



# Enterprise GTM Transformation

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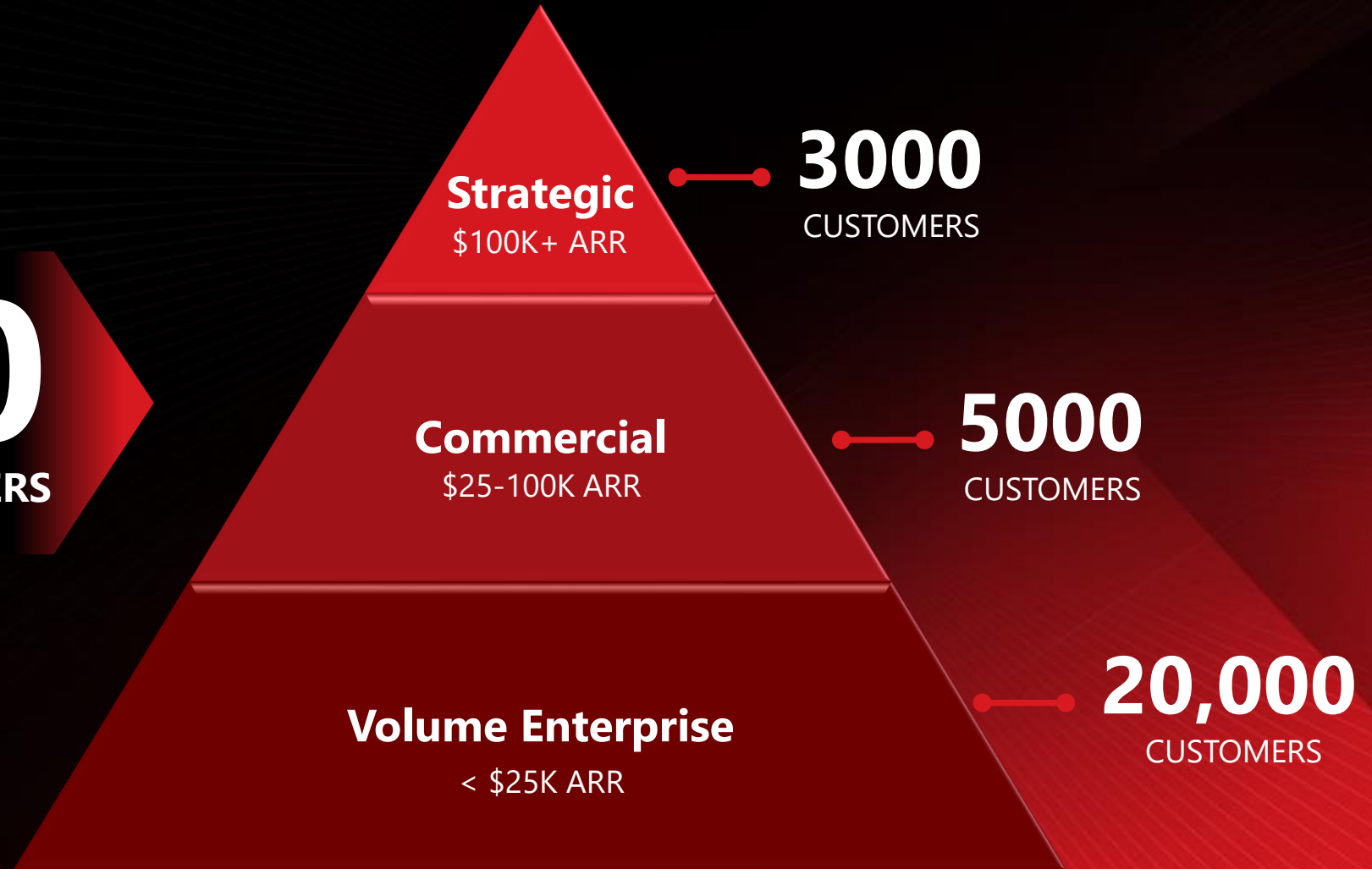
# Enterprise Transformation



**Customer-Centric  
Go-to-Market  
Strategy**

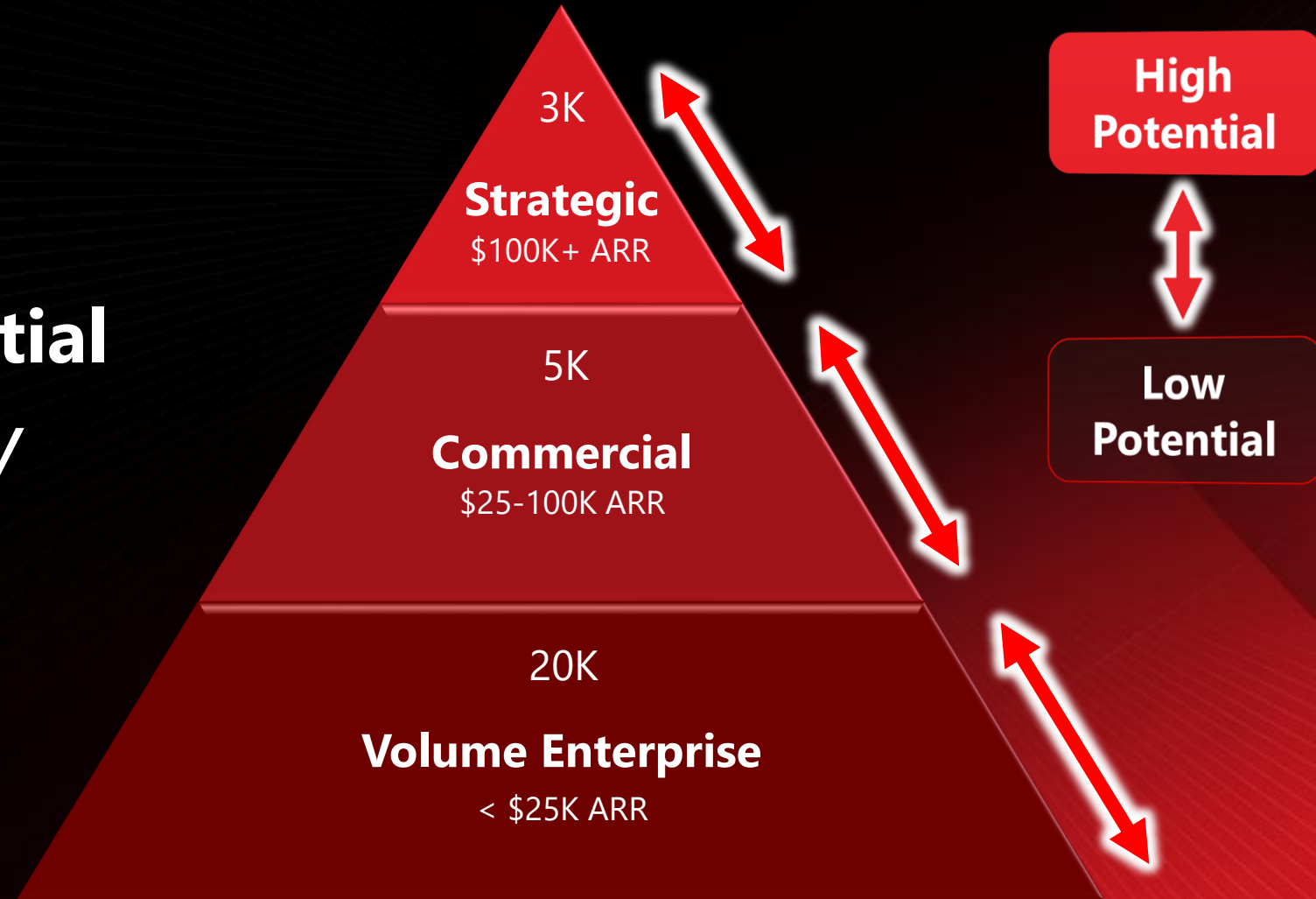
# Segmenting Our Enterprise Customers

**28,000**  
LARGE ENTERPRISE CUSTOMERS



# Segmenting Our Enterprise Customers

**Customer Potential**  
*High vs Low*



# Global Potential – ARR Matrix

Potential

**E** VOLUME ENT.  
High Potential

6,292

**C** COMMERCIAL  
High Potential

1,963

**A** STRATEGIC  
High Potential

1,411

**F** VOLUME ENT.  
Low Potential

14,745

**D** COMMERCIAL  
Low Potential

2,598

**B** STRATEGIC  
Low Potential

1,310

Volume Enterprise

Commercial

Strategic  
Public

Hybrid  
ARR

# AI-enriched Insights

## Transaction History

- Expansion Invoices
- Renew Invoices
- Buying Cycle

## Account Attributes

- Region
- Country
- Industry
- Employee Count
- Age of Customer
- Revenue

## Engagement Profile

- Digital Outreach
- EBC / Webinars / Workshop
- Support Cases
- Threat Cases / IR Engagement

## Vision One Profile

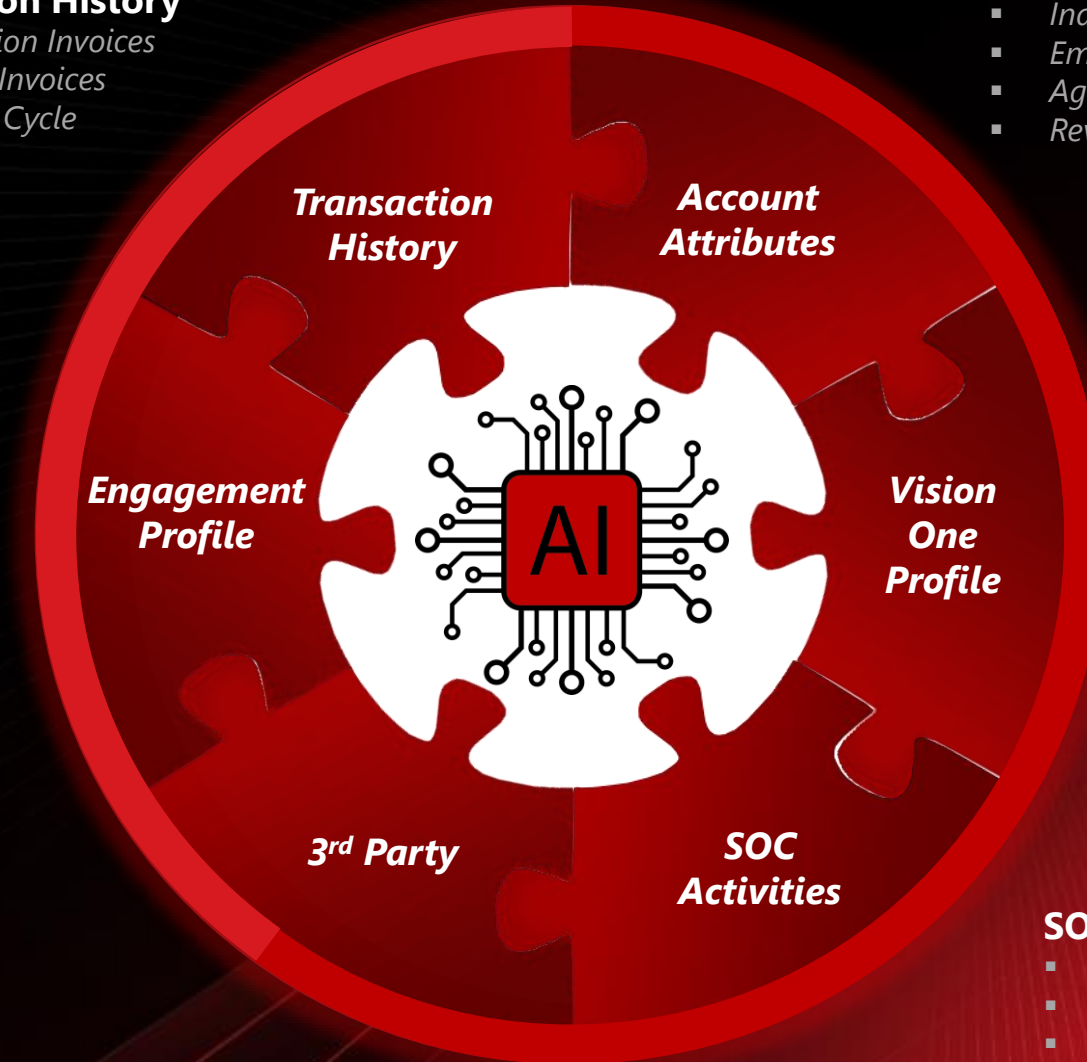
- License/Credit Consumption
- Engagement Score/Matrix
- # of Sensor Types
- # of Modules
- ARSM Risk Indexes
- Workbench Alerts
- API Usage

## 3<sup>rd</sup> Party

- 6Sense
- LinkedIn
- News
- Adjacent Markets

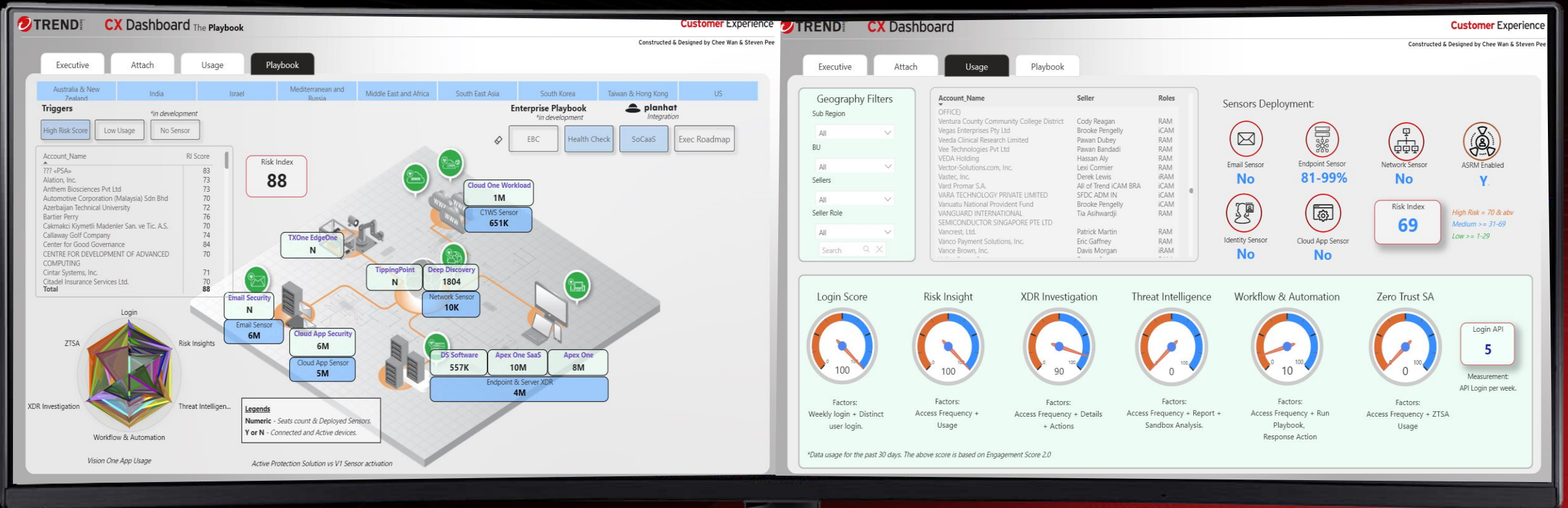
## SOC Activities

- Security Assessment
- Red Team / Pen-testing
- Competitors
- Threat Events

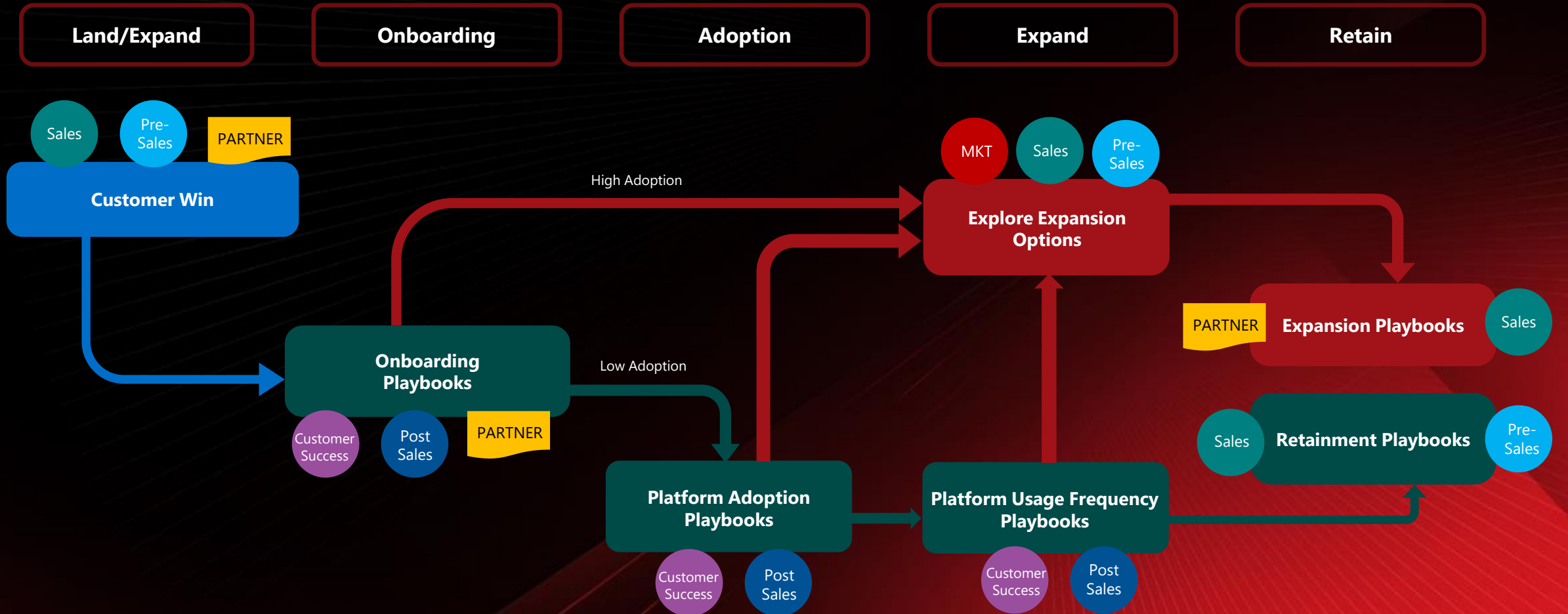


Public

# Customer Experience (CX) Dashboard



# Customer Lifecycle: High Potential, Commercial Account



Public



**Thank You**

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