Scaling IT Security Sales:
Leveraging Ivanti Neurons for Security Insights
for Proactive Defense and Customer Engagement

Introduction

In today's dynamic digital environment, organizations are confronted with a pressing issue of effectively managing IT security vulnerabilities and enhancing their security sales capabilities. Equipping sales personnel and Customer Success teams with the proper tools to have meaningful conversations regarding evolving IT security matters is paramount.

Current Business Challenges

The process of scaling security sales is a major challenge for companies. This involves equipping their sales team with the necessary tools to discuss complex and ever-changing security products. It can also be difficult to keep up with demand and establish credibility with customers of varying sizes.

In addition to equipping the sales team with the necessary tools, another challenge in scaling security sales is the need to effectively communicate the value and benefits of the security solutions to potential customers. Security topics can be highly technical and complex, making it difficult for sales representatives to articulate the value proposition in a way that resonates with customers. This challenge is further compounded by the fact that security threats and vulnerabilities are constantly evolving, facilitating the need for further discussions within the organization.
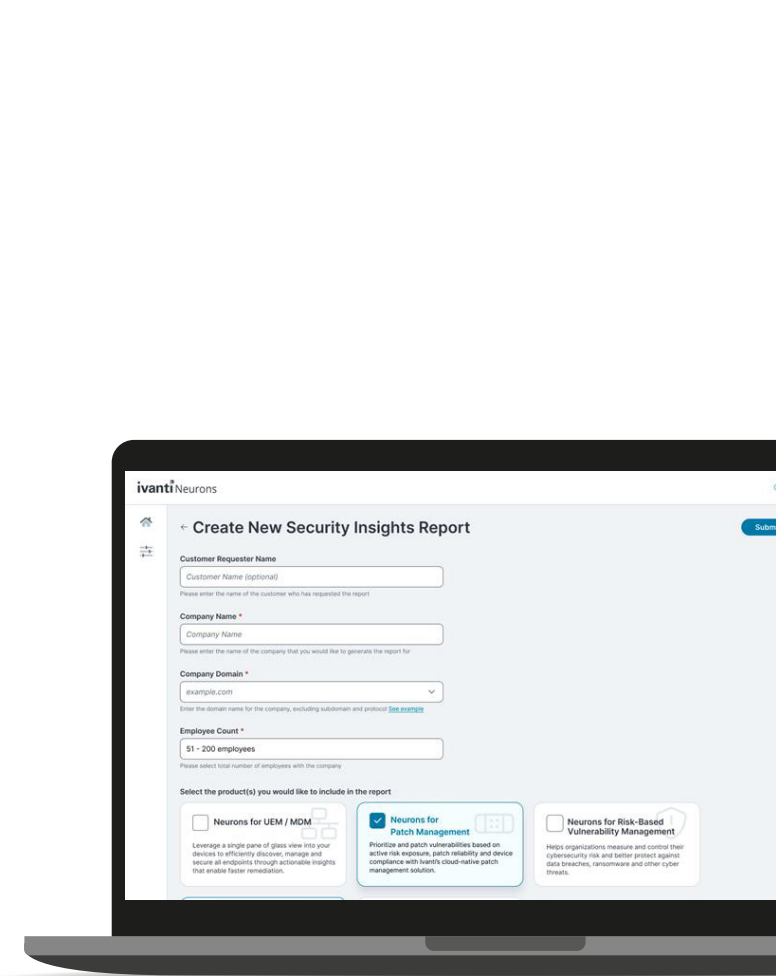
Furthermore, establishing credibility with customers of varying sizes can be a daunting task for organizations looking to scale their security sales. Building trust and credibility with customers across the spectrum of sizes requires a tailored approach that addresses their specific needs and concerns, while also demonstrating a deep understanding of the security landscape.

The Value of Neurons for Security Insights:

Neurons for Security Insights is valuable because it addresses the challenges organizations face in scaling their security sales. It provides a point-in-time snapshot report, which equips the sales team with the tools they need to communicate the value and benefits of security solutions to potential customers effectively.

Secondly, the passive examination of public-facing asset identification eliminates the need for advanced permission from customers. This makes the process more efficient and seamless for both the sales team and the customers.

Thirdly, Customer Success Teams can leverage their strong relationships with customers to identify opportunities for upselling, cross-selling and expanding product adoption.

Finally, partners can confidently engage with potential customers using Neurons for Security Insights. They can add up to two of their own security products or services to be showcased alongside Ivanti products. To do this, they need to send screenshots,

descriptions, and details to Ivanti for integration into the user interface and report format.

By utilizing Ivanti's solution, your company can differentiate itself and establish itself as a trusted cybersecurity expert. This benefits not only partners and clients but also enhances your company's competitiveness in the market.

Use Cases:

### Use Case 1:
Existing or Net-New Customer Lead Gen Tool:

This is a great tool for getting new customers or keeping current ones. It is for organizations with 200 or more employees who want to target specific people, such as Chief Info Security Officers, Chief Info Officers, Directors of IT and Security Analysts. Existing contacts are contacted through email, LinkedIn

messages and meetings. Using this tool, Ivanti Channel Managers can work together with your sales team to initiate conversations with potential customers effortlessly and without hesitation.

Use Case 2:
Customer Success Teams leveraging wider relationships to create opportunities and awareness:

Customer Success Teams are essential in ensuring customer satisfaction and retention. With the support of Neurons for Security Insights, these teams can leverage their extensive relationships with customers to identify opportunities for upselling, cross-selling and expanding product adoption. By utilizing Neurons for Security Insights, Customer Success Teams can maximize their impact and contribute to the overall success of your customers.
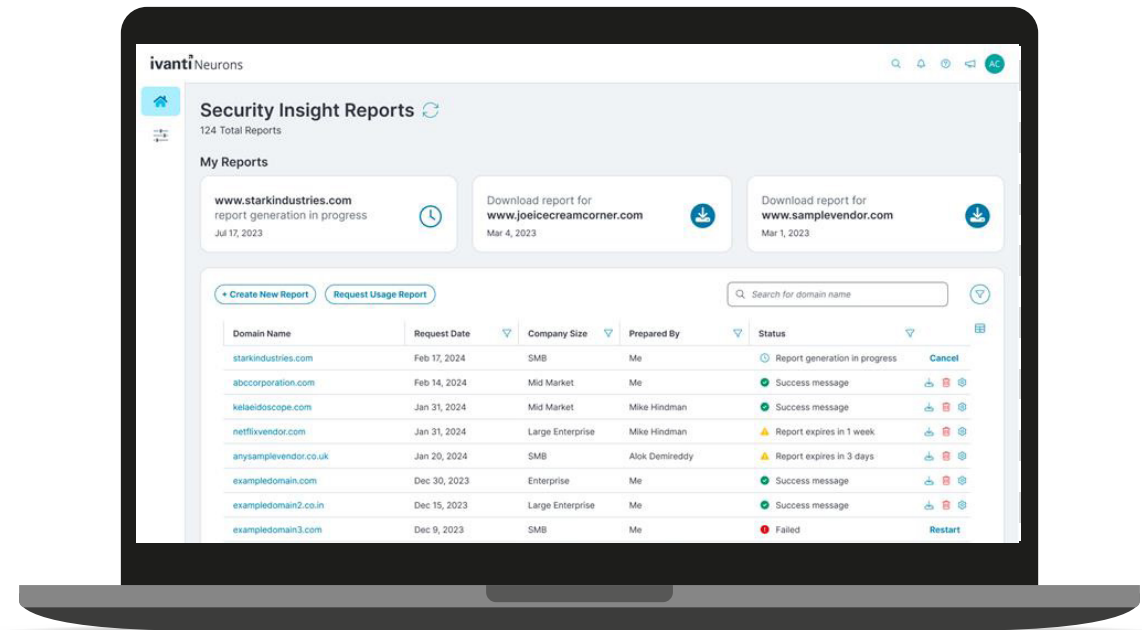
Key Features:

The Neurons for Security Insights tool from Ivanti offers a range of useful features, such as passive examining of public-facing asset identification of external security vulnerabilities, summaries of these vulnerabilities and recommended solutions.

The generated report provides a high-level overview of assets and vulnerabilities, giving organizations a comprehensive understanding of potential security risks. Furthermore, the tool allows for customization to add existing products and/or services, so that specific products can be selected for inclusion in the report, making it easier for sales reps to tailor their pitch to the needs of each organization.

Overall, Ivanti's Neurons for Security Insights is a powerful tool for selling security solutions, offering vulnerability context reports for each organization. These insights are personalized based on the organization's size and IT infrastructure.

Conclusion

In conclusion, Ivanti's Neurons for Security Insights provides a solution to the challenges faced by organizations in scaling their security sales. By equipping sales teams with the necessary knowledge, this tool enables effective communication of the value and benefits of security solutions to potential customers. It also helps establish credibility with customers of varying sizes by offering a tailored approach that addresses their specific needs and concerns.

Furthermore, with the ability to address specific use cases such as lead generation and customer success, Ivanti Neurons for Security Insights empowers organizations to drive business growth and stand out as trusted experts in cybersecurity. Its key features, including passive examination of external assets and identification of exposures, make it a powerful tool for selling security and asset management products. Overall, Ivanti's Neurons for Security Insights is a valuable asset in the digital age, enabling organizations to effectively scale their security sales.
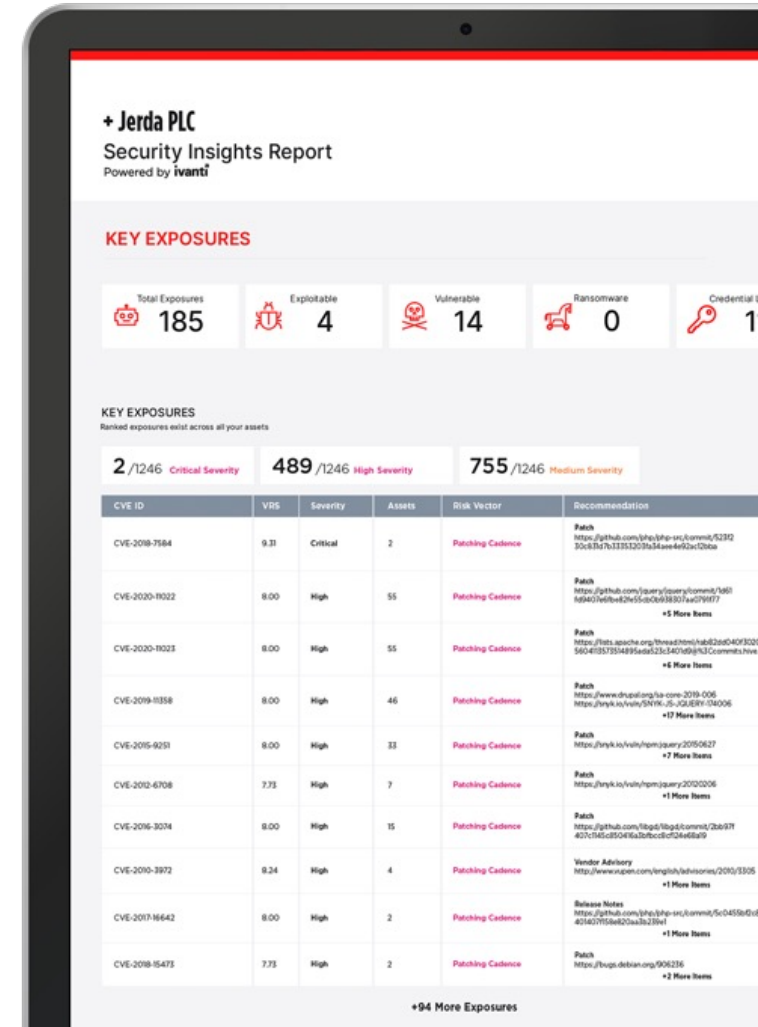
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About Ivanti

Ivanti elevates and secures Everywhere Work so that people and organizations can thrive. We make technology work for people, not the other way around. Today's employees use a wide range of corporate and personal devices to access IT applications and data over multiple networks to stay productive, wherever and however they work. Ivanti is the only technology company that finds, manages and protects every IT asset and endpoint in an organization. Over 40,000 customers, including 88 of the Fortune 100, have chosen Ivanti to help them deliver an excellent digital employee experience and improve IT and security team productivity and efficiency. At Ivanti, we strive to create an environment where all perspectives are heard, respected and valued and are committed to a more sustainable future for our customers, partners, employees and the planet. For more information, visit ivanti.com

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