

Product applicability guide (PAG)

Coalfire opinions to confirm and communicate how your product may be successfully used in a compliance program

Not many cybersecurity products are subject to regulatory compliance. With Coalfire's product applicability guide (PAG) white papers, we substantiate the security readiness of your IT hardware, software, and Software-as-a-Service (SaaS) offerings with our trusted "eyes of the assessor" viewpoints.

PRODUCT KNOWLEDGE COMBINED WITH DEEP REGULATORY COMPLIANCE EXPERTISE

Since 2013, Coalfire's opinion white papers have communicated how IT products may be used in a program of regulatory compliance for payments, healthcare, financial services, manufacturing, education, and other industries.

Although thousands of technical products are routinely used in IT solutions requiring cybersecurity, only a handful of them are eligible for certification. In cases where no certification program exists, our PAG can serve as an expert third-party point-of-view for your marketing and technical sales efforts, helping you open the door to new customers.

Our PAGs produce customer confidence and increase win rates.

PRODUCT APPLICABILITY OPINIONS

Answer the question: Can your product work for compliance?

Every Coalfire PAG begins with a determination and statement that the product "can/may be successfully used in a compliance program." This is suitable for board members; governance, risk, and compliance (GRC); and IT stakeholders.

Specifically inform your audience on how your product satisfies requirements and controls.

PAGs are based on a regulation-informed, scientific review of your product by our subject matter experts, who have extensive product engineering experience and practical insight into the nuances of compliance laws and regulations.

Per-requirement analysis maps your product's capacity to satisfy the technical controls called for by the regulation. In the technical sections of our PAGs, we communicate precisely how your product can help satisfy these controls and what customer responsibilities are required to enable that outcome.

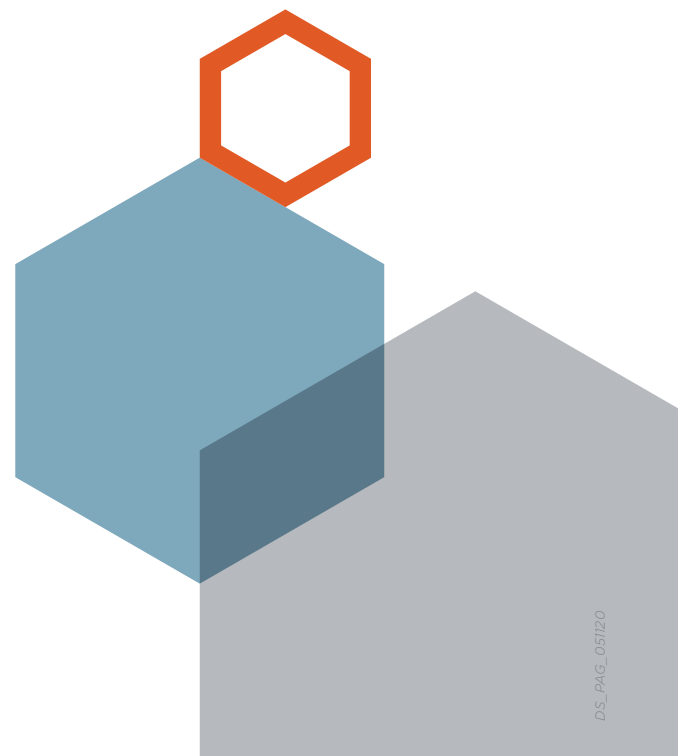
TELL YOUR SECURITY STORY

Use our opinion to address the most important security challenges your customers face. The PAG connects with your audience by creating customer stories, which echo the recurring calls to action for your product when used for cybersecurity and compliance.

We illustrate one or several use cases for your product to focus our point-of-view and more specifically communicate guidance. Our initial PAG development consultation helps refine and select appropriate and impactful scenarios that will be incorporated in the white paper.

CONTENT FOR YOUR DIVERSE AUDIENCE

- **Executive summarization:** Each PAG has a summary section specifically crafted for executives and upper-level decision-makers.
- **Regulation recap with extensive reference material:** We set the context for the paper with confirming material that summarize the target regulation, including PCI DSS, HIPAA, HITRUST, DFARS, NERC CIP, GDPR, NIST 800-53/171/etc. FISMA, FedRAMP, and more. Additional references are included to connect the audience with extensive supporting material.
- **Style and page count to match expectations:** From the onset of PAG development, we keep content and length suitable to your audience and consistent with your corporate messaging guidelines. The PAG may introduce additional white papers about your product, including benchmarks and verified reference architectures.
- **Press releases and additional communication services:** Our PAGs are offered with a host of complimentary and optional activities to make your outreach more successful. Our thought leaders are available for appearances, webinars, and other activities.



DS_PAG_05120

**PROMOTE AND COMMUNICATE
YOUR PRODUCT'S READINESS
FOR COMPLIANCE.**

Learn more about Coalfire's PAG services.

Coalfire.com | 877.224.8077

COALFIRE.

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).