

Promote your compliance posture

Coalfire market development services

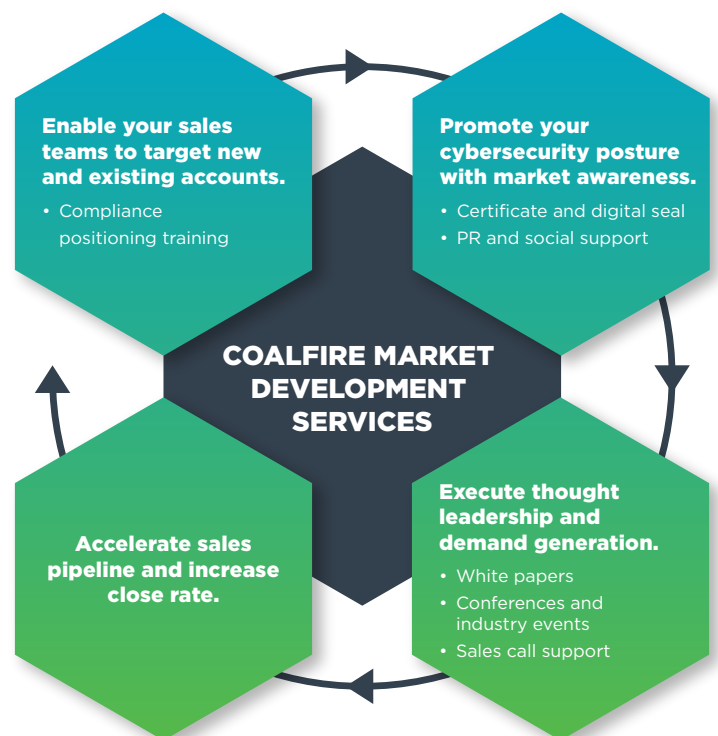
Coalfire provides the clarity, information, and technical guidance that you need to reduce your risk and assess and certify your technology solutions. We are committed to helping you develop or enhance your cybersecurity go-to-market brand and message.

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
Public relations and communication support¹	<ul style="list-style-type: none"> Press release support: A joint press release template containing pre-approved, standard Coalfire language, and a quote from a Coalfire subject matter expert 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
Cobranded white papers	An independent validation of how your solution meets the cybersecurity and compliance requirements	Scope tailored to client requirements
Compliance positioning training²	A sales enablement presentation (in your brand) that highlights key guidance and talking points to help enable and mobilize your sales team around how to position your compliance and cybersecurity commitment	<ul style="list-style-type: none"> Layout services on your branded template One-hour training by subject matter expert
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 support³	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 Coalfire will provide up to one requested training.

³ Client is responsible for travel expenses.

Use cybersecurity to your advantage.

Learn more about Coalfire's market development services.

Coalfire.com | 877-224-8077

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About Coalfire

The world's leading organizations – the top 5 cloud service providers; 8 of the top 10 SaaS businesses; and 3 of the top 5 in financial services, healthcare, and retail – trust Coalfire to elevate their cyber programs and secure the future of their business. As the largest global firm dedicated to cybersecurity, Coalfire delivers a full lifecycle of solutions through professional services, managed services, and technology platforms to help our clients solve their toughest cyber challenges. With more than 20 years of proven cybersecurity leadership, Coalfire combines extensive cloud expertise, industry knowledge, and innovative approaches to fuel success. For more information, visit [Coalfire.com](https://www.coalfire.com).