

# Unlocking a Vertical's Full Potential

How a leading cybersecurity vendor equipped their sales organization to engage financial services LOB leaders

## SITUATION

A leading cybersecurity vendor identified the financial services industry as one of its critical verticals for business growth, spanning opportunities in banking to payments.

To reach and connect with this market, this vendor's sales and marketing organization and its partners needed a deeper domain knowledge to speak their language and trigger conversions with non-IT decision-makers, particularly line of business (LOB) leaders who run these institutions' day-to-day operations.

## SOLUTION

IDC designed and delivered a multi-module interactive workshop session that educated the vendor and its partners on:

1. Key Banking Trends in Asia Pacific;
2. Key Technology Spending and linkages to open banking, containers, and cloud computing;
3. Value Proposition, specifically:
  - a. What are the implications of these trends and technology spending to the vendor?
  - b. How can they use this to frame their value proposition?

## RESULTS

The vendor valued the practical and actionable insights gained from the workshop — using industry trends and spending data and leveraging the vendor's industry standing versus the competition to create their value proposition for every target account. The workshop has led to multiple marketing campaigns ranging from thought leadership pieces and custom events for the financial services vertical.

## ABOUT IDC

IDC is the premier global intelligence, data and events provider for the IT, telecom, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries.

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