ABX

Account-Based Strategy for GTM

ABX Program

ABX Purpose

Yields:

- Shorter Sales Cycle
- Larger Deal Sizes
- Improved Customer Retention
- Better Resource Allocation
- Closer Team Collaboration and Rapport

Why?

Focuses all Go-to-Market:

- Accounts that fit Ideal Customer Profile
- Become SMEs of Most Valued Accounts
- Transparency Through Common Goals
- Collaborative Actions & Feedback
- Iterative & Responsive Planning for Optimization

How?

ABX Purpose

Focus, Alignment, Collaboration, Relationships, Revenue

Empower the sales team with a highly targeted and personalized approach, to focus efforts on key accounts that are most likely to convert.

Strategic alignment improves the efficiency of the sales process and increases the likelihood of closing deals and building long-lasting customer relationships.

Focus on key actions and strategies at each stage of the customer journey, emphasizing relationship building through personalization, collaboration, and account-centric approaches

2024 ABX Plan Highlights

ABX 2.0 - Focus on relationship building and conversion

Brand Awareness	Account Conversion	Tier 1 Strategy Refinement	Opportunity Support
Early Journey Stage Progression Program	Process Refinement for Actioning MQA	Account Planning	Cross-channel optimization for opportunities and deals
Tiered Account Event Strategy: Presence and Engagement Optimization	Customized business cases	Workshop Iteration	Executive Engagement
Advertising	Quarterly Webinar Program	Account Engagement Feedback	AI Tools for Personalized Late Stage Assets
Content Syndication	VIP In-Person Events	Hosted Events	
BDR Outreach - Targeted & Personalized	Custom workshop events	Personalized microsites	
Organic Social Tiered Account Program	Tools Optimization Across Team	Become SMEs of Most Valued Accounts	
ISAC Program Optimization	Leveraging AI for asset development: use cases, success stories, sales enablement, custom content pages	End-to-end collaboration: Joint responsibility for account insight, planning, execution, and review	
Product-Led No Touch POV	SME Programmatic Outreach		

ABX: Program Functions

Key components required for deploying a cross-team, multi-channel, account-focused strategy.

ABX Program: Core Functions

Collaboration Among Sales, Marketing, Product, CX, and the Executive Team

ICP & Tiered Account List

- Ideal Customer Profile Development
- Account Selection
- Account Tiering
- Industry Lists
- List Management & Updates
- Custom Dashboards & Reports

Collaboration & Sales Support

- Strategic Account Planning
- Weekly ABX Meetings
- Sales Play Orchestration
- Account Insights and Engagement Planning
- Industry-Specific Value Drivers, Messaging, Content
- Outbound Operational Support
- Executive and Board Connections
- Calls Upon Product, S&I, and the Executive Team to Hover Around Must-Win Accounts

Demand Generation

- Account-Based Advertising
- Content Syndication
- Email Nurturing
- ISAC Alliances

Events & Webinars

- Tiered Account-Focused Event Strategy
- Pre, During, Post Event Orchestration
- Thought Leadership Opportunities
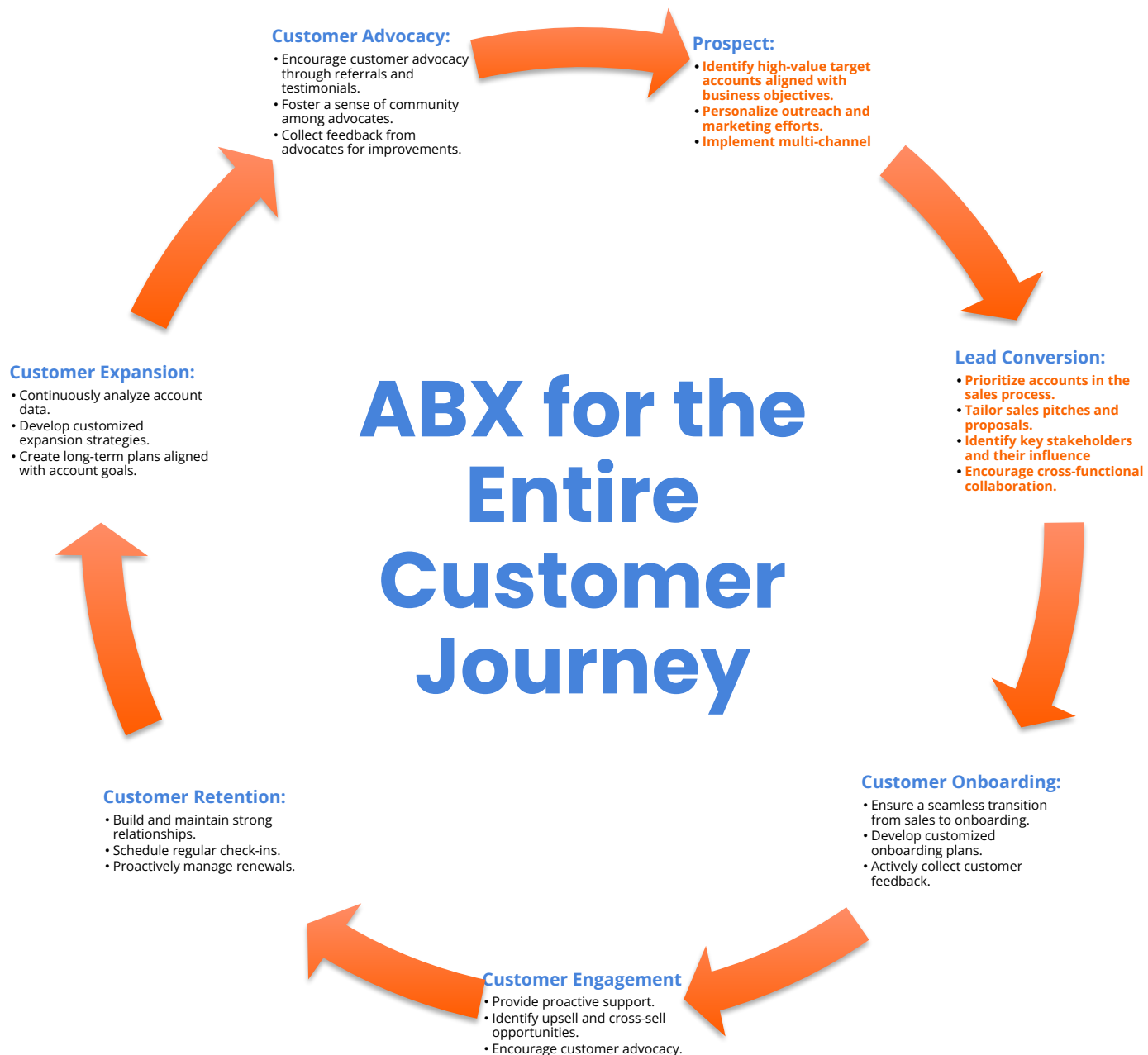- Strategic Podcast Invitations

Metrics & Analytics

- Metrics Aligned to Readiness, Activity, Output, and Performance
- KRs for Journey Stage Advance, Meetings Set, SALs from Tiered Accounts

ABX Program Coverage

Account Segment	Account Universe	Entitlements / Tactics
Tier 1	• 74 Accounts • Primarily Medical Device	• Strategic Account Plans • Account-Specific Content • Account-Specific Firmware Analysis • Personalized Messaging • Personalized Outreach • Executive & Board Connection Program • Strategic Podcast Invitations
Tiered Industry	• Medical Device Manufacturers (93) • Automotive (72) • Energy (508)	• Industry-Specific Content • ISAC Programs
All Tiers	• 2,652 Accounts • All ICP Tiered Accounts	• Target Account List Pay-Per-Lead • Webinars • Email nurture • Database emails • Events • Targeted Display Advertising • Intent BDR activation
Always-On Programs		• Search • Organic social • Database emails

Increasingly targeted, cost-per and potential revenue/deal size

+ Tier 1

+ Tiered Industry

+ All Tiered Accounts

Always-On Perpetual Programs

ABX for the Entire Customer Journey

Customer Advocacy:
- Encourage customer advocacy through referrals and testimonials.
- Foster a sense of community among advocates.
- Collect feedback from advocates for improvements.

Prospect:
- Identify high-value target accounts aligned with business objectives.
- Personalize outreach and marketing efforts.
- Implement multi-channel

Lead Conversion:
- Prioritize accounts in the sales process.
- Tailor sales pitches and proposals.
- Identify key stakeholders and their influence
- Encourage cross-functional collaboration.

Customer Expansion:
- Continuously analyze account data.
- Develop customized expansion strategies.
- Create long-term plans aligned with account goals.

Customer Retention:
- Build and maintain strong relationships.
- Schedule regular check-ins.
- Proactively manage renewals.

Customer Onboarding:
- Ensure a seamless transition from sales to onboarding.
- Develop customized onboarding plans.
- Actively collect customer feedback.

Customer Engagement
- Provide proactive support.
- Identify upsell and cross-sell opportunities.
- Encourage customer advocacy.

ABX: Strategic Planning & Sales Collaboration

Foundational blueprint of the joint efforts of sales & marketing to gather intelligence and determine how together we will convert prospects into customers and retain them.

Strategic Plan Development for Tier 1: Phase 1

TASK	OWNER
Overview of the Account's Business and Industry	• Sales Executive
Intelligence Gathering	• Sales Executive, BDRs • Supported by Marketing
Defining Clear Objectives for the Account	• Sales Executive • Supported by BDRs & Marketing
Addressing & Articulating Pain Points	• Sales Executive, BDRs, Marketing
Defining Key Performance Indicators (KPIs)	• Marketing • Supported by Sales Executive

Strategic Plan Development for Tier 1: Phase 2

TASK	OWNER
Step-by-Step Initiatives to Achieve Objectives	• Marketing
Identifying Decision-Makers, Influencers, and Users	• Sales Executive & BDRs • Supported by Marketing
Milestones & Timeline	• Marketing
Sales Play Deployment	• ABX Team • May include Product, S&I & Executive Team
Building Relationships with Stakeholders	• Sales Executive, BDRs • Supported by Marketing, ABX Team - May Include Product, S&I, Executive Team
Managing Regular Check-ins and Updates	• Marketing • Supported by Sales Executive & BDRs

Summary of Weekly Focus & Tasks

Sales Team	**Collaboration Touchpoints**
- Identify and review top 10 target accounts. - Personalize outreach plans. - Conduct outreach and follow-up. - Engage in discovery calls and demos. - Provide feedback and plan next steps.	- Monday Sales Rep & BDR Stand-Up - Wednesday ABX Sync - Thursday Strategy Session - Friday Sales Rep & BDR Stand-Up

Sales Team

- Identify and review top 10 target accounts.
- Personalize outreach plans.
- Conduct outreach and follow-up.
- Engage in discovery calls and demos.
- Provide feedback and plan next steps.

BDR Team

- Research target accounts and decision-makers.
- Prepare and execute outreach sequences.
- Nurture and qualify leads.
- Update CRM with interactions.
- Compile weekly reports.

Marketing Team

- Provide account insights and content assets.
- Develop customized content.
- Launch and monitor campaigns.
- Support engagement with follow-ups.
- Analyze performance and optimize strategies.

Collaboration Touchpoints

- Monday Sales Rep & BDR Stand-Up
- Wednesday ABX Sync
- Thursday Strategy Session
- Friday Sales Rep & BDR Stand-Up

ABX Play Samples

Target Account Play Strategy

Tier 1 Play

- **Objective:** Engage the largest, most strategic ICP prosects.

- Clearly defined targets personas

- Clearly defined sales alignment, and sales and marketing orchestration plan

- Report generated from analysis of firmware from a prospect that has an open marketplace of firmware

- Report sent with cover letter target contacts

- Supported by multi-channel digital aircover

EXAMPLES:
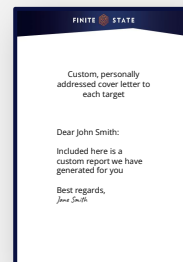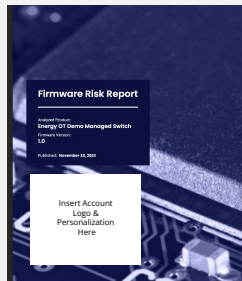
Tier 2 Play

- **Objective:** Engage High-Value Tier 2 Target Accounts with Relevant, Industry-Customized Data

- Clearly defined targets, sales alignment, and sales & marketing orchestration plan

- Vertical-specific Report
  - Energy
  - Medical Device
  - Automotive
    - Vulns in specific market
    - Industry-specific research
    - Regulatory mandate

  - Supported by multi-channel digital aircover

EXAMPLES:

2023 State of Cybersecurity for Medical Devices & Healthcare Systems

Tier 3 Play

- **Objective:** Drive Funnel Progression in Tier 3 Accounts

- Clearly defined targets, sales alignment, and sales and marketing orchestration plan

- Original Company X Research
  - MATTER
  - Regulatory
  - Vulnerability Research

  - Supported by multi-channel digital aircover marketing

EXAMPLES:

Sample Tier 1 Account Engagement Strategy

Action	Status
Strategic Account Plan Created (Sample)	
Key Contacts Identified at Each Account	
Account & Key Contacts Enrolled in LinkedIn & Demandbase Advertising	
Sales Owner and BDRs map LinkedIn connections for relationships with Company X executives, board members, customers, partners - Save these leads in a Sales Nav Account Map	
Executive & SME Introductions Program	
BOD Intros Program	
Identify Key Contact for IOT Podcast and submit on Podcast Ideas Sheet	
Identify Contact for Webinar Panelist (ISAC or Hosted)	
Custom Landing Page	
Custom Firmware Analysis Report	
Account-Specific Business Case	
Sales Execs & BDRs tag team prospecting and outbound motion, relationship-building	
Sales & Marketing Insights Review and Engagement Planning in Weekly ABX Syncs	

Sample Tier 1 Executive Level Engagement

Input / Action	Supplement
Contact at Target Accounts Engages or Tier 1 Contact Identified and Selected for this Program	Engagement could be in outbound, web visits, event, webinar, etc.
- Sales Owner explores LinkedIn Sales Nav for executive connections - Gameplan with ABX pod in go-forward engagement plan	- Sales Owner saves lead in the Account Mapping tool in LinkedIn - Document in Strategic Account Plan Buying Group
- Sales Owner or Marketing Engages FS Executive to initiate outreach to contact - Sales Owner and Marketing provide context to the contact engagement and account insights - Include details on web pages visited, events attended, content of emails engaged with - Include any other relevant account engagement details	Email Template for Executive to Personalize: Subject Line: Wanted to connect (If appropriate) CC: Sales Owner Hi, (*First Name*) (*Insert Personalization*) A member of my team let me know that there may be some interest from (company_name) in what Company X offers. Wanted to make myself available as a resource, if I can provide additional context. I've attached an overview with details on what Company X solves for, the core benefits we deliver, and a few of the customers we're working with. Happy to connect and talk further. Thanks, (*First name*) Content - Corporate Backgrounder
FS Executive provides feedback loop to sales account owner on responses and recommendation on follow up or hand off.	
Sales Owner provides feedback loop to FS Executive if the conversation with this contact / account continues.	

Sample: Workflow Tier 1 Firmware Analysis Custom Report

Task	Next Action	Owner	Notes
Identify 10 Tier 1 Prospect Accounts with marketplace of firmware	• Finalize account selection • Laura has proposed her list for evaluation • Brian is working to build his Tier 1 list • Meeting with Kirk to provide overview and update 2.8.23	Sales Executive	
Account Plan and Engagement Planning Cadence Established	• Weekly pod meetings set with Sales Owners, BDRS, and ABX • Establish when to engage with X,Y,Z	Sales Executive Nicole Garrigan	
Analyze firmware Vetting of open-source data Critical vulnerabilities identified Data analysis / mitigation path Distill findings into report modules	• Meeting set with X and X for 2.22.23 to Solidify Process • Need to create template of essential details - *what is it, why is it important, who should care (industry verticals or other targets), what is our unique perspective?*	SME	
Identify the people within the prospect account who should receive the report and should be enrolled in aircover	• Account intelligence gathering to map the key targets • Create a framework of roles and key intel points we need to collect	Sales Executive	
Format report findings into the reporting template	• Design the report, cover letter, and other elements of the package	Content	
Disseminate report via (determined case-by-case)	• Collect physical and digital data on key targets	Nicole Garrigan	
Supporting email notifications	• Build templates	Marketing	
Operational tracking and campaign components Project Management	• Setup Salesforce campaign and set notes and tracking process with stakeholders	Nicole Garrigan	
Account aircover campaign deployment	• Account-specific display and LinkedIn ads, plus seeking accounts at all committed events	Nicole Garrigan	

FINITE STATE

Tier 1 Targeted Engagement

Input / Action	Step 1	Step 2	Step 3	Step 4
Product Security Executives	Sales Exec identifies target and collects personalization intel	Marketing drafts templated messages	Personalized email from	LinkedIn connection request from
Product Security Managers & Directors	BDR identifies target and collects personalization intel	Marketing drafts templated messages	Personalized email from	LinkedIn connection request from
Regulatory Leaders	Sales Exec identifies target and collects personalization intel	Marketing drafts templated messages	Personalized email from	LinkedIn connection request from

Engagement Strategy

Input / Action	Step 1	Step 2	Step 3	Step 4
Executive at Tier 1 Account	Sales Exec identifies target and collects personalization intel	Marketing drafts templated messages	Personalized email from	LinkedIn connection request from
Product Security Directors	Sales Exec identifies target and collects personalization intel	Marketing drafts templated messages	Personalized email from	LinkedIn connection request from
Regulatory Leaders	Sales Exec identifies target and collects personalization intel	Marketing drafts templated messages	Personalized email from	LinkedIn connection request from

Demandbase

What is Demandbase?

- Demandbase is a sales and marketing intelligence tool
- Demandbase shows an integrated data set on accounts and people, and both contacts and leads
- Demandbase merges Marketing Automation System, CRM, and external intent into one view
- Provides robust intent data for relevant keywords for our Target Accounts
- Demandbase also has an account-based advertising capability that provides air cover display ads to our target accounts.

Goals:

Know the prospect companies that are in market

Prioritize and know where to focus efforts

Make decisions on which strategies and messages to utilize

Protect opportunities currently in flight
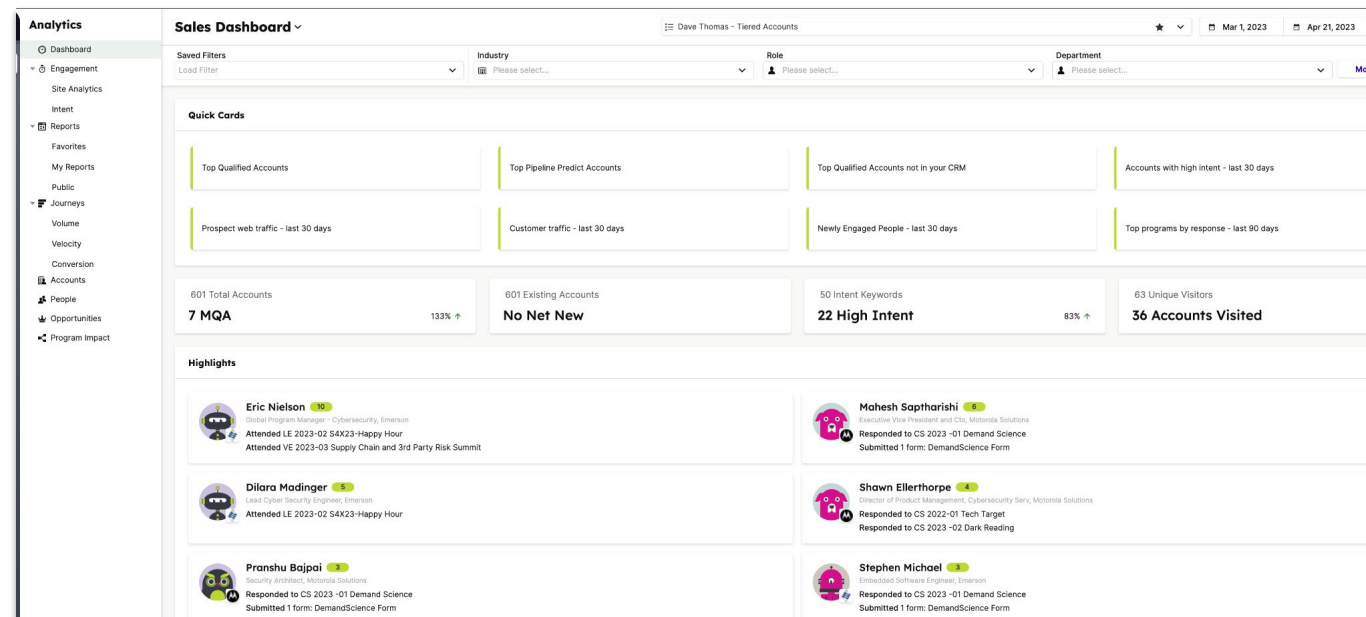
Who Uses Demandbase?

- Sales Executives
- BDRs
- Marketers

Goals:

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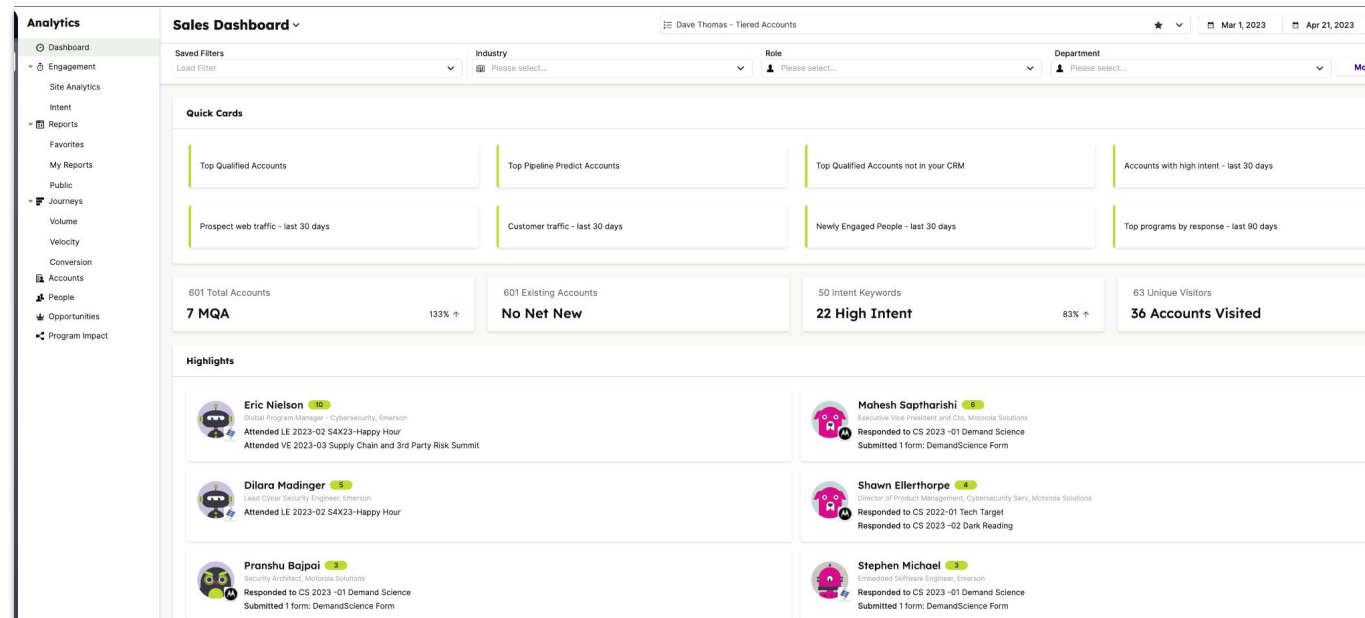
Why Use Demandbase?

- Prioritize accounts likely to convert
- Prioritize and rank to build a prospecting strategy
- Use the buyer's stage to inform us on their level of readiness
- Leverage intent data for relevance in messaging
- Leverage intent data for competitive insights
- See an account's engagement over time

Goals:

Know the prospect companies that are in market

Prioritize and know where to focus efforts

Make decisions on which strategies and messages to utilize

Protect opportunities currently in flight
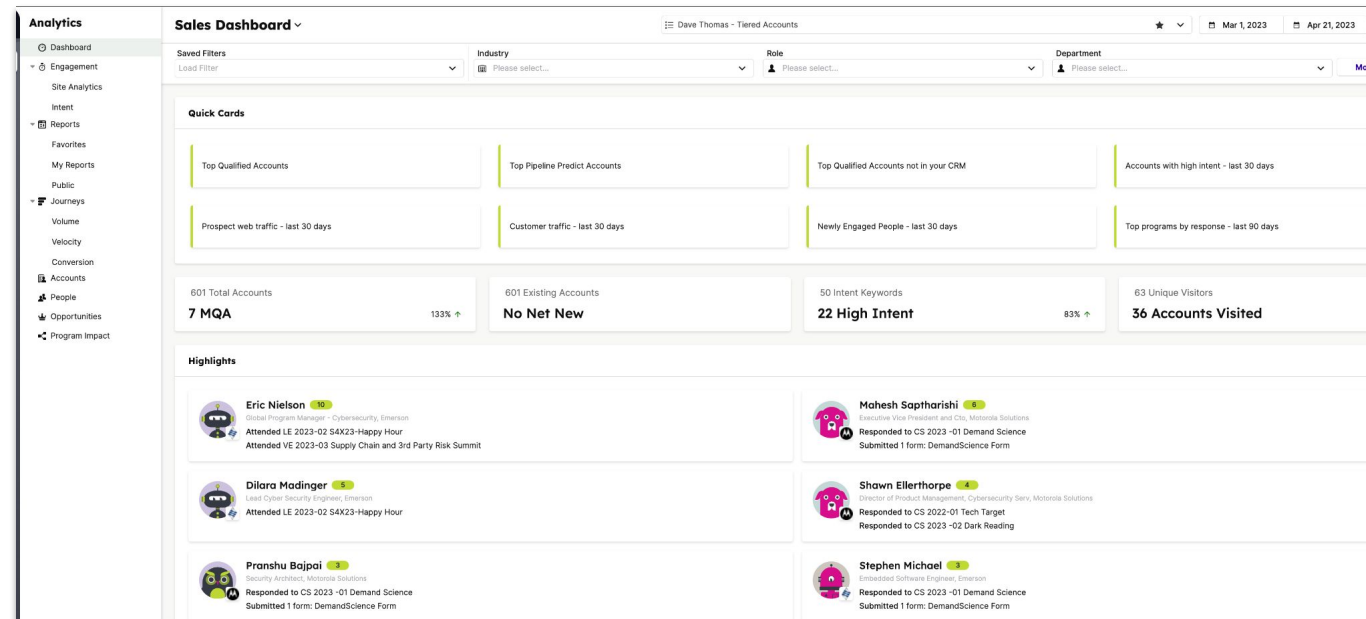
How Should I Use Demandbase?

- Monday Emailed Reports
- Account List Dashboard
- More in our Next ABX Working Session...
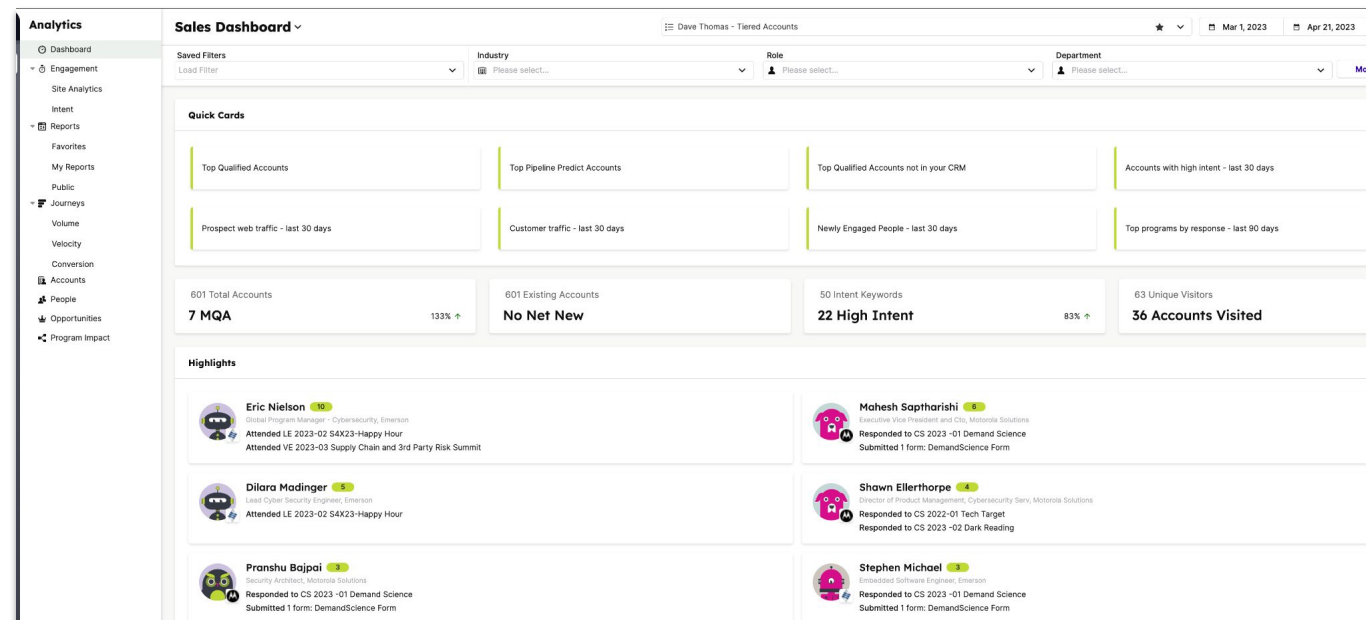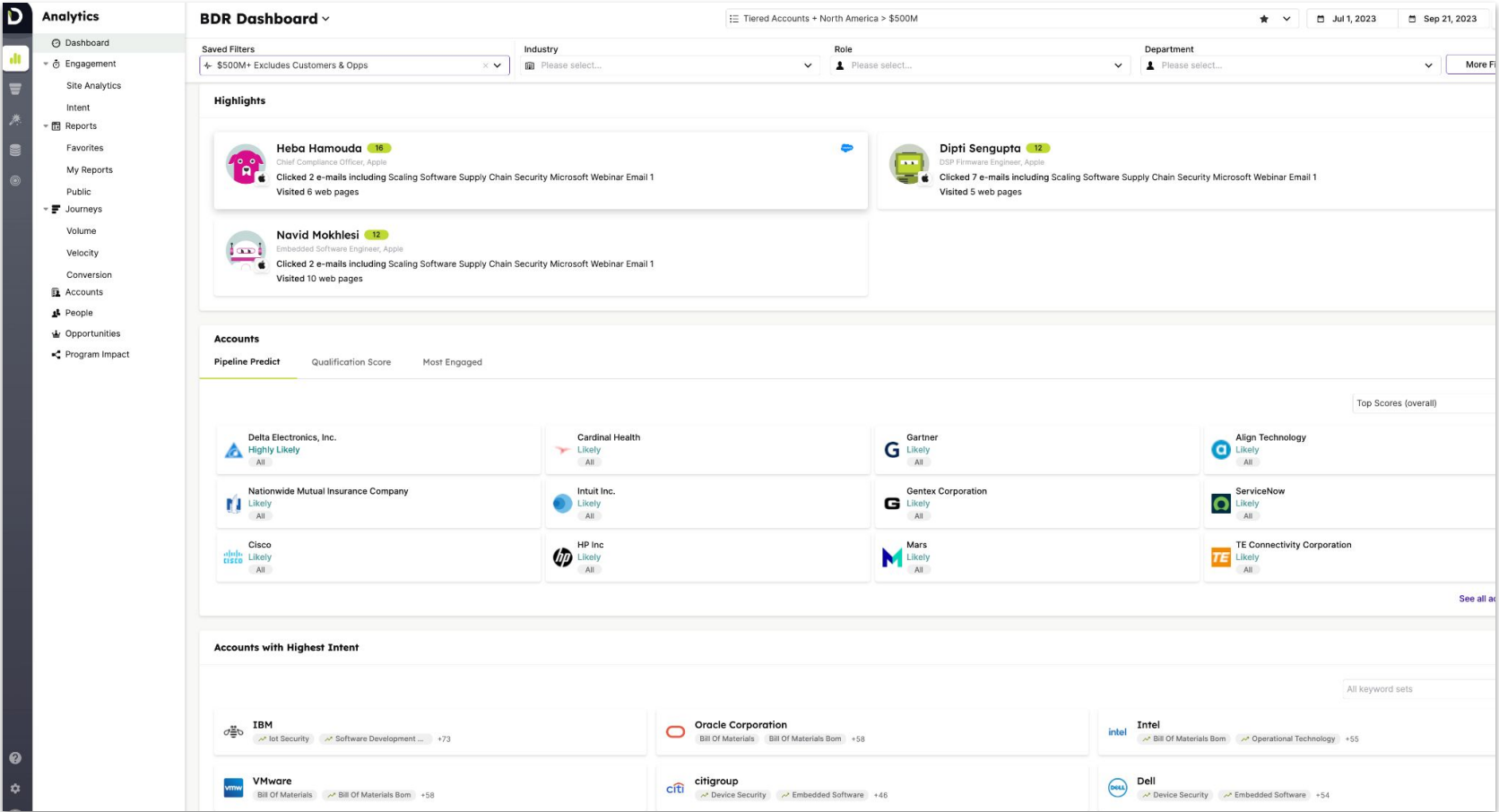
Demandbase
Demo

Insights & Prospecting With Tools

Demandbase

DemandBase Account List Dashboard

View Account Lists in DemandBase Analytics Dashboard to prioritize what accounts are showing buying signals now based on In-market & Engagement Data
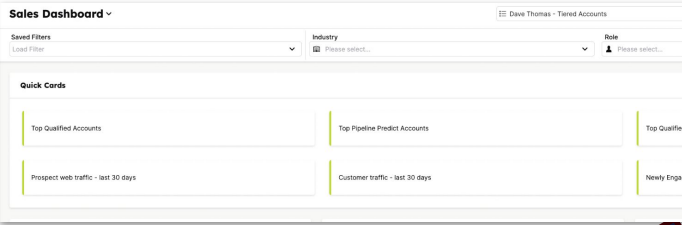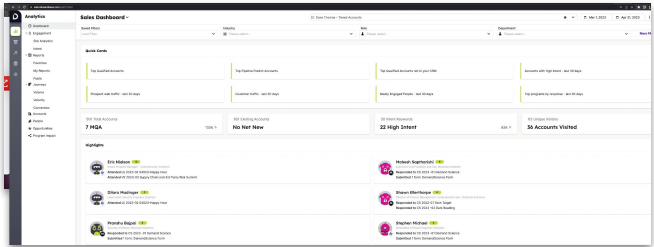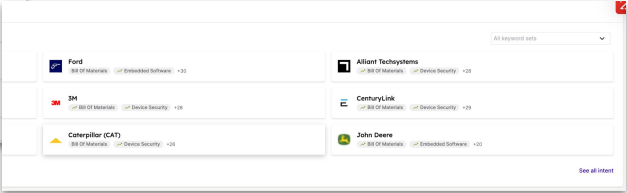
Utilize Quick Cards: Reports you want to see most often that are easy to access and digest

Demandbase

Filter Account List by Journey Stages & Pipeline Predict Score for prioritization
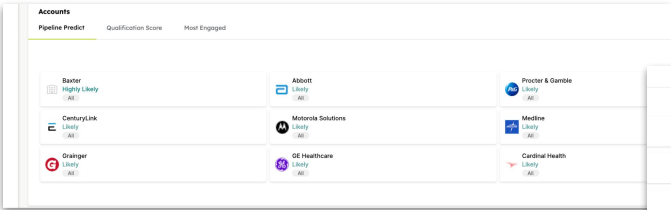
Account Level: intent data, engaged contacts, website pageviews, demo views, asset downloads, form fills, etc.

salesforce

Find Leads and Contacts for that account using Lead View Report in SFDC

SALES NAVIGATOR

View and Add Leads in Sales Navigator lists and to your Prospecting Plan; Build the Buying Group

Save & follow your leads in Sales Nav to get updates on what they post, job changes, etc.

zoominfo

Use Zoominfo to collect missing titles, contact info, etc. Understand how the contacts engaged on Demandbase are related to those in SalesNav and Zoominfo

Salesloft.

Using SalesLoft for outbound activities will give you data on views and opens.

Supplemental / Archive

SAMPLE: Tier 1 Account Insights Collection

Target Contacts – 1st Capital Bank

Sachin Vaidya

- VP of information technology
- Has been in the role for 5 years, 6 months
- He is also Head of Sales at Hellodesk Inc.

LinkedIn Highlights:

A highly accomplished Information Technology Management professional with more than 18 years of experience in the financial industry.

Comprehensive experience in planning, directing, and managing all aspects of information systems. Expertise in managing projects within Information Systems, Telecommunications and Customer Service.

Proven ability to bridge the gap between technical and non-technical conversations and facilitate communication between those with no Information Technology knowledge and developers, programmers, and technical support. Vast experience with regulatory compliance in the financial industry with information technology and business continuity sectors.

Proven ability in consulting on Information Technology expenditures and negotiating with Information Technology industry vendors.

Experienced interfacing with key business units including Marketing, Operations, and Finance.

Excellent communicator, with emphasis on building strong teams and strong client relationships, and capable of making professional presentations. Quick learner that rapidly adapts to emerging technologies.

Specialties: Automation, Computer hardware, Credit, Directing, Documentation, Executive management, Feasibility studies, Information systems, Information technology, Microsoft office, Microsoft windows, networking, operating systems, personnel, policy analysis, servers, strategic, Vendor Management

LinkedIn URL: https://www.linkedin.com/in/sachvaidya/

Target Account – BancorpSouth

Jeffrey Jaggers

Florence, Alabama Area

Senior Executive Vice President and Chief Information Officer

- Location: 2910 W Jackson St Tupelo , Mississippi 38801-6799 , United States
- jjaggers@bancorpsouth.com
- Has been in the role for 1 year, 7 months
- Has been in the company since 2000
- Studied at Aba Stonier Graduate School of Banki & University of Mississippi
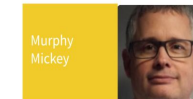
Skills: Relationship Management, Executive Management, Financial Risk, Treasure Management, Credit Cards,

Organizations:

- Secretary Treasurer – Electronic Check Clearing House Organization

Social Media: LinkedIn

https://www.linkedin.com/in/jeffrey-jaggers-a14a1692/

Murphy Mickey

Florence, Alabama Area

Vice President & Chief Information Security Officer

- Has been in the role for 19 years
- LinkedIn states he was worked for " various IT and non IT positions" before Bancorp South
- Studied at The University of Memphis

Skills: Information Security, Security Incident Response, Computer Security, Security Audits, IT Security Assessment, Information Technology, Information Security, Vulnerability Assessment, Incident Response and Forensics

Groups:

- Member of Cyber Intelligence Network, CISO, Cyber Security Worldwide Community

Social Media: LinkedIn

https://www.linkedin.com/in/murphymickey/

Bryan Thompson

Dallas, Fort Worth Area

Vice President, Information Security Operations

- bthompson@bancorpsouth.com
- Has been in the role for 1 year, 4 months
- Previously worked at Citi as VP, Business Information Security Officer
- Studied at Mississippi State University and Itawamba Community College

Skills: Information Security, CISSP, Risk Management, IT Strategy, Technical Support, Disaster Recovery, Governance
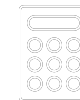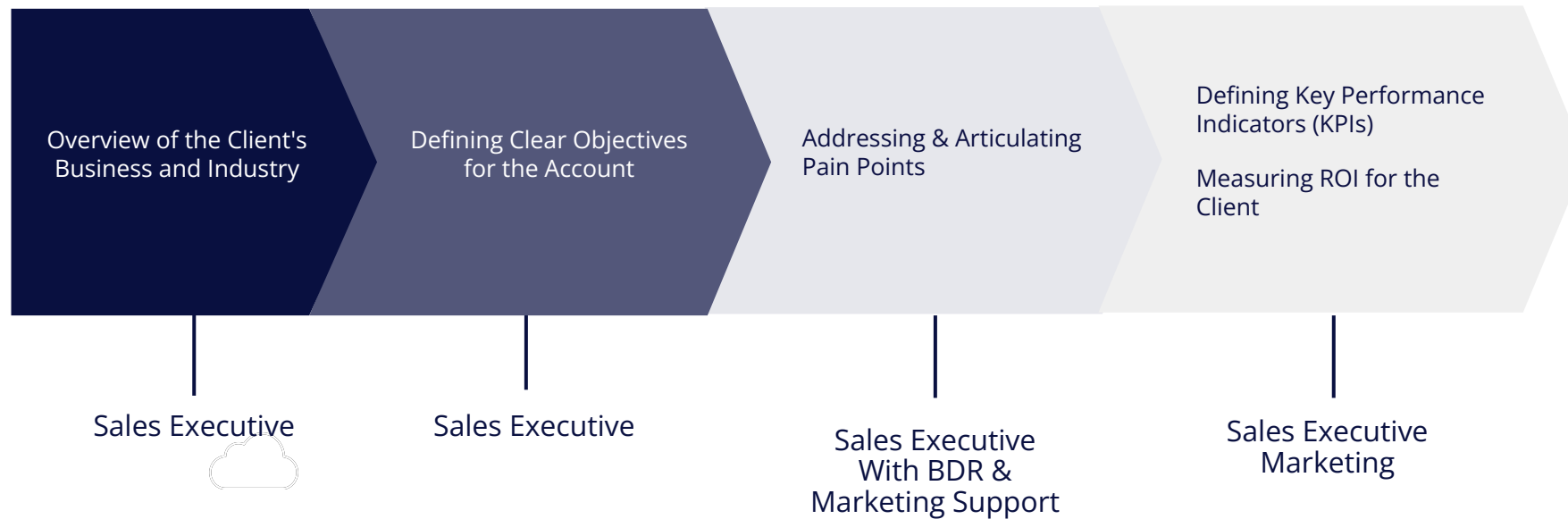
Organizations:

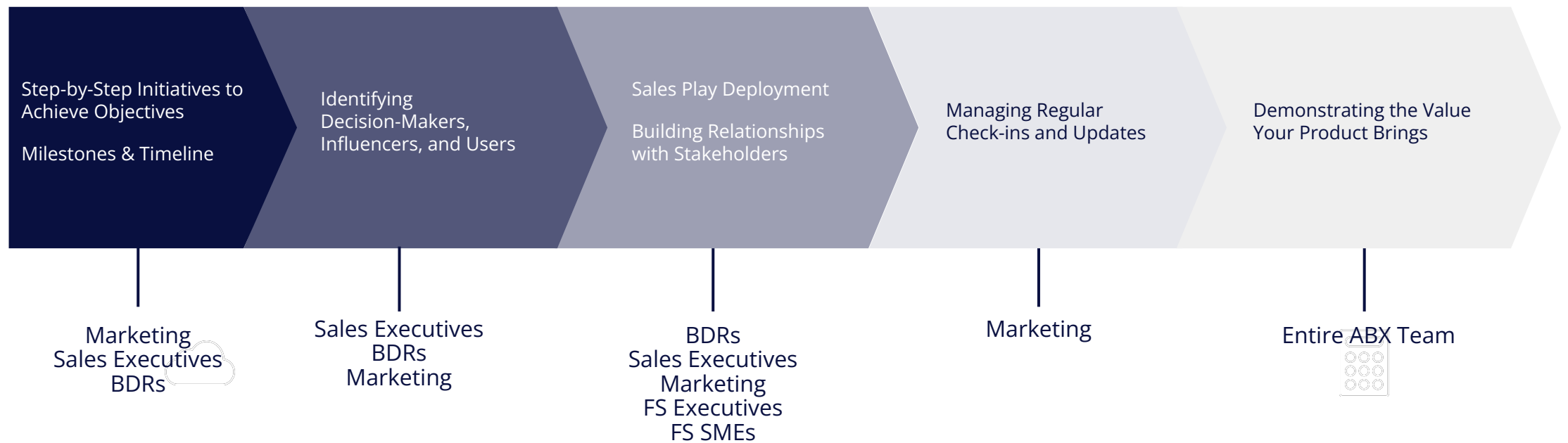- Volunteers at Ronald McDonald House Charities

Social Media: LinkedIn

https://www.linkedin.com/in/bryan-thompson-4483381/

Strategic Plan Development: Phase 1

| Overview of the Client's Business and Industry | Defining Clear Objectives for the Account | Addressing & Articulating Pain Points | Defining Key Performance Indicators (KPIs)

Measuring ROI for the Client |

| Sales Executive | Sales Executive | Sales Executive With BDR & Marketing Support | Sales Executive Marketing |

Strategic Plan Development: Phase 2

Step-by-Step Initiatives to Achieve Objectives

Milestones & Timeline

Identifying Decision-Makers, Influencers, and Users

Sales Play Deployment

Building Relationships with Stakeholders

Managing Regular Check-ins and Updates

Demonstrating the Value Your Product Brings

Marketing
Sales Executives
BDRs

Sales Executives
BDRs
Marketing

BDRs
Sales Executives
Marketing
FS Executives
FS SMEs

Marketing

Entire ABX Team

Tier 1 Account Selection Criteria

Tier 1 Accounts are target accounts that hold the most potential for opportunities with high ACV and long-term relationships. This segment of accounts will receive added resources, budget, intelligence gathering, and overall focus. These are our must-win accounts with strategic value for the business. Each Sales Executive should have a total of 10 Tier accounts.

Key Criteria for identifying an account as Tier 1 (the majority of these must be true for account to qualify):

- Identifiable Business Drivers identified that we can solve for
  - Compliance
    - Risk of Large-Scale Liability
    - Regulatory Exec Order
    - Regulatory concerns/issues/fines
  - Customer Requirement
    - Risk of lost revenue
    - Product security slowing down sales cycles (Customer product security concerns)
  - Other Drivers Due to Risk
    - Board level or C-Suite product security concerns (e.g., exec mandate)
    - M&A risk mitigation

- Business Objective to develop a secure process for software development

- Business Objective to to address concerns about security of connected devices it is purchasing?

- Business Objective to present itself as having/practicing market-leading product security?

- Sells over 150 embedded products

- Embedded products account for over $ 1B in annual revenue or Fortune 1000 provider of embedded systems

- Has a marketplace of firmware that has been analyzed and vulnerabilities have been detected*
  - Ideally ~5 accounts (our of the total 10) for inclusion in the Tier 1 Sales Play

Search

Lead filters +   Account filters +   Saved searches   Personas

Account list

View in search   + Add accounts ▼   ⋯

👥 2 list collaborators

Accounts with recent changes (2)
Based on changes in last 7 days   ⌃

Medline Industries, LP
⊘ CRM ⌄
Medical Equipment Manufacturing

New growth alert 5d ago
AbbVie employees have been moving here at an increased rate.

Abbott ★
⊘ CRM ⌄
Hospitals and Health Care

New growth alert 4d ago
Abbott To Buy Bigfoot Biomedical

☐ Filter companies   **All**   Starred   Upcoming deals   Moderate or high buyer intent   Growth alerts   Risk alerts   ✎ Category intent

Company ⇅	Opportunity date ⇅	Connection paths ⇅	Buyer intent ⇅	Category intent [Beta]	Latest account alerts	Recommendations
Midmark Corporation ⊘ CRM ⌄ Medical Equipment Manufacturing ☆ ⋯	12/30/2023 Midmark Product Security	8 of 1K+	Moderate 1 activity	Yes 2 employees	None	**Josh Shenk** · 3rd ⊘ CRM ⌄ Vice President Research And Development — Hired as a decision maker 2mo ago See more top leads View
AvaSure ⊘ CRM ⌄ Hospitals and Health Care ☆ ⋯	None	5 of 231	Moderate 0 activities	No 0 employees	None	**Maggie Falgout, RN, MHCA** · 3rd ⊘ CRM ⌄ Director of Sales — Recently changed jobs See more top leads View
Wright Medical ⊘ CRM ⌄ Medical Equipment Manufacturing ☆ ⋯	None	3 of NaN{:count}	Neutral 0 activities	No 0 employees	None	**LinkedIn Member** ⊘ CRM ⌄ Associate Product Development Enginneer — Recently changed jobs See more top leads View
ViewRay, Inc. ⊘ CRM ⌄ Medical Equipment Manufacturing ☆ ⋯	None	5 of NaN{:count}	Neutral 0 activities	Yes 1 employee	None	**Paul Ziegler** · 3rd ⊘ CRM ⌄ President & CEO at ViewRay, Inc. — Recently changed jobs See more top leads View
Venus Concept ⊘ CRM ⌄ Medical Equipment Manufacturing ☆ ⋯	None	3 of NaN{:count}	Neutral 0 activities	No 0 employees	None	**Jim McPhee** · 3rd ⊘ CRM ⌄ District Sales Manager — Recently changed jobs See more top leads View
Tactile Medical ⊘ CRM ⌄ Medical Equipment Manufacturing	None	11 of NaN{:count}	Neutral 0 activities	No 0 employees	None	**Sherri Lee Ferstler** · 2nd ⊘ CRM ⌄ Senior Vice President of Sales — Recently changed jobs View

ABX (Account-Based Strategy) Program & Demandbase Overview

Nicole Garrigan

FINITE STATE

Traditional vs. ABX Funnels

ABX is a Team Sport

1 Helps achieve transparency and clarity: We plan together, build goals together, go-to-market together, and learn together.

2 By aligning marketing and sales efforts, ABX ensures that the sales team receives qualified leads and account-specific insights, enabling them to tailor their pitches and engage in more meaningful conversations with prospects.

3 ABX draws in team members from product, solutions & intelligence (SandI), and the executive team for a full-court press on relationship building.

4 Sales provides a feedback loop to marketing for optimizing marketing programs.

ABX Program: Core Functions

Target Account List Management	Sales Partnership	Demand Generation	Events	Analytics
ICP (Ideal Customer Profile)	Weekly ABX Meetings	Advertising - Account and Contact Targeting	Event Strategy & Selection	Metrics Aligned to Readiness, Activity, Output, and Performance
Account Selection	ABX Slack Channel Real-time Insights	Content Syndication	Pre, During, Post Event Orchestration	
Account Tiering	Sales Play Orchestration	Email Nurturing	Thought Leadership Opportunities	KRs for Journey Stage Advance, Meetings Set, SALs from Tiered Accounts
Industry Lists		ISAC Programs		
List Management & Refinement	Account Insights and Engagement Planning	Podcast	Webinars	
List and Report Delivery for Sales Team & BDRs	Industry-Specific Value Drivers, Messaging, Content		Industry & Vertical Conferences	
Custom Dashboards & Reports	Outbound Operational Support			
	Executive and Board Introductions			

ABX Program Coverage

	Account Universe	Entitlements
Tier 1	• 74 Accounts • Primarily Medical Device	• Strategic Account Plans • Account-Specific Content • Account-Specific Firmware Analysis • Personalized Messaging • Personalized Outreach • Executive Connection Program • Board Connection Program
Tiered Industry	• Medical Device Manufacturers • Automotive • Energy	• Industry-Specific Content • ISAC Programs
All Tiers	• 2652 Accounts • All ICP Tiered Accounts	• Tiered Account List Content Syndication • Webinars • Email nurture • Database emails • Events • Targeted Display Advertising • Intent BDR activation
Always-On Programs		• Search • Organic social • Database emails

+ Tier 1

+ Tiered Industry

+ All Tiered Accounts

Always-On Perpetual Programs

Increasingly targeted, cost-per and potential revenue/deal size

Tier 1 Account Selection Criteria

Tier 1 Accounts are target accounts that hold the most potential for opportunities with high ACV and long-term relationships. This segment of accounts will receive added resources, budget, intelligence gathering, and overall focus. These are our must-win accounts with strategic value for the business. Each Sales Executive should have a total of 10 Tier accounts.

Key Criteria for identifying an account as Tier 1 (the majority of these must be true for account to qualify):

- Identifiable Business Drivers identified that we can solve for
  - Compliance
    - Risk of Large-Scale Liability
    - Regulatory Exec Order
    - Regulatory concerns/issues/fines
  - Customer Requirement
    - Risk of lost revenue
    - Product security slowing down sales cycles (Customer product security concerns)
  - Other Drivers Due to Risk
    - Board level or C-Suite product security concerns (e.g., exec mandate)
    - M&A risk mitigation

- Business Objective to develop a secure process for software development

- Business Objective to to address concerns about security of connected devices it is purchasing?

- Business Objective to present itself as having/practicing market-leading product security?

- Sells over 150 embedded products

- Embedded products account for over $ 1B in annual revenue or Fortune 1000 provider of embedded systems

- Has a marketplace of firmware that has been analyzed and vulnerabilities have been detected*
  - Ideally ~5 accounts (out of the total 10) for inclusion in the Tier 1 Sales Play

Tier 2 and Tier 3 Criteria

Product Security - Product Manufacturer ICP
- Industries
  - Manufacturing
    - Aerospace & Defense
    - Appliances
    - Automotive/Motor Vehicles
    - Chemicals
    - Computer Equipment
    - Electronics
    - Industrial Machinery & Equipment
    - Medical Devices & Equipment
    - Pharmaceuticals
    - Telecommunications Equipment
    - Test & Measurement Equipment
    - Wire and Cabling
    - Networking (Routers, Switches, etc.)
  - Energy, Utilities & Waste (Asset Owner)
    - Electricity
    - Oil & Gas
    - Oil & Gas Exploration & Services
    - Waste Treatment and Environmental
    - Water Treatment

  - Government
    - Federal
    - Municipal

- Highly regulated industries
  - Medical Devices
  - Energy
  - Federal
- Revenue: $500M - $1B+
- Geography: North America
- Product Security Maturity Level = High

<u>Tier 2:</u>

ICP

North America

Global 2K List

<u>Tier 3:</u>

ICP

North America