Making a CEMDNA Playbook Strategy a Competitive Differentiator

May 23, 2016
2:00 pm ET / 11:00 am PT
Featured Speakers

Carol Meyers
Chief Marketing Officer

Bill Bradley
VP, Marketing & Business Development
Enhancing the Customer Experience through Marketing

Carol Meyers, Chief Marketing Officer
Rapid7 Security Data & Analytics

$110m
2015 Revenue

36%
Fortune 1000

99
Countries

800+
Employees

Highly Commended

Trusted By 5,300 Organizations
“People don't buy what you do; they buy why you do it. And what you do simply proves what you believe”

— Simon Sinek
START WITH WHY
We Are Radical Problem Solvers
Our Customers’ Challenge

ATTACKER SOPHISTICATION & REACH
“Weaponization of cyber attacks”

IT CONTROL & VISIBILITY
“Vastly expanding attack surface”

TIME
Effective Security

=

expensive to compromise in terms of time, resources, and opportunity
How Rapid7 Helps Our Customers Succeed

Reduce Vulnerabilities & Exposures

THREAT EXPOSURE MANAGEMENT
Manage your risk by identifying where you are vulnerable to an attack. Systematically reduce your exposure, based on threats and priorities to your organization.

Find & Stop Attacks

INCIDENT DETECTION & RESPONSE
From the endpoint to the cloud, quickly find intruders, trace their tracks, and stop the breach before the damage is done.

Accelerate Security Improvement

SECURITY ADVISORY SERVICES
Increase confidence in your security with access to trusted security expertise, data-driven analysis and industry knowledge. Let us help you build a roadmap for your IT security needs.
Commit to the How
Our Core Values

- Continuous Learning
- Individual Excellence
- Teamwork
- Disciplined Risk Taking

Meaningful Customer Partnerships
Customer Partnership: The Secret to Our Success
First, It’s All About the People & Culture

Are you hiring the right individuals?
Are you creating an environment in which they can thrive?
Rewrite the Rules
Create a business that’s more about the CUSTOMER than it is about SALES & MARKETING
Second, It’s About the Focus

ROI  Renewal  Revenue

Your Success & Growth Depends on the Customer’s Success
ROI – Not Ours; The Customers!

• How can we help our customers maximize the return on their investment?
• Remember – there are two elements to ROI; the cost and the return
• Minimize customer effort and deliver tangible benefit
Deliver Education and Value

Stop the Heartbleed: Protecting Yourself from OpenSSL

A resource guide to help you learn more and protect your organization

Still wondering if you are affected by the OpenSSL Heartbleed vulnerability? We have compiled a list of resources to help you learn more about Heartbleed and tools to help you investigate how this impacts your environment.
Listen, Engage, Act

I just wanted to give you a heads up that influitive came in pretty handy when we were planning on rolling out a potentially controversial new feature. I was concerned about the impact to existing customers and so I did a quick poll on influitive. I consolidated the results and then discussed with engineering and product, and based on the feedback we adjusted our course and are rolling out what I believe is a better product as a result. What a great way to get quick feedback from customers!
Give Them A **RAPID7 voice**

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**Metasploit Pro Hands-On**

Oct 25, 2015  |  172 views  |  9 Likes  |  0 Comments  |  LinkedIn  |  Facebook  |  Twitter

Metasploit is a popular framework within the Information Security field for penetration testing. The best part about Metasploit is that the framework is a

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**Rapid7 Nexpose**

SECURITY  VULNERABILITY SCANNERS

⭐⭐⭐⭐⭐ (13)  |  Research Product

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Confidential and Proprietary
Results: Growing Renewals & Expansion

Strong Renewal Rates at 126%

Improvement

continued increase in Expiring Revenue Renewal Rate
Thank You! Q & A

Carol Meyers
Chief Marketing Officer
Carol.meyers@rapid7.com
Tel.: 617/247-1717 x4434
Requests for Information

Bill Bradley
VP, Marketing & Business Development
Omega Management Group Corp.
bbradley@omegascoreboard.com
Tel. 978-715-2587

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