

## CASE STUDY: Product Launch Monitoring in Threat Detection Platforms

### CLIENT

Global player of endpoint protection and XDR (Extended Detection & Response) solutions



### INDUSTRY

Cybersecurity



### PRODUCTS

AI-powered threat detection suite, SOC automation tools, and managed detection and response services



### TARGET GEO

Global



### BUSINESS OBJECTIVE

- With new threat detection tools emerging every quarter, the client needed to track how key competitors were structuring product launches—from feature rollouts and partner integrations to messaging and timing. The goal was to improve their own product planning, GTM alignment, and pricing strategy based on competitor benchmarks.

## OUR SOLUTION

- Launch Pipeline Mapping:** Tracked 30+ product announcements and upgrades from seven key cybersecurity vendors over 12 months, using a combination of analyst briefings, product sheets, and media coverage. Conducted six expert interviews with product managers, analysts, and channel partners to decode feature positioning, bundling strategies, and launch sequencing.
- Feature and Differentiator Benchmarking:** Mapped product architecture and unique selling points using publicly available API documentation, tech review platforms, and security blog teardown analyses. Benchmarked threat model updates, detection speed, and user interface improvements across releases.
- Go-to-Market Strategy Review:** Analyzed regional launch patterns, co-branded partner campaigns, and customer targeting across large enterprise vs. mid-market accounts.

## OUTCOMES

- 1 Identified gaps in client's roadmap versus two key competitors, prompting accelerated rollout of lateral movement detection and identity threat protection
- 2 Helped redesign product launch templates to include competitive pricing levers and threat simulation proof points
- 3 Supported in strengthening partner messaging based on top-performing co-marketing content observed in peer launches