

Dito Security Solutions

Go-to-Market Plan

January 2023

Google Cloud

SPECIALIZATION

Partner
of the Year

Security

2021

dito transformation
happens here

- 01 The Pillar
- 02 Goals
- 03 Digital
- 04 Content/Collateral
- 05 Events
- 06 Google/Partners
- 07 Internal

Security Solutions Pillar

- › Training and Policy creation
- › Phishing Protection as well as Phishing and Social Media Awareness training
- › Cloud Audit Logs and using Dito's BigQuery in a Box platform
- › Cloud Security Command Center
- › Cloud Security Scanner
- › Cloud Data Loss Prevention
- › Cloud Key Management Service
- › Cloud IAM, Cloud Identity, Identity-Aware Proxy, and Identity Platform
- › Multi-factor authentication, Security Key Enforcement, Yubico and Titan Security Key deployments, and the Advanced Protection Program
- › reCAPTCHA Enterprise and Web Risk API

2023 Goals & Tools

	1st Half		2nd Half	
	Q1	Q2	Q3	Q4
Contacts	600	700	800	1000
Leads	65	80	95	150
Opportunities	15	20	25	35

- Free security consultation
- Hybrid or multi-cloud approach with Dito offering:
 - a full security assessment for any single cloud for \$50,000
 - Azure/GCP - \$100,000
 - Azure/GCP/AWS - \$150,000
- Sector security consultation → client assessments
- Info bundle - white papers, how-tos, top-10s, etc. available to download (gated content)
- Workshops, webinars, lunch & learns - feed Info bundle → Info bundle feeds events
- Events - Google Roadshows
- Digital - blog posts, social media awareness, website updates
- Continue to promote and leverage Partner of the Year

Digital

Q1	Q2	Q3	Q4
<ul style="list-style-type: none"> ● Two blog posts ● Two videos ● Two monthly posts/tweets ● Topical posts ● Two Ad campaigns - LinkedIn ● Two Email marketing campaigns focusing on two solutions 	<ul style="list-style-type: none"> ● Two blog posts ● Two videos ● Two monthly posts/tweets ● Topical posts ● Two Ad campaigns - LinkedIn ● Two Email marketing campaigns focusing on two solutions 	<ul style="list-style-type: none"> ● Three blog posts ● Two videos ● Three monthly posts/tweets ● Topical posts ● Two Ad campaigns - LinkedIn ● Two Email marketing campaigns focusing on two solutions 	<ul style="list-style-type: none"> ● Four blog posts ● Two videos ● Four monthly posts/tweets ● Topical posts ● Two Ad campaigns - LinkedIn ● Two Email marketing campaigns focusing on two solutions



Content/Collateral

Q1	Q2	Q3	Q4
<ul style="list-style-type: none"> ● SecureIT branding ● One-pagers focused on each solution ● Refine master pitch deck ● Develop solution proposal template ● One white paper on a security solution ● Security bundle development ● Four customer stories ● One published article by thought leader ● One podcast appearance 	<ul style="list-style-type: none"> ● Refine brand ● Continue developing one-pagers focused on each solution ● Two white papers on a security solution ● Security bundle completed ● Sector security bundle development ● Four customer stories ● Two published articles by thought leader ● One podcast appearance ● Two dito produced videos 	<ul style="list-style-type: none"> ● Continue developing one-pagers focused on each solution ● Two white papers on a security solution ● Security bundle updates ● Sector security bundle updates ● Four customer stories ● Two published articles by thought leader ● Two podcast appearances ● Three dito produced videos 	<ul style="list-style-type: none"> ● Continue developing one-pagers focused on each solution ● Two white papers on a security solution ● Security bundle updates ● Sector security bundle updates ● Four customer stories ● Two published articles by thought leader ● One podcast appearance ● Four dito produced videos



Events

Q1	Q2	Q3	Q4
<ul style="list-style-type: none"> ● Google Roadshows - Security Solutions - Atlanta, Miami, DC ● Market-focused half-day workshops ● Client-focused six-day workshops ● Monthly security solution webinars ● Video series on workshops, roadshows, and webinars (two videos) 	<ul style="list-style-type: none"> ● Google Roadshows - Security Solutions - NYC, Detroit, Pittsburgh ● Market-focused half-day workshops ● Client-focused six-day workshops ● Monthly security solution webinars ● Video series on workshops, roadshows, and webinars (two videos) 	<ul style="list-style-type: none"> ● Google Roadshows - Security Solutions - Chicago, Austin, Boulder ● Market-focused half-day workshops ● Client-focused six-day workshops ● Monthly security solution webinars ● <i>Google Government Summit - presentation</i> ● Video series on workshops, roadshows, and webinars (two videos) 	<ul style="list-style-type: none"> ● Google Roadshows - Security Solutions - San Diego, LA, Bay Area, Seattle ● Market-focused half-day workshops ● Client-focused six-day workshops ● Monthly security solution webinars ● <i>Google Next - presentation</i> ● Video series on workshops, roadshows, and webinars (two videos)

Google+Dito Security Summit



Google

Q1	Q2	Q3	Q4
<ul style="list-style-type: none"> ● Google Roadshows - Security Solutions - Atlanta, Miami, DC ● Google+Dito go-to-market plan development (do+build) ● Weekly team check-ins ● Google engagement/outreach campaign development 	<ul style="list-style-type: none"> ● Google Roadshows - Security Solutions - NYC, Detroit, Pittsburgh ● Google+Dito go-to-market plan finalized -> implemented ● Monthly security symposium w/Googlers ● One monthly Google event (golf, happy hour, etc.) ● Weekly team check-ins ● Google engagement/outreach campaign 	<ul style="list-style-type: none"> ● Google Roadshows - Security Solutions - Chicago, Austin, Boulder ● Google+Dito go-to-market initiative ● Monthly security symposium w/Googlers ● Two monthly Google events (golf, happy hour, etc.) ● Weekly team check-ins ● Google engagement/outreach campaign 	<ul style="list-style-type: none"> ● Google Roadshows - Security Solutions - San Diego, LA, Bay Area, Seattle ● Google+Dito go-to-market initiative ● Monthly security symposium w/Googlers ● Two monthly Google events (golf, happy hour, etc.) ● Weekly team check-ins ● Google engagement/outreach campaign

Google+Dito Security Summit

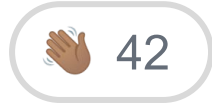


Internal

Q1	Q2	Q3	Q4
<ul style="list-style-type: none"> ● Google Roadshows - Security Solutions - Atlanta, Miami, DC ● Elevator pitches & talking points developed ● Training program developed ● How-tos launched ● Merch store launched 	<ul style="list-style-type: none"> ● Google Roadshows - Security Solutions - NYC, Detroit, Pittsburgh ● Team skill-set survey ● Training program ● How-tos completed ● Merch store updates 	<ul style="list-style-type: none"> ● Google Roadshows - Security Solutions - Chicago, Austin, Boulder ● Training program ● How-tos updates ● Merch store updates 	<ul style="list-style-type: none"> ● Google Roadshows - Security Solutions - San Diego, LA, Bay Area, Seattle ● Training program ● How-tos updates ● Merch store updates



Thank you



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