CYBER

2021 CASE STUDY

How an MSSP repositioned itself to become a leader in a new market category.

INTRODUCTION

Abacode is an MSSP with MDR and Compliance capabilities who needed a brand refresh and a significant point of differentiation in a crowded market of well over 2,000 MSSP/MDR vendors.

Almost every market entry in this space provides outsourced managed security services that range from monitoring and detection to incident, response and recovery through a SOC and sometimes Digital Forensics.

Beyond a unique technology stack and great people, every player pretty much has the same story.

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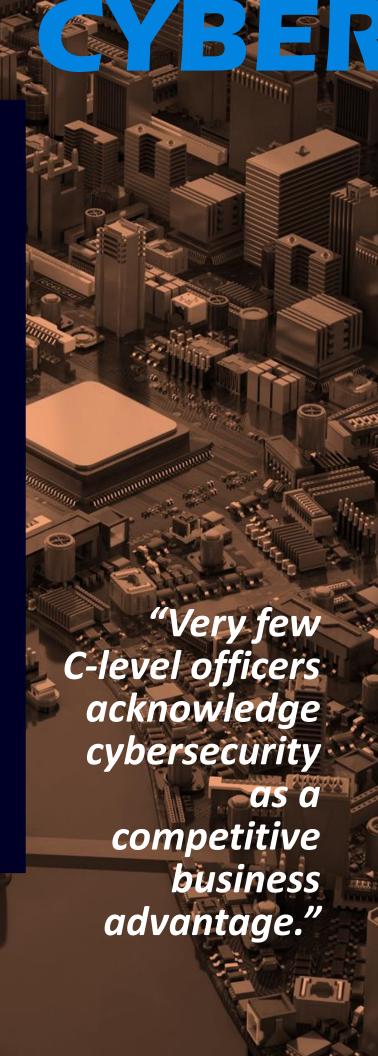Advisory Support for Cybersecurity Marketers

OVERVIEW

Abacode had a large and rambling website that covered a plethora of service offerings, each one mimicking point solutions offered by everyone in the MSSP/MDR category.

The lead messaging was about how Abacode could give their customers a competitive advantage by using their service.

That is a value proposition offered by many of their competitors and one that required a leap of faith by every C-level officer in their target demographics as very few actually acknowledge cybersecurity as a competitive business advantage.

In fact, most business leaders in the SMB space perceive cybersecurity as an expensive cost center preparing companies for threats that may never materialize without hard evidence that they could be prevented if they were actually attacked.

Abacode was in need of a new and compelling brand story that would transport them above the wall of noise and establish a leadership position in the space.

"Very few C-level officers acknowledge cybersecurity as a competitive business advantage."

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OBSTACLES

If every vendor in a given cybersecurity category is characterized with a specific set of offerings that they must provide in order to be seen as competitive, it becomes difficult to create a single point of differentiation (POD) that any one vendor can seize and leverage for positioning.

In fact, Gartner made a business out of providing just those characteristics within each category and became a trusted source for their objective reviews, saving their audience a lot of time and cost trying to choose one vendor amidst many.

SOLUTION

Casting about for possible solutions, Abacode's executive team turned toward CyberTheory based on our unique combination of Cybersecurity Industry expertize, branding and creative talent.

We noticed immediately that one of Abacode's unique capabilities was their understanding and competency around Compliance issues across all domains, and we sought to isolate that POD as a competitive advantage.

The most effective way to underscore that capability was to create a new category for Abacode's services and to publish a sector review within that category. We evaluated every one of the top MSSP/MDR vendors with an eye toward Compliance and pulled our CISO Advisory Board members in for research assistance and market credibility.

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PROCESS

Working together, the research team produced a report that recommended an entirely new category called MCCP (Managed Cybersecurity and Compliance Provider) and positioned Abacode among the leaders in this new space.

Suddenly, Abacode was on the same page with only 9 other vendors who also, according to Gartner, happened to be the top MSSP/MDR providers.

In the process, we refreshed their logo, created a new and much more focused website, featuring a video shot on location amid the C19 pandemic with their top officers explaining the Abacode story – from their hearts.

We also created a dozen content assets explaining the value proposition within MCCP and conducted a high profile, national PR campaign focused on the Abacode story during Super Bowl week as Abacode's HQ is located in Tampa, Florida.

In addition, we managed a content LeadGen campaign, using the hero assets we produced that created lead flow conversion of 25% to SQLs.

Abacode was on the map.

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"I was amazed at the results of the eMQL campaign and have now committed the majority of my demand-gen budget to this program going forward. No other company performs like this."
~Toney Jennings, CRO, Abacode

OUTCOME

In addition to their new positioning, Abacode now enjoys unprecedented market and brand awareness and with expanded and increased lead flow is in the process of converting this brand authority into revenue.
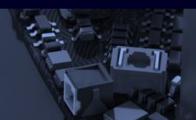
The company is positioned in an elite mix of leading MSSP/MDR providers and as the message spreads, Abacode can cement their authority in managed compliance and emerge as an undisputed market leader, setting them apart from all but a few competitors.

Acknowledged competition in any sector is valuable as it accretes credibility and strength, but being one of a few is far more powerful than being one of many.

Abacode, within 120 days of engagement has moved away from the crowd and is driving revenue to their newly formed but heritage strength in Compliance while leveraging market position into new territories.

We are proud of our accomplishment with Abacode and it underscores our unique strengths in both the technical components of a complex buyers' market and the creative skills to transform messages into customer action.

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ABOUT US

Cybersecurity Marketing is all we do.

CyberTheory is a full-service cybersecurity digital marketing advisory firm, providing advertising, marketing, content, digital strategy, messaging, positioning, event management, lead generation and media publishing.

Our parent firm, ISMG, has 20+ editors and 33 news, education and information desks around the world producing relevant and timely content 24/7 for its 1,000,000+ paid subscriber network.

In addition to our resident CISO team and 40 member CISO Customer Advisory Board, our extensive knowledge and exclusive access to the largest Cybersecurity membership network in the world allows us to personalize the targeting of each and every Cybersecurity buyer persona.

With strategic insights from our global education services, media providers, intelligence analysts, journalists and executive leaders, we're always aligned with the latest industry direction and demands.

More information at **www.cybertheory.io**

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