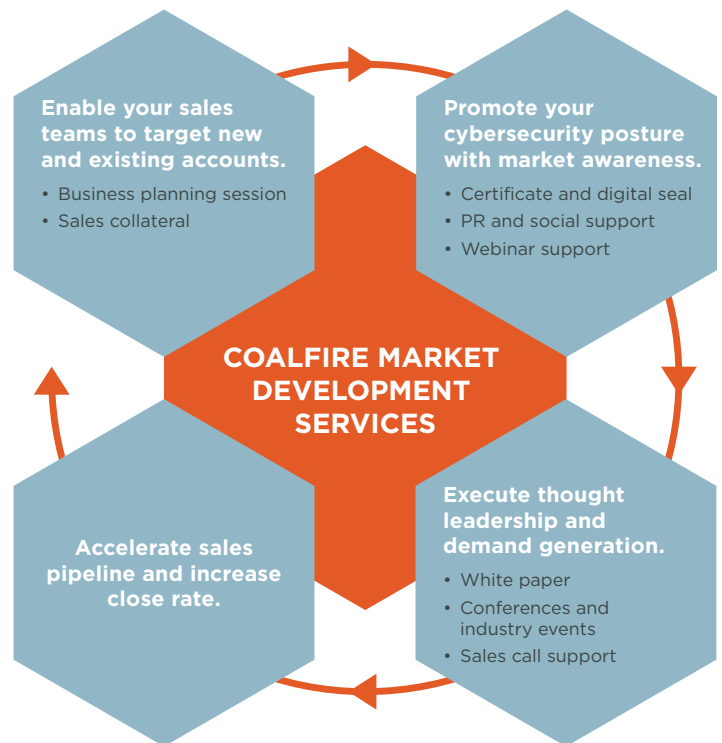
Coalfire provides the clarity, information, and technical guidance that you need to reduce your risk and assess and certify your technology solutions. We are committed to helping you develop or enhance your cybersecurity go-to-market brand and message.

Our market development services (MDS) include marketing services and offerings that your organization can use to promote your security and compliance products and services in your marketplace.

As a trusted advisor and consultant, we can help your organization demonstrate your cybersecurity value by guiding you to:

- Enable your sales team to increase pipeline acceleration, improve win-rate, and recognize revenue faster.
- Expand into new markets and raise awareness for your company’s competitive security differentiators.
- Demonstrate thought leadership and build trusted relationships with your customers.

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 us to support your market communications based on your business goals.



SERVICE	DESCRIPTION	INCLUSION
Coalfire certificate	A dated, verifiable record of Coalfire's work with your organization in printed form; available for projects where Coalfire verifies completion against one or more security standards	For PCI DSS ROC, PCI PA-DSS, PCI P2PE, GDPR, HIPAA, ISO 27001, ISO 27002, ISO 27017, ISO 27018
Digital seal	A Coalfire-branded seal placed on your website that links to security verification details; valid for the period of time associated with each completed security engagement	For PCI DSS ROC, PCI PA-DSS, PCI P2PE, GDPR, HIPAA, SOC, FedRAMP, ISO 27001, ISO 27002, ISO 27017, ISO 27018
Planning and positioning advisory workshop	A two-hour, Coalfire-facilitated session with your sales and marketing leadership that focuses on outlining marketing channels and key benefits of your compliance and cybersecurity posture to better position your company and enable sales	
Public relations and communication support	<ul style="list-style-type: none"> Press release support¹: A joint press release template containing pre-approved, standard Coalfire language and a quote from a Coalfire SME or executive Social media coverage: Pre-approved LinkedIn and Twitter templates with relevant content 	<ul style="list-style-type: none"> Press release support: <ul style="list-style-type: none"> - Editing and review services - Quote from Coalfire subject matter expert Social media coverage: <ul style="list-style-type: none"> - Social media guide - Content and graphic template
Webinar support²	Up to a 60-minute-long webinar co-presented by your organization and Coalfire that highlights findings based on our work in the associated project	<ul style="list-style-type: none"> Content development support Practice session Recorded/live webinar session Social media promotion on Coalfire's channels
Cobranded white papers	An independent validation of how your solution meets the cybersecurity and compliance requirements	Scope tailored to client requirements
Sales data sheet³	A two-page, cobranded document that summarizes the security of your solution and its adherence to compliance requirements based on our work in the associated project	<ul style="list-style-type: none"> Writing and editing services Layout services Your logo and Coalfire's logo Delivered in a print-ready format
Compliance SME sales call support	Coalfire's subject matter expert who can be available to participate in sales calls to discuss your compliance and cybersecurity posture	<ul style="list-style-type: none"> 30-minute prep meeting One hour of sales call support by subject matter expert
Thought-leader event support⁴	A Coalfire subject matter expert who can address cybersecurity questions related to your solution in person at a one-day market-facing event such as a tradeshow or customer event	<ul style="list-style-type: none"> 30-minute prep meeting One expert on-site

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 assist in developing a storyboard and project plan, support content development, participate in a practice session, and provide additional promotion through our social media channels. Coalfire will promote via social media posts only; we will not send emails to our database about the webinar.

³ Coalfire provides writing, editing, and layout services for up to two rounds of revisions, as well as the Coalfire logo for use within the document.

⁴ Client is responsible for travel expenses.



About Coalfire

Coalfire is the trusted 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. For more information, visit [Coalfire.com](https://www.coalfire.com).