

# CASE STUDY : Strategic Account Intelligence: Converting Influence to Revenue in Complex Security Accounts

## CLIENT

A Global Cybersecurity Solutions Provider



## INDUSTRY

Cybersecurity Endpoint, Network, Identity & Threat Intelligence)



## PRODUCTS

Enterprise-grade Security Platforms



## TARGET GEO

North America, EMEA, APAC



## BUSINESS OBJECTIVE

Facing stalled conversions in mid-to-late pipeline stages, the client - a global cybersecurity provider - aimed to increase win rates within 600+ enterprise accounts. Their focus was on surfacing the **real decision networks** across InfoSec, DevSecOps, and compliance units, aligning their GTM with live stakeholder dynamics and emerging organizational structures

## OUTCOMES



**Lift in Pipeline Acceleration:** 38% faster progression from stage 2 to stage 4 in strategic accounts.



**Boosted Deal Velocity:** 29% improvement in win-rates through influencer-first engagement



**Increased Strategic Conversions:** Expanded wallet share in 112 enterprise accounts; 42% attributed to SOI-led targeting



**Higher BD Efficiency:** Reduced prospecting time by 35% through insight-driven segmentation and prioritization

## OUR SOLUTION

We delivered an intelligence-led approach tailored for cybersecurity’s multi-layered stakeholder environment:

- **Stakeholder Discovery & SOI Mapping:** Mapped 600+ enterprise orgs to uncover influence paths across Identity, AppSec, DevSecOps, Risk, and Compliance. Built actionable **Sphere of Influence (SOI) charts** showing real decision-making flows.
- **Sales Intelligence Reports (IRs):** Delivered 360° views of accounts - capturing decision hierarchies, emerging themes (XDR, SASE, SBOM), and **identifying hidden buyers** shaping PoC and RFP cycles.
- **ICP Realignment & Targeting:** Recalibrated Ideal Customer Profiles using **change signals** across 30+ security segments (e.g., new mandates, M&A, budget shifts), enabling precision outreach to high-propensity accounts.
- **Persona-Centric Outreach Assets:** Created **role-specific messaging** frameworks and insight-led summaries to support BD and SDR efforts across diverse buyer groups (AppSec, Risk, GRC, Engineering).