

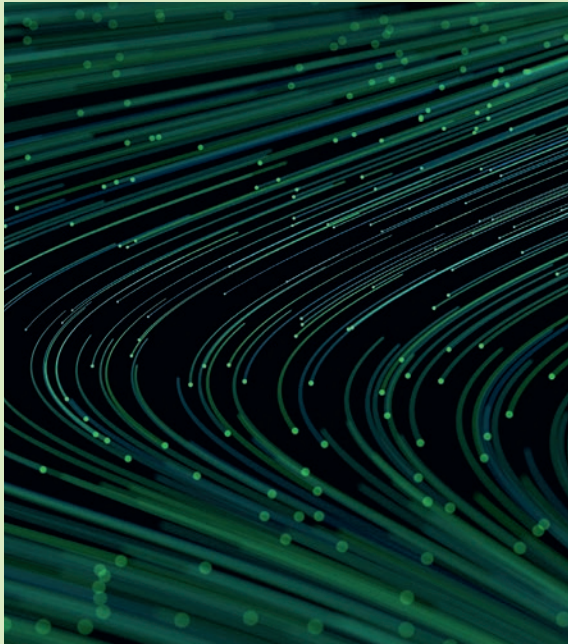


# Co-Marketing Playbook



# Co-Marketing Playbook

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# Who we are



## The flagship of European Cyber Security

Attackers don't discriminate, posing equal risks to enterprises of all sizes. While large corporations can afford high-priced specialists and technology for their defenses, the mid-market often lacks access to such re-

sources. That's where we come in. We aim to democratize cyber security capabilities, bringing advanced solutions and top-tier experts to all businesses.

But what's the secret sauce to our success? We're really good partners. Sure, we're cyber security experts - that's a given. But what makes us the best is that we're expert partners. All the cyber experience in the world can't help us if we don't understand our partners' and customers' businesses. And they're the only experts in that. You see,

a lot has changed in the 35 years we've been protecting critical businesses around the world, but one thing has stayed the same. We're only as effective as our partnership. That's why none of our customers have ever suffered a significant loss while we've been protecting them. That's why so many of our partnerships can be measured in decades.

Unlike companies that just want to sell more and more products, we believe in technology that adapts to your needs – both now and in the future. As AI and automation is

the only way for the mid-market to solve their cyber security challenges efficiently, we have introduced WithSecure Luminen™. It blends the power of Gen AI to the workflows of today's overwhelmed and understaffed IT security teams to power up their work and user experience.





# Our unique value

## Outcome-based security

Delivering security outcomes improves cyber security and business operations. This is how we prevent our partners from relying on fixed services and tools that incur fixed costs but don't help with performance.

WithSecure™ aligns actions with your goals for measurable success, connecting security to business outcomes.

## Proven expertise

To build your resilience, we are dedicated to creating actionable cyber se-

curity advice gathered from our experts, who lead the way in both offense and defense.

By detecting, responding, and countering active attacks every day, we create a wealth of experience and best practices.

## Hum(ai)n technology

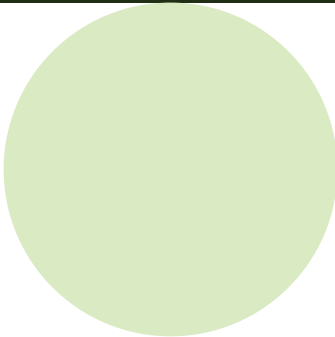
Unlike companies that just want to sell more and more products, we believe in technology that adapts to your needs.

By combining our expertise, AI, automation and connected insights, we simplify cyber security. Our constant refinements allow you to do more with less, so you can focus on what you do best.

## Co-security approach

Trust has to be earned. That's why we put collaboration first.

Our long-term relationships are built on a shared passion of bringing out the best in our partners and ourselves. You'll never be just another contract or transaction. This is personal to us, because it's personal to you.





## Purpose

We are here to build and sustain trust in a digital society - trust that is threatened on a daily basis by uncertainty, fear, and worry caused by cyber-attacks and crime.

## Vision

We envision a future in which no one should experience a serious loss or be put out of business because of crime or a cyber-attack.

## Mission

Accelerate your transition to outcome-based security.

Our mission is to research, innovate and build technologies, human expertise, and delivery-business models that accelerate our customers' and partners' transition to outcome-based security.





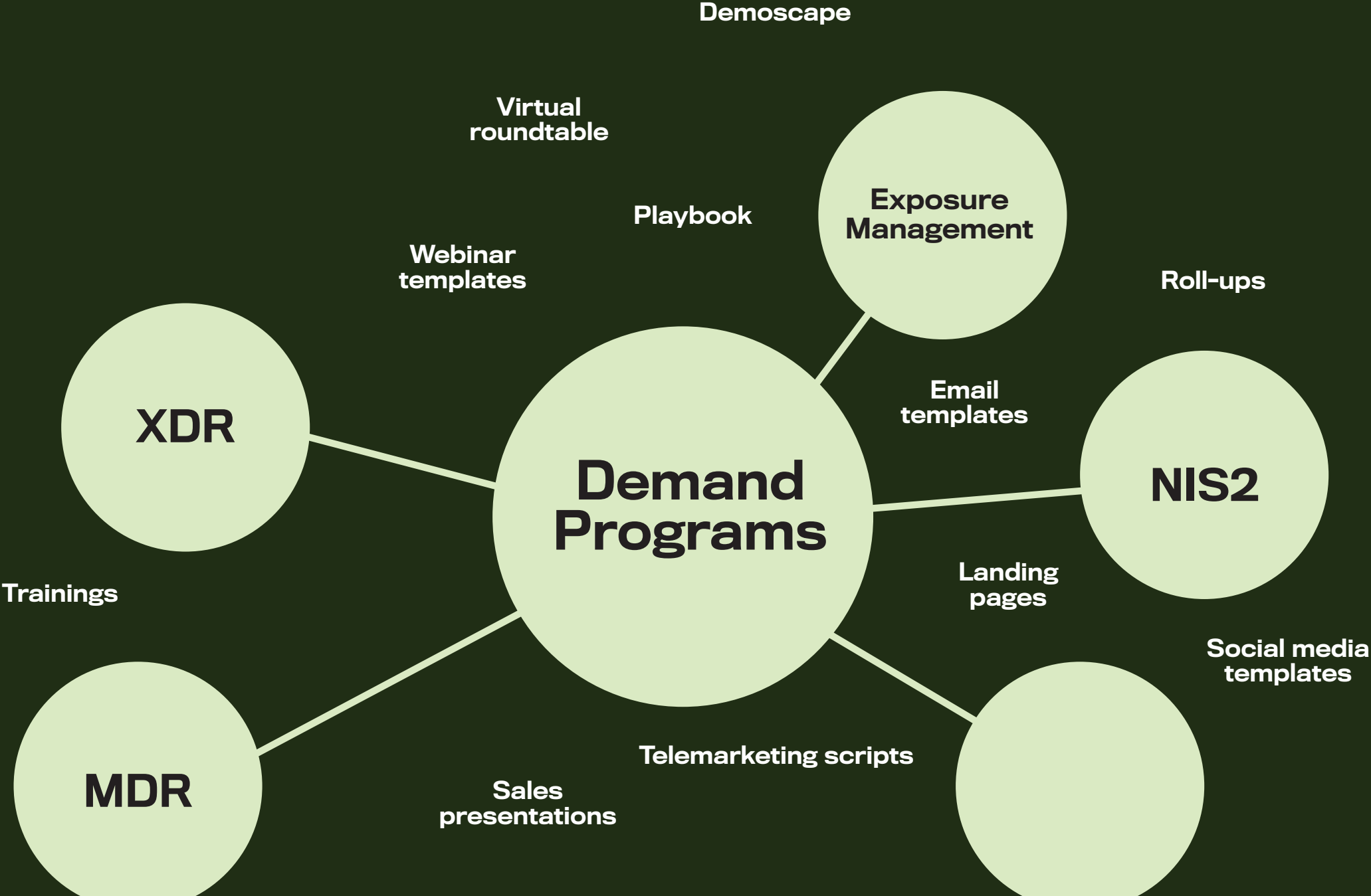
# Demand programs

Our Demand Programs are designed to stimulate interest in and generate demand for WithSecure's products and services. They aim to attract customers, educate them about the product or service, and drive them towards making a purchase decision.



**The key components of our Demand Programs:**

- 1. Define the target audience
- 2. Content creation: Create high-quality, engaging content to capture the attention of that target audience and provide valuable information about the products and services.
- 3. Multichannel marketing: Utilize various marketing channels to reach potential customers, such as social media, email marketing, search engine optimization, advertising, content syndication and offline channels.
- 4. Lead generation: Capture information from potential customers who have shown interest in the product or service, through gated content, webinars, events and free trials; all of which are nurtured through targeted communication.
- 5. Sales alignment and analytics: Demand programs are data-driven. Various key performance indicators (KPIs) such as lead conversion rates, cost per lead, and return on investment (ROI) are monitored to evaluate success. Regular communication between sales and marketing is key.



# Exposure Management (XM)

At WithSecure™, our mission is clear: be the leading provider of Exposure Management solutions for European SMEs and MSPs.

WithSecure™ Elements Exposure Management (XM) is a continuous and proactive solution that predicts and prevents breaches against companies' assets and business operations.

Our primary aim? To collaboratively expand the reach and adoption of XM hand-in-hand with our partners – that's you!

We're dedicated to equipping you with knowledge through our XM Content Hub. Dive into articles, research, vid-

eos, case studies and webinars designed to raise your understanding and utilization of Exposure Management solutions. Plus, our LinkedIn Ambassador program offers opportunities for collaborative co-marketing initiatives.

With this comprehensive approach, you and your customers can gain access to valuable resources, ensuring success when navigating the world of Exposure Management.



# NIS2

NIS2 is on the horizon, but are you ready? It's time for European organizations to act and comply with new cyber security requirements. At WithSecure™, we envision a future in which no one experiences the devastating impacts of a cyber-attack. Let's work together to achieve true security.

NIS2's central aim is to secure society and increase the cyber resilience of EU Member States, by identifying essential service operators and enforcing cyber security measures.

WithSecure™ is your ally in this journey. We're committed to helping you navigate the complexities of the NIS2 requirements, via tailored solutions and our decades-long expertise. Please follow our Partner Portal space for articles, webinars, and training related to NIS2, as it will guide you through everything related to the directive.

# Managed Detection and Response (MDR)

We're excited to launch our new WithSecure™ Managed Detection and Response (MDR) offering across key regions.

This is a continuous 24/7 detection and response service, in which cyber security experts protect your IT environment by investigating and remediating cyber security attacks on your estate using data collected by WithSecure™ Elements EDR.

As part of our program objectives, we're thrilled to be offering this product in collaboration with our trusted channel partners across key regions. Together, we'll build awareness and

generate demand. We'll achieve this through engaging ad creatives and thought-provoking content.

As part of our program, partners have access to a wealth of articles, guides, videos, and webinars. Our goal is to empower everyone with the knowledge they need to navigate the complexities of cyber security confidently.

Join us on this journey to redefine security solutions and make a lasting impact in the industry. Together, we'll not only meet but exceed the needs of our clients, ensuring their peace of mind in an ever-changing cyber security landscape.

# Identity Driven Extended Detection & Response (XDR)

At WithSecure™, we're committed to leading in Extended Detection and Response (XDR) services for the European midmarket. We aim to offer streamlined solutions that bring meaningful change to cyber security.

Our main goal is to launch WithSecure™ Elements Identity Security alongside WithSecure™ Elements XDR in key regions, in tandem with our partners. We aim to raise awareness and drive demand across the

midmarket through engaging ad campaigns and messaging concepts. As part of our program, we provide thought leadership articles, guides, videos, and webinars.

We strongly believe in collaboration. By partnering with us, you're not just accessing cutting-edge technology—you becoming part of a community that is driving change in cyber security. Check out our Partner Portal for more and how to join us on this mission.



# Demoscape - demo environment

Navigating cyber security can feel like trying to decipher ancient hieroglyphics without a guide. Even for those tech-savvy enough to hold an IT degree, the intricacies can be mind-boggling. But fear not, as we've conjured up something magical to demystify the cyber realm. Introducing Demoscape: WithSecure's interactive demo!

However, it's not just any demo. This is a virtual playground where potential customers can play with our tools. Gone are the days of snooze-worthy presentations and static demos. With just a few clicks, you can unleash simulated cyber-attacks and watch as WithSecure™ swoops in to save the day.

So, whether you're a tech guru or just someone who wants peace of mind, Demoscape is here to entertain, educate, and make demand generation a breeze. Dive in and discover the magic of cyber security, one click at a time!





# Evidence-based Marketing

Let's spice up our marketing with proven data and research! We're talking about teaming up with Gartner, Forrester, and Reviews G2 to dish out the juiciest insights. Think analyst reports, reviews, and outcome-based stories, to name but a few.

With evidence-based marketing, we're making calculated moves, minimizing risks, and maximizing the effectiveness of marketing efforts. So, who's ready to dive into some data and make waves together?

# Expertise Marketing

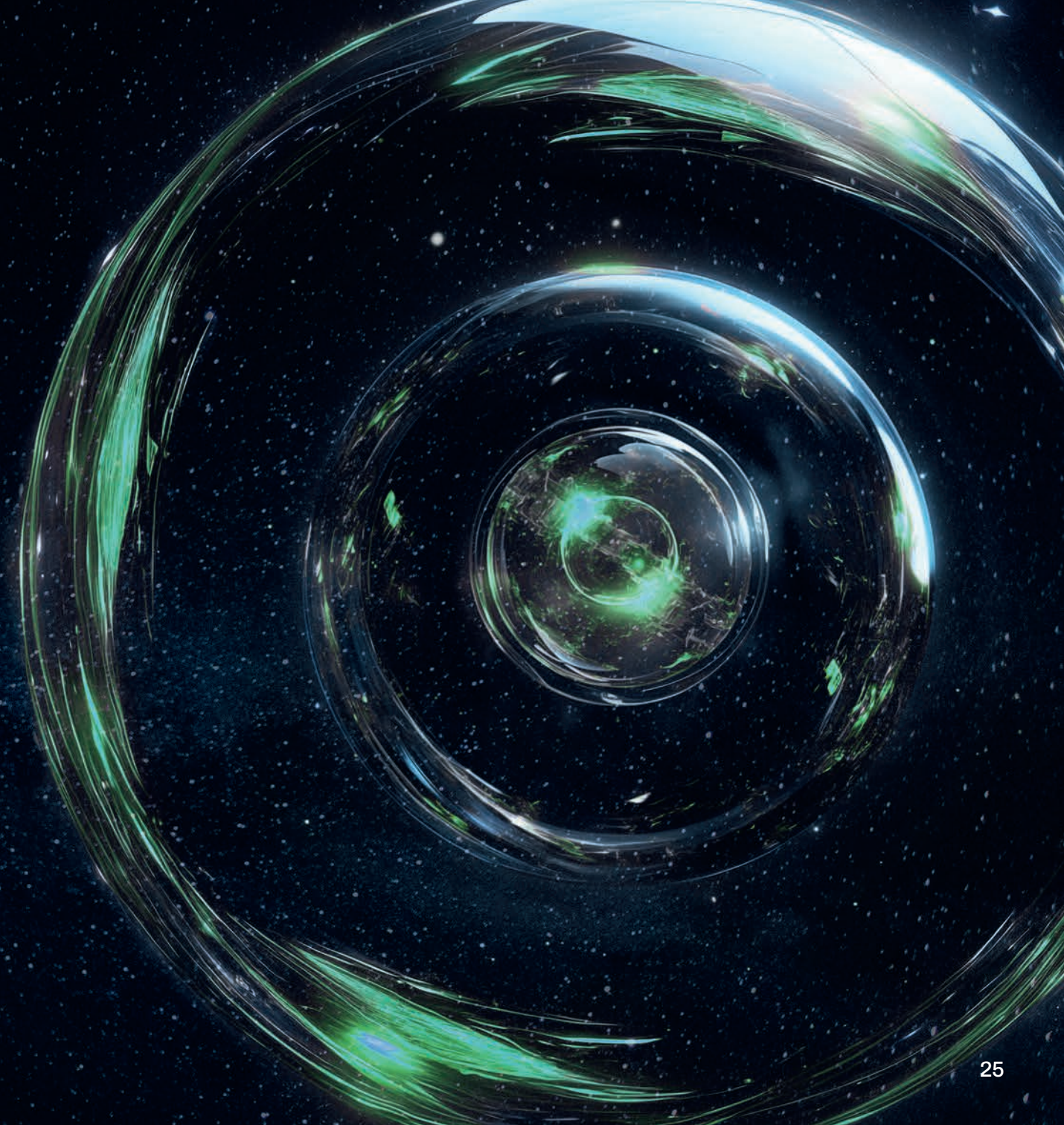
It's all about flexing those brain muscles to attract new potential customers and establish your organization as a top cyber security player.

By continuously demonstrating expertise and sharing valuable insights, you can earn trust within the industry. This involves speaking at events, dropping knowledge bombs in articles, blogs, whitepapers, podcasts or videos, and hosting webinars that make people go: 'Wow, this person or organization really knows their stuff!'

**Let's start with great content!**



# Co-marketing through experiences





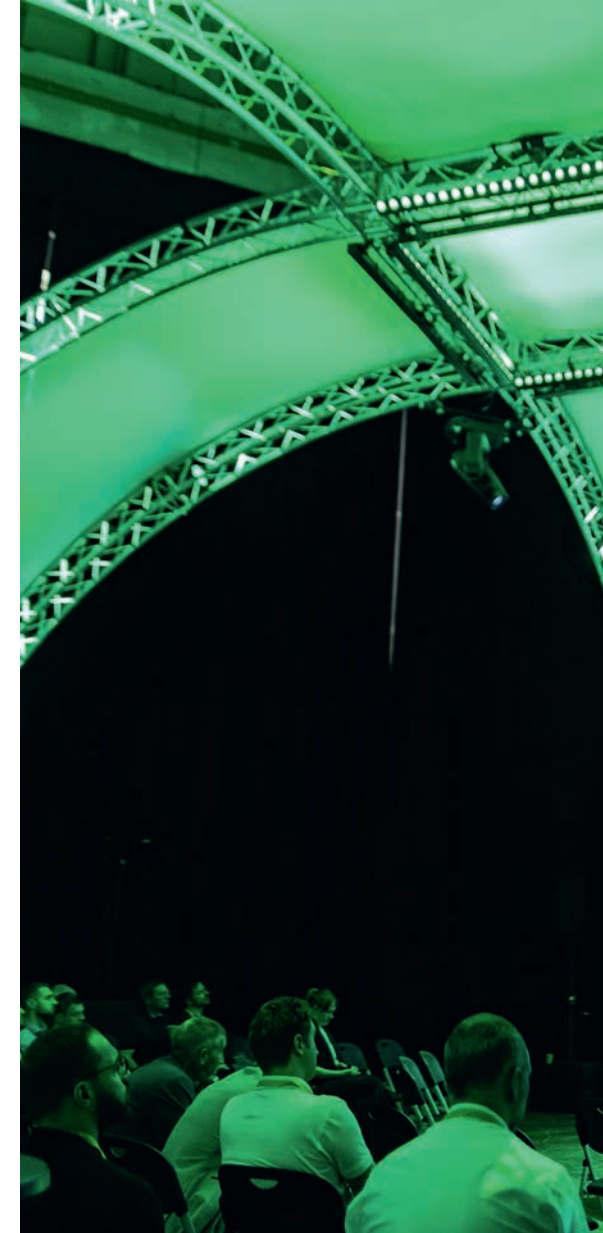
# SPHERE

SPHERE - a physical space and a state of mind.

The SPHERE unconference, a participant-driven meeting, transcends walls and boundaries, welcoming ideas, open communication, and collaboration. For WithSecure™, it's a place where cyber security pros and heroes join forces to make the digital world a safer, more open and fearless place for businesses, people and humanity. The future is

Co-Secure, and it's being created within these walls and beyond.

WithSecure™ is supercharging the unconference concept by giving you an inspirational and interactive experience, with talks and outside-of-the-box ideas throughout the event. More than ever, cyber security is connected to most global megatrends, and our guest speaker line-up fully reflects that.





# WI CyberTruck

It's one thing to talk about cyber-attacks, but it's a completely different thing to actually experience them.

That's why we created the CyberTruck.

A mobile command center that can go anywhere to train our partners to be ready for anything.

This room on wheels can go anywhere and be programmed to simulate situations specifically tailored to each partner's unique needs and challenges.

Further, it's also an amazing space to have breakfast or brunch in, experience a gin tasting session, organize technical trainings and workshops, or simply play the attack simulation game.





# Golf Matilda

This is not your typical meet and greet. This exclusive golf experience is more like a meet and try to beat Matilda Castren, the only WithSecure™ partner who's also an LGPA Champion (at least that we know of!).

And just like WithSecure™, this experience really delivers that personal touch.

Get tips and advice from a seasoned pro, then head out on the course or try to win a closest-to-the-hole competition against an athlete who does this for a living - all in the name of charity.

Golfing can be used to foster relationships with customers & partner, as well as and inviting new prospects to experience WithSecure™ in a customized event.





# Gin Tasting

We can say with full confidence that we make the best gin in the cyber security industry, bar none. And this unique experience with our newly launched W/Gin (available in stores now) is the best way to enjoy it.

Under the guidance of a professional mixologist, our partners,

customers or media can gain fascinating gin insights, create cocktails, and compare our award-winning Spirit of Cyber with our competitors.

W/Gin co-creation sessions complement product evenings, roundtables, after work gatherings, and partner events.





# Sailing Galiana

Being the main partner of the Galiana for the Ocean Globe Race comes with a few perks.

On one hand, WithSecure™ is a contributing to one of the most intense and sustainable endurance events in the world. This is an event that showcases the ability to prepare, react to unexpected events, and learn from failures - just like we do in the cyber security world.

On the other hand, you get to go on a sweet boat!

This two-hour experience covers the ins and outs of sailing around the world with the captain and crew.



We can't promise you'll be able to circumnavigate the globe when you're done, but you will learn a lot about sailing and finish it off with a nice port-side meal.

Galiana can also be used for co-marketing activities, such as partner and end-customer sailing sessions.

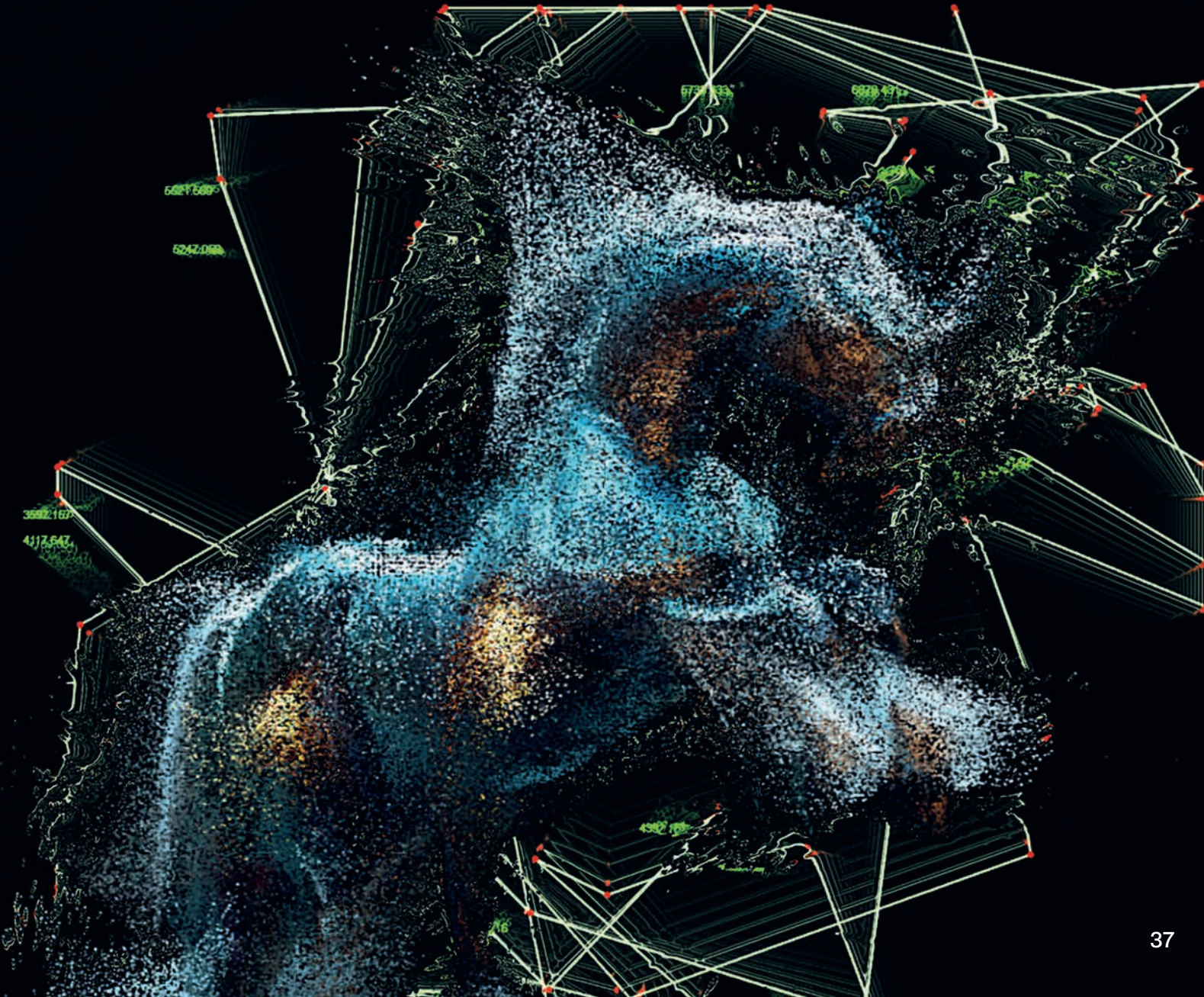


# Experience Defending Malware

## Experience Center

At our headquarters in Helsinki, Finland, we provide an innovating space to collaborate with experts and business leaders alike. Whether you want to explore the latest trends or build expertise and processes to improve cyber security, let's co-secure in one of our experiences and continually improve the Elements portfolio.

- Interactive attack simulation game
- Outcome security workshop
- W/ portfolio tour
- Elite training





# Interactive Attack Simulation Game

Jump into a hands-on cyber-attack and work with cutting-edge technologies, people, and processes to reclaim control of a ransomware or supply chain attack.

You're asked to make critical decisions throughout the process to highlight what a real-world scenario might entail. The potential impact of your decisions on the organization are exposed throughout the process.

Come away empowered and ready to defend your organization.

The attack simulation game can be used for co-marketing activities, such as partner and end-customer sessions at WithSecure's headquarters or in a combined experience alongside the W/CyberTruck experience.





# Co-Marketing Workshop

Co-Marketing Playbook

Join our Co-Marketing workshop and unlock the power of collaborative marketing strategies.

Discover shared a  
motions



This workshop will equip you with practical insights and actionable techniques to maximize your marketing impact through collaboration.



# Experts/ Speakers

Have the world's best cyber security experts speak at your events to ensure cutting-edge insights into the threat landscape. Our experts enrich any experience by fostering credibility through practical knowledge sharing.

## Mikko Hyppönen

Chief Research Officer, WithSecure™

Mikko has written about his research for the New York Times, Wired and Scientific America, and has lectured at the universities of Stanford, Oxford and Cambridge.





## Christine Bejerasco

**Chief Information Security Officer, WithSecure™**

Christine is Chief Information Security Officer at WithSecure™, having previously held the title of CTO, where she looked at the intersection of threats, technologies and user behavior to build future-proof cyber security solutions.



# Co-marketing activities





# How to get started?

Contact your local WithSecure™ team for more information. Or learn more about Marketing funds:



## Explore & Plan

Explore our marketing menu and Co-Marketing Playbooks for ready-made campaigns. Or, let's co-create a tailor-made program together.



## Execute

Start executing your activity once the plan and budget are approved and available.



## Claim & Grow

After the activity, complete the marketing funding request process and submit your fund claim with proof of performance.



The marketing plan template, co-marketing materials, and more information can be found in the Partner Portal.



