BCfL Building Customers for Life℠

WEBCAST SERIES

Making a CEMDNA Playbook Strategy a Competitive Differentiator

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

ΩMEGA Management Group Corp.

Featured Speakers

Carol Meyers
Chief Marketing Officer

RAPID7

Bill Bradley
VP, Marketing & Business Development

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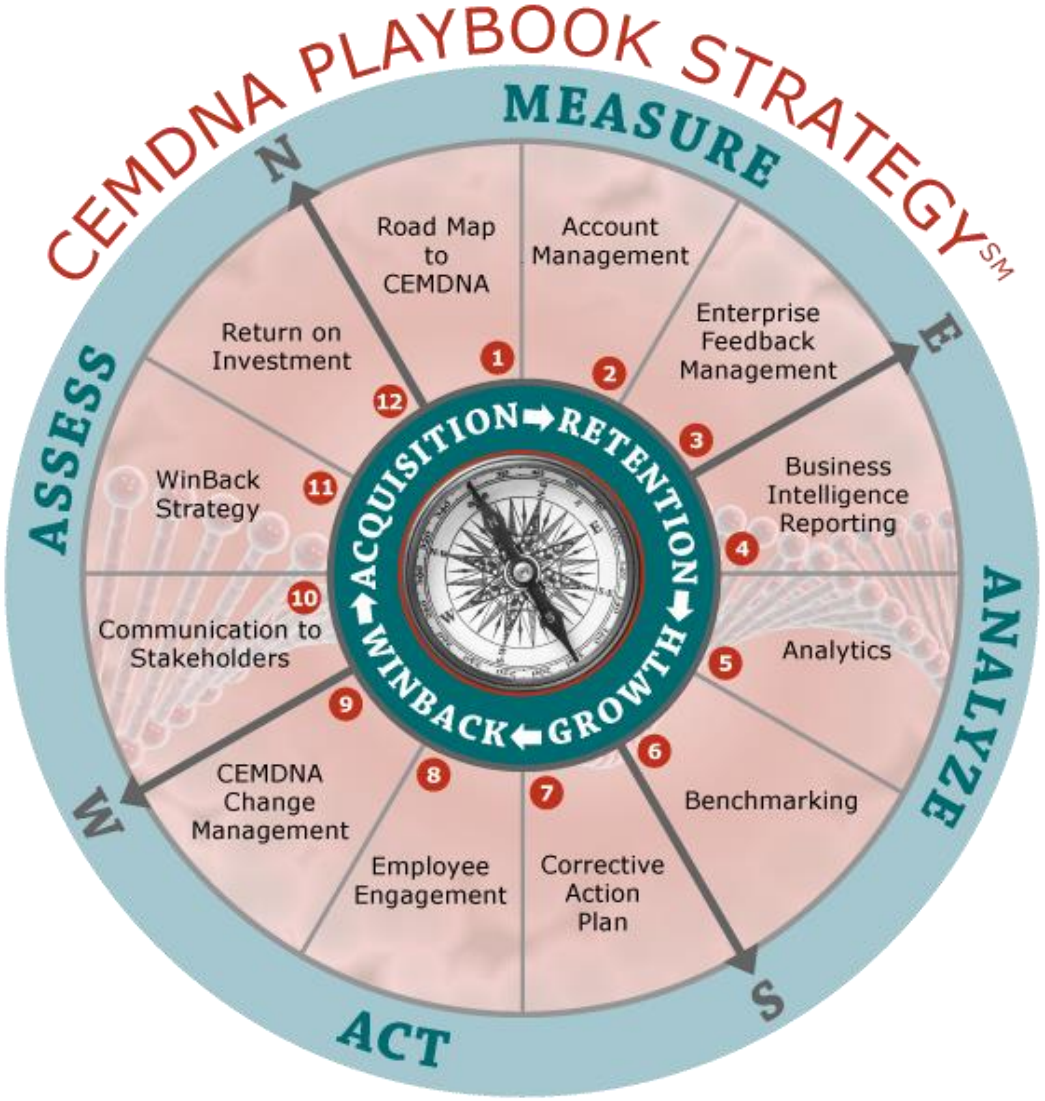
CEMDNA Playbook Strategy℠



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RAPID7

Enhancing the Customer Experience through Marketing

Carol Meyers, Chief Marketing Officer

Rapid7 Security Data & Analytics

NASDAQ: RPD

$110m	36%	99	800+
2015 Revenue	Fortune 1000	Countries	Employees

Highly Commended

tsia STAR AWARD 2015

Trusted By 5,300 Organizations

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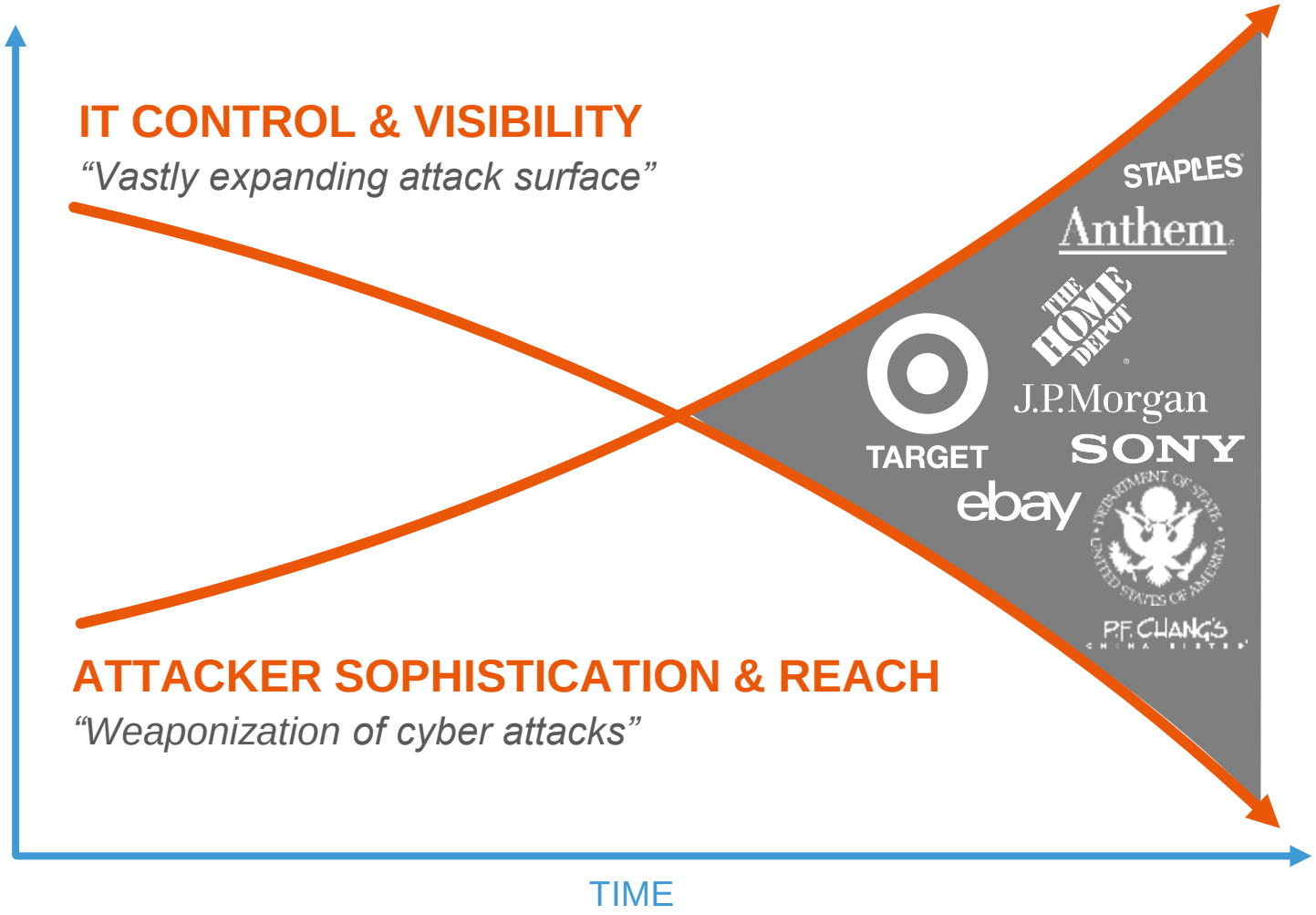
“People don't buy what you do; they buy why you do it. And what you do simply proves what you believe”

— **Simon Sinek**

START WITH WHY

We Are Radical Problem Solvers

Our Customers' Challenge

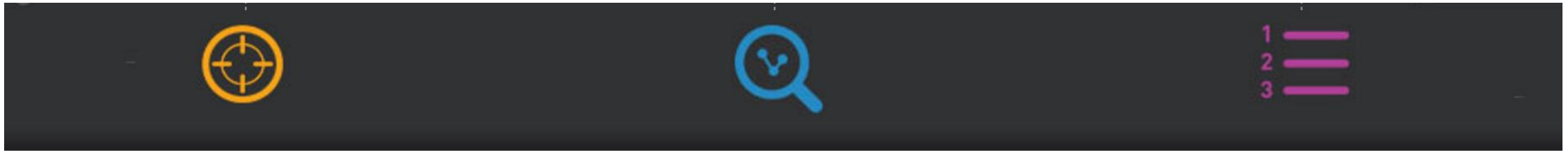


Effective Security

=

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 our 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

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?

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Rewrite the Rules

Create a business that's more about the **CUSTOMER** than it is about **SALES & MARKETING**

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Second, It's About the Focus

ROI

Renewal

Revenue

Your Success & Growth Depends on the Customer's Success

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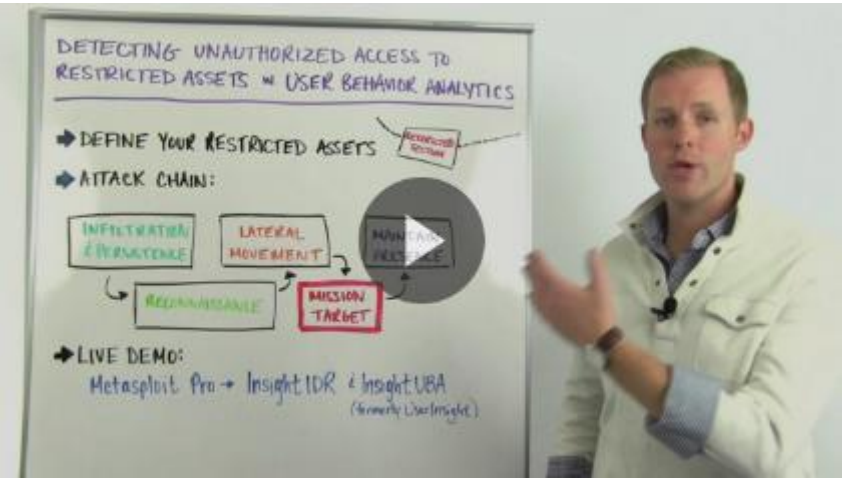
ROI – Not Ours; The Customers!



- 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.

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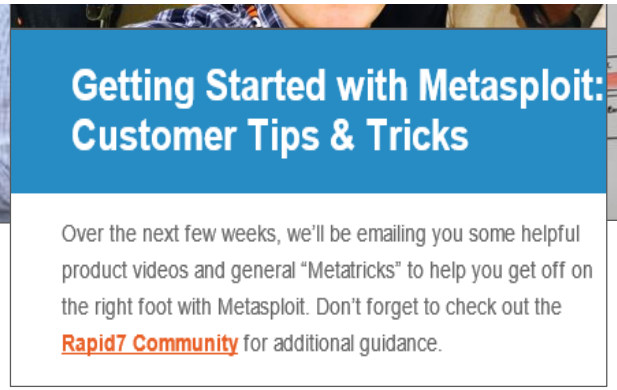
Listen, Engage, Act

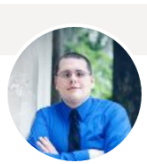
I just wanted to give you a heads up that influitive came in pretty handy when we were planning on rolling out a potentially controversial new feature. I was concerned about the impact to existing customers and so I did a quick poll on influitive. I consolidated the results and then discussed with engineering 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!

2016 UNITED RAPID7 SECURITY SUMMIT



RAPID7COMMUNITY

Give Them A RAPID7 voice



Louis Sanchez
Network System Specialist at Roswell Park Cancer Institute

Follow

Metasploit Pro Hands-On

Oct 25, 2015 | 172 views | 9 Likes | 0 Comments

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

Cookies help us deliver our services. By us

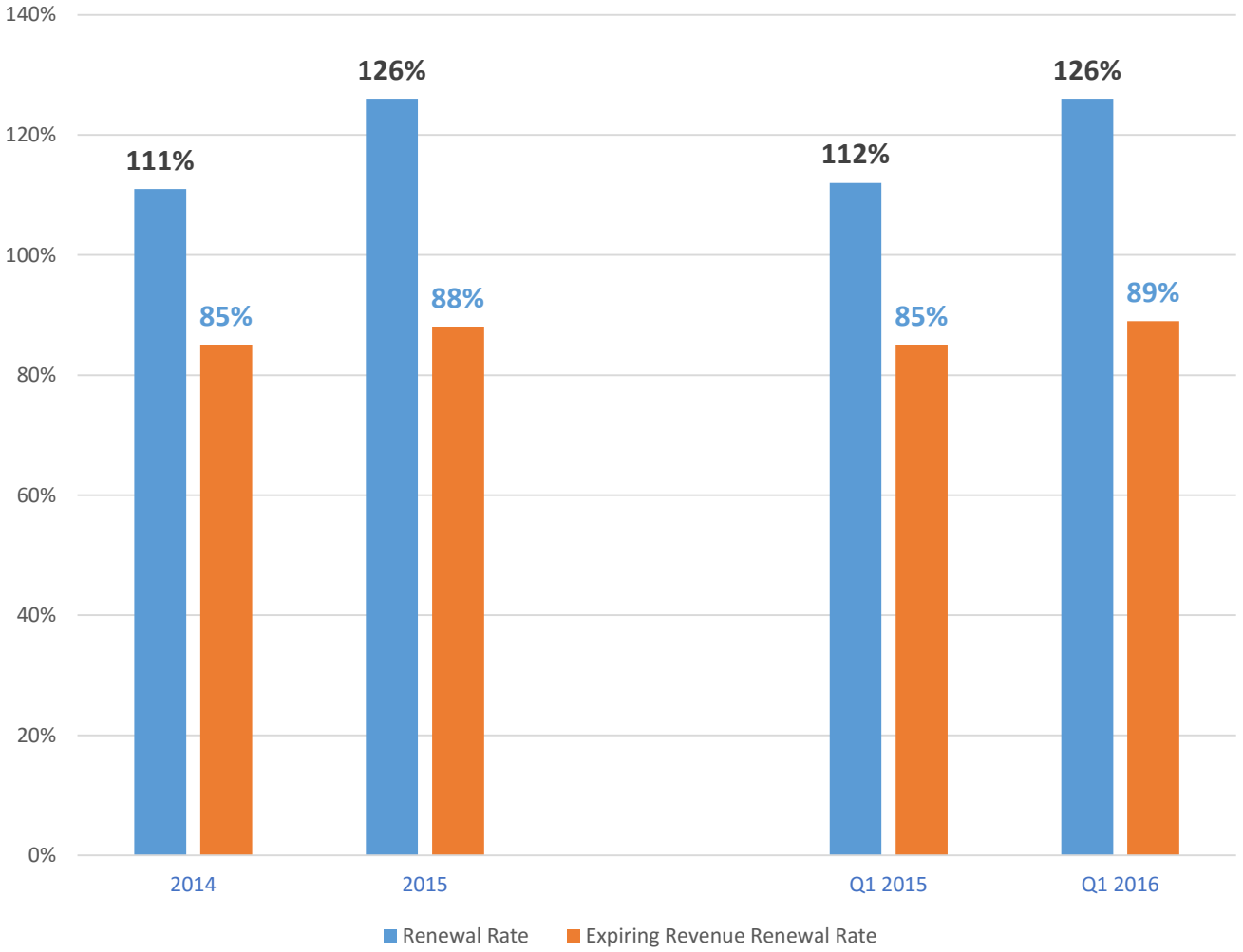
nexpose

Rapid7 Nexpose

SECURITY VULNERABILITY SCANNERS

(13) | Research Product

Results: Growing Renewals & Expansion



See End Notes for additional information and definitions

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

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Requests for Information

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

14TH ANNUAL SCORE CONFERENCE
May 25-27, 2016 Boston

ΩMEGA Management Group Corp.

Check for upcoming webcasts at
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