

Exostar Drives New Product Sales with CyberEdge Graphical eBook (gBook)

**EXOSTAR®****INDUSTRY: IT Security****HEADQUARTERS: Herndon, VA****FOUNDED: 2000****EMPLOYEES: 200+****MARKETING STAFF: 5****WEBSITE: www.exostar.com**

About

Since 2000, Exostar has helped organizations in highly regulated industries mitigate risk, solve identity and access challenges, and collaborate securely across their supply chain ecosystem. By offering connect-once, collect-once, certify-once access to partners, Exostar's solutions strengthen security, reduce expenditures, and raise productivity so organizations can better meet contractual, regulatory, and time-to-market objectives.

Recognized by Gartner as a 'Cool Vendor,' more than 135,000 aerospace and defense organizations and agencies in nearly 175 countries trust Exostar to help them achieve their missions. Ten of the top twenty global biopharmaceutical companies, with partner networks exceeding 20,000 businesses, rely on Exostar to help them speed new medicines and therapies to market.

Marketing Challenges

In January 2020, the U.S. Department of Defense (DoD) released the first official version of the Cybersecurity Maturity Model Certification (CMMC) framework, representing a unified standard for implementing cybersecurity across the defense industrial base (DIB). The DIB currently encompasses over 300,000 companies throughout all levels of the DoD supply chain, all of which will be required to achieve CMMC accreditation by third-party auditors.

Exostar's Certification Assistant is an innovative new product that provides self-guided, step-by-step instructions for helping organizations understand the security practices, policies, and processes associated with CMMC and better prepare to pass the audit necessary to achieve CMMC accreditation. With a rapidly evolving landscape for CMMC solutions, Exostar needed to quickly gain exposure among business decisionmakers, many of whom possess limited technical expertise.

In all my years of working with outside contractors, I've never seen a stronger first draft. This was the easiest project I've ever experienced in my 20-year career.

**Lisa Remsa, Demand Generation
Marketing Lead**

CMMC remains a moving target. Its implications for enterprises and their downstream subcontractors and suppliers are causing massive headaches and consternation across the DIB," said Lisa Remsa, a Demand Generation Marketing Lead with Exostar. "It's hard for business leaders to recognize, accept, and ultimately fully embrace the challenges that lie ahead of them. We needed to find a creative way to reach our target audience using language that made sense to all constituencies."

Challenges:

- ✓ New product in a new market
- ✓ Target audience often unaware of CMMC accreditation requirements
- ✓ Needed to educate audiences quickly and decisively

Solution:

- ✓ Graphical eBook (Adobe PDF format)
- ✓ Call-to-action directs prospects to Exostar website to learn more and trial/purchase the product

Results:

- ✓ Delivered an estimated 700% return on investment within first three months
- ✓ Created 160 net new Certification Assistant leads
- ✓ Increased Certification Assistant website traffic
- ✓ Educated Exostar's MSSP and other channel partners about its new Certification Assistant offering

I couldn't be happier with our CyberEdge gBook. We have a compelling piece of collateral specifically designed for business leaders that delivers our key messages and market differentiation.

Lisa Remsa, Demand Generation Marketing Lead



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Solution

To help solve these challenges, Lisa turned to CyberEdge to produce a graphical eBook, or gBook, titled "Getting the Most Out of Certification Assistant." Unlike white papers and traditional eBooks, which are better suited for security practitioners with deeper technical expertise, gBooks are much shorter and cut right to the point using a less technical tone. They're laid out in horizontal landscape mode and feature visually appealing graphics that help accelerate understanding by all parties, and busy business leaders in particular.

We needed a content asset specifically intended for business audiences. Our gBook hit the nail right on the head. We now have a solid piece of collateral that describes the challenges of CMMC accreditation in simple terms and educates our buyers on how Exostar can help.

Exostar is currently promoting its gBook on its corporate website, through email campaigns, and through ongoing social media posts. Every new Certification Assistant trial user gets access to the gBook within Exostar's welcome email. Soon, Exostar will promote its gBook through Google AdWords pay-per-click campaigns and as a call-to-action piece in campaigns designed to ignite interest.

Results

According to Lisa, Exostar's gBook achieved the following results within the first three months:

- Delivered an estimated 700% return on investment
- Created 160 net new Certification Assistant leads
- Increased website traffic on Certification Assistant pages
- Educated Exostar's MSSP and other channel partners about its new Certification Assistant offering

Why CyberEdge?

Although Lisa had many options, she selected CyberEdge to produce her gBook for a variety of reasons:

- Deep IT security subject matter expertise
- Highly recommended by Lisa's colleagues
- Reputation of completing projects on time and on budget
- Outstanding work samples from other CyberEdge customers
- Opportunity to engage with follow-on projects using the same expert resources

In all my years of working with outside contractors, I've never seen a stronger first draft. Our marketing consultant asked all the right questions to understand our offering inside and out. And our graphic design consultant was absolutely fantastic and eager to please. This was the easiest project I've ever experienced in my 20-year career.

Lisa also worked with her CyberEdge marketing consultant to produce an animated explainer video to help promote Exostar's Certification Assistant to prospects who weren't already familiar with CMMC accreditation challenges. And she has plans for a second gBook later in the year.