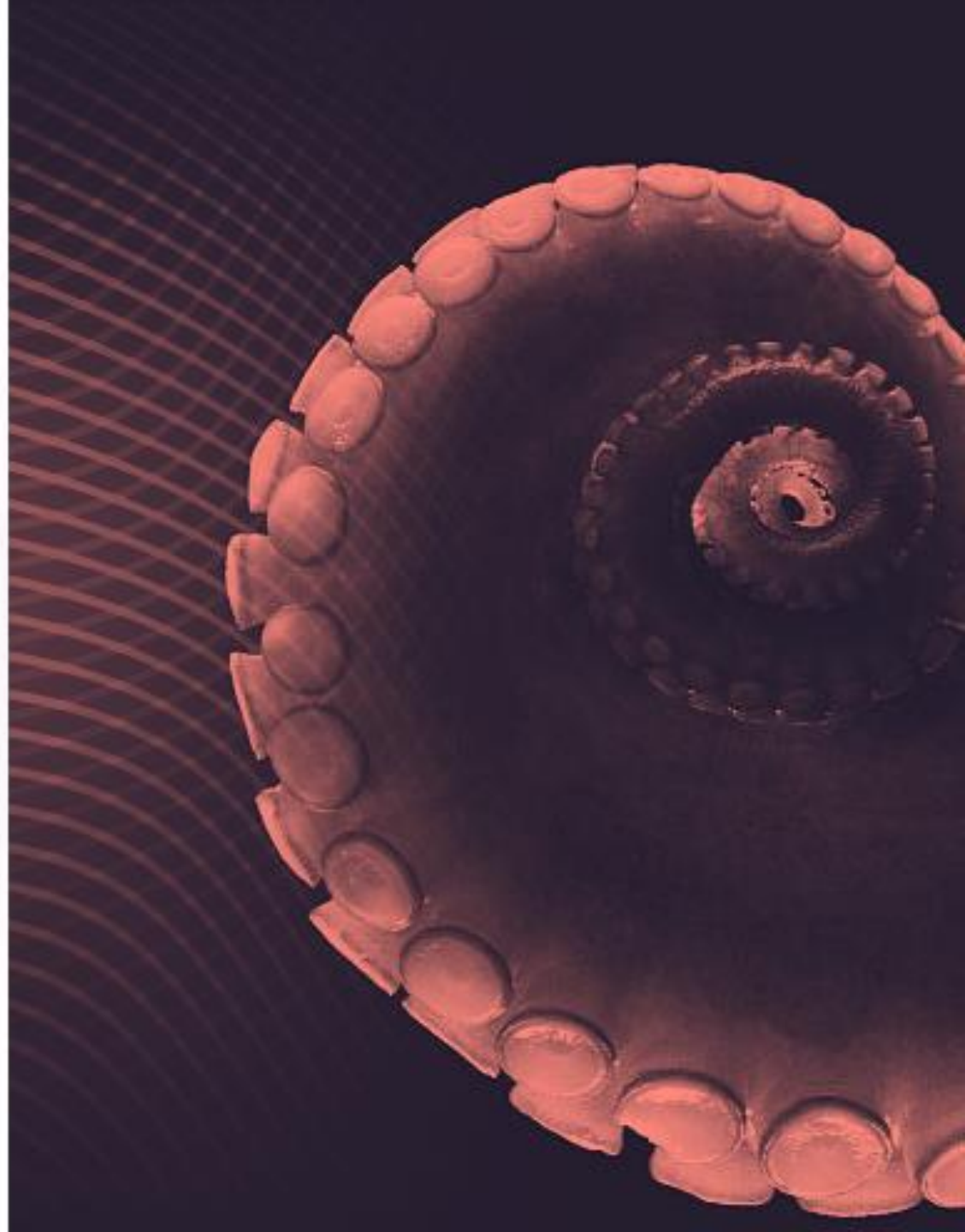




# **Selling Personas**



- Focus is to ensure they are meeting any related compliance requirements
- They view their world as people, technology and process & control
- Policy mandates are important in terms of providing their guiding principles
- Very interested in the details and layers of security. For instance, will this solution protect me from new threats.
- Typically, did not come up through Development and thus are not overly knowledgeable about compilers



# Chief Information Security Officer

- Often care about interoperability of technology
- Would like to reduce the number of vendors and agents
- Value simplifications
- Care about update timing, e.g., one major release annually, enhancements update quarterly, bug fixes monthly.
- Often conflict with Security, who wants depth and layers, while Architecture wants simplicity.
- Concerned about Application uptime and impact to performance of the application

# 2



## Application Security Architect

- Job #1 is meeting internal SLA's, which is often tied to their compensation
- They are concerned about how security impact's reliability and availability.
- Does this agent play well with others? Will cloud service impact uptime?
- Often merge & purge reports and logs from various vendors to derive insights. They often also help provide visibility, but SOC team can't keep up with their many alerts.
- Care about data that makes them more effective, i.e., dwell time. So if we can reduce dwell time with threat Intelligence, they can better protect themselves.
- They and SOC team want to be smarter, reduce cycles and time and do more value-added work.

# 3



## VP/Director/Manager Security Operations

- Concerned about legacy Java components.
- AppSec is not their concern i.e., OWASP Top 10.
- AppSec teams measure the risk posture and compliance position for these platforms and report to the Business.
- Business mandates that platform owners must do something about compliance/risk or raise an exception with the business.
- Infrastructure/Platform folk want the cheapest least impactful solution to check "the box".
- They have good relationship with App owners, enables better functioning POC's

# 4

## Director of IT Infrastructure / Head of Platform