

## Brand Promise

# Don't miss a thing.

Your network is your business.

### Don't miss a thing.

- See and understand everything happening on your network
- Total, continuous visibility
- Get to the “know” faster
- Identify and turn away disruptions and threats with confident ease
- Show your work and get the credit

### And don't miss:

- Your kid's soccer game
- Dinner (again)
- Your Saturday tee time or gaming tournament
- Your KPIs
- Your bonus
- Your promotion
- Your team's advancement

# NetSec Co.

## Brand Attributes

### TRUSTED EXPERTS

Tap into our more than 20 years of performance and security experience for network intelligence you can trust and knowledge you didn't know you needed.

### EMPATHETIC

We feel your pain. It's not just the threats and disruptions, it's the unknown. It's the days of loud chaos when sometime breaks And it's the organizational pressure and blame game that wears you down. We're on your team.

### PRAGMATIC

No matter how simple or complex your network challenge is, we will listen, work with you, and come up with the right way to solve it.

### RESPONSIVE

Count on swift, dedicated, helpful support and thorough follow through. We're always there for you.

### PASSIONATE

We live and breathe network performance and security, and we care about your network as much as you do.

# NetSec Co. Brand Messaging Pillars

Pillar 1

Helpful

Pillar 2

Trusted

Pillar 3

Simple

## PROOF/TALKING POINTS

Our solutions keep your network at peace and you a step ahead instead of constantly reacting

Our passionate support and technical teams collaborate with you to find fast, pragmatic solutions to complex network challenges

We commit to helping network pros and their teams win professionally and personally

We are a passionate partner who cares about your network as much as you do.

Decades of experience mean network intelligence you can trust and knowledge you didn't know you needed.

We work with you to find the right solutions for your needs and not just try to sell you what we have.

Trust establishes a loyal customer base that partner and stay with us, with 98% retention

The Total Visibility platform above all delivers truth—network knowledge you can unequivocally trust.

Defend your network's integrity and performance with ease the minute someone starts complaining or pointing fingers.

Pragmatic advice and answers—focused on solving your problems—make the complex network challenges simpler and clearer.

We apply a philosophy of “let's get started” to make an impact in hours and make your world better today.

Your network can tell you everything you need to know to keep your business secure and reliable

# NetSec Co. Brand Messaging Pillars

Pillar 1

Helpful

Pillar 2

Trusted

Pillar 3

Simple

## BRAND STORY SEEDS

Ally  
Responsive  
Superior customer service  
Reliable  
Problem solvers  
Caring  
Empathetic  
Passionate  
On your side/In your corner  
Listeners

Truth  
Honesty  
Integrity  
Applied experience  
Understand your needs and challenges  
Loyal (both ways)  
Partner/ally  
What you need, not what we can sell  
Knowledge  
Smart, informed solutions

Easy, fast deployment  
Proactive, not reactive  
Simplify complex network issues  
Impact in hours  
Pragmatic answers  
“Let’s get started”  
A step ahead  
Power/knowledge in their hands  
Peaceful  
Straightforward

**Our Voice:** Caring, conversational, honest

# Ideal Customer Profile and Target Market

---

- Enterprise Tier 2
- 2,000+ employees
- \$500M+ revenue
- 2-10 people in SecOps
- 1-20 people in NetOps
- Key verticals: Financial services, healthcare, retail, manufacturing,
- About 1,000 named target companies that fit the profile



# Security Operations Director



## Owner of Cybersecurity Operations

Dedicated to protecting the network, sensitive data, and the organization's reputation

**Common titles:** Security Operations Director, Director of Security, Manager of IT Security Operations, Information Security Manager

## Pain points

- Success is quiet, but breakdowns are loud and painful
- Threats change almost daily, demands can be unpredictable
- Needs and budgets don't always line up

## Professional wins

- When nothing goes wrong
- Able to remediate a costly threat, prove success, and get credit
- Comply with confidence
- Build a talented, respected team and advance team growth
- Increase team efficiencies and processes to reduce burn out

## Personal wins

- Furthers career with measured technology risks
- Continuously show and report value to the executive team
- Hit KPIs, get raises, win awards, and get promotions

## Tips to engage

- Looks to security engineer/administrator as well as CISO and public reports for information
- Busy, high stress—show empathy
- Be ready to prove your concept to reassure success
- Show how our solutions can make their SOC more efficient and confident

# Network Operations Director



## Owner of Network Operations

Committed to keeping the network available, scalable, and at peak performance

**Common titles:** IT Operations Director, Director of IT Operations, Senior Manager of IT Operations, IT Manager

## Pain points

- Everything is always a “network problem”
- More reactive than proactive
- Needs and budgets don’t always line up

## Professional wins

- When everything is quiet and running
- Quickly prove root-cause of an issue
- Exceed uptime targets
- Prevent rogue, out of policy network usage
- Build a talented, respected team and advance growth
- Quickly provision new services

## Personal wins

- Furthers career with measured technology risks
- Continuously show and report value to the executive team
- Hit KPIs, get raises, win awards, and get promotions

## Tips to engage

- Gets info from network engineer/admin as well as VP/director/manager infrastructure or IT
- Emphasize being an ally we’ll help make the case for network performance
- Show how you can make the NetOps team more efficient and confident

# The Villain

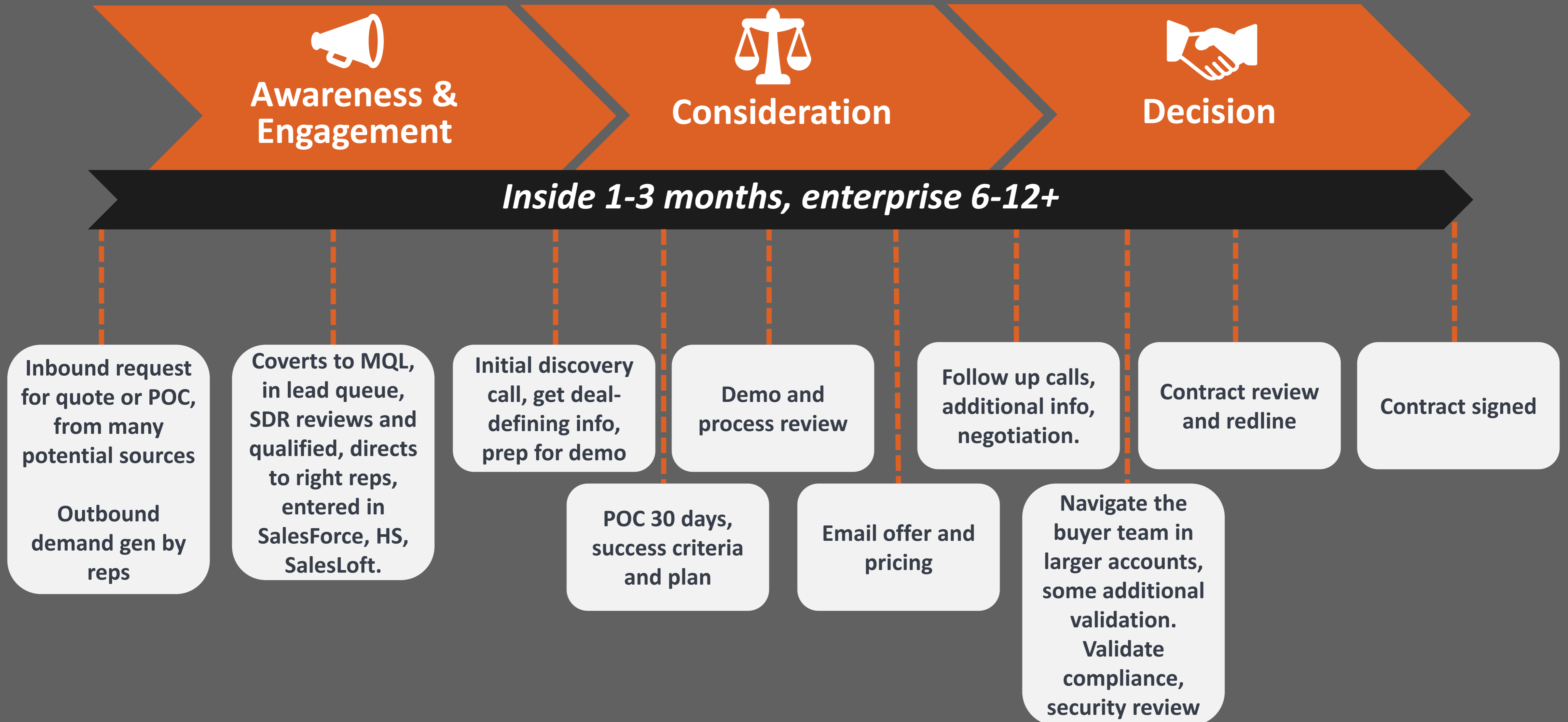
---

## The Uninvited

Disruption  
Downtime  
Threats  
Finger pointing  
Constant calls  
Ransomware  
Data compromise  
Hovering bosses  
Service attacks  
Unauthorized users  
Blind spots  
**TBD—always something new**



# Example Customer/Buyer Journey



# NetSec Positioning Statement

- For businesses that depend on a secure, available network, NetSec provides network security and monitoring in a single, simple, trusted platform that keeps your crown jewel assets confidently safe.

# NetSec Co. Pitches

---

## 25 Words

**You're the network watchman.** Trust the NetSec Co. total Visibility Platform to confidently keep your network and business available and secure. We'll make it easy, shoot straight, and always be in your corner.  
**NetSec Co.: Don't miss a thing.**

## 50 Words

**You're the network watchman.** Trust the NetSec Co. Total Visibility platform to confidently keep your network and business available and secure. We'll make it easy, shoot straight, and always be in your corner. *See and understand everything (we mean it)* and kick out uninvited disruptions and threats before they start.  
**NetSec Co.: Don't miss a thing.**

## 100 Words

**You're the network watchman.** Trust the NetSec Co. total visibility platform to confidently keep your network and business available and secure. We'll make it easy, shoot straight, and always be in your corner. No surprises, no mysteries. *See and understand everything (we mean it)* and kick out uninvited disruptions and threats before they start. We listen and work with you to find pragmatic answers to complex problems. Let your network tell you everything you need to know to keep it available and safe. Let's get started with solutions that pay off on day one and help you and your team win. **NetSec Co.: Don't miss a thing.**

# The “Your Best Day Story”: Motivated Sequence

---

**Get attention:** Your network is your business. And you are the watchman.

**Common understanding of need:** If you own NetOps or SecOps, your best day is a quiet day. Everything’s running smoothly and everything’s secure. You identify any uninvited threats and disruptions and banish them immediately before they can harm your business.

Your bosses and your users are happy and your phones and notifications aren’t blowing up.

But unidentified disruptions and threats lurk, ready to ruin the day for you and your company. Performance lags. Users losing access. Employees clicking the wrong email link. Data and money at risk.

**Give hope with a way to satisfy need:** Trust the Plixer deep observability platform to simply and confidently keep your network and business available and secure. We’ll make it easy, shoot straight, and always be in your corner.

**Show your solution in place helping them win:** Deep observability means exactly what it sounds like—don’t miss a thing on your networks. It combines

- Collect all network flow data with a single collector, instead of an unwieldy sprawl of sensors and probes.
- Get knowledge and guidance from every conversation and transaction on your network.
- Organize and correlate a vast sea of data into precise knowledge of what’s happening where, tuning out the cacophony of redundant alerts.
- Analyze network behavior to identify threats, instead of flagging a rigid set of threat signatures.

The platform provides knowledge that keeps your IT environment healthy in hours, not days or weeks.

Plug in and get results in minutes. Get to the real truth fast. Cut through the noise to pinpoint what’s happening, where, and respond and investigate. Respond with authority to internal inquiries and accusations about network performance and security.

Elevate your team. Get home on time. Hit your KPIs and earn your next raise and promotion.

Don’t miss a thing with the Plixer deep observability platform.

**Call to action:** Let’s get started.

Say “yes” to an introductory call with Plixer. We’ll learn more about you and your needs and discuss some options to solve them. It’s zero risk and the call will at the very least be valuable and informative for you.



# The “Your Best Day Story”: Hero’s Journey

---

**Hero is happy:** Your network is your business. And you are the network watchman.

If you own NetOps or SecOps, your best day is a quiet day. Everything’s running, everything’s safe. You identify any uninvited threats and disruptions and expel them immediately before they cause harm.

Your bosses and your users are happy and your phones and notifications aren’t blowing up.

**A challenge arises:** But unidentified disruptions and threats lurk, ready to ruin your day. Performance lags. Users losing access. Colleagues clicking the wrong email link. Data and money at risk.

**A helpful guide arrives with a path to success:** Trust the Plixer deep observability platform to simply and confidently keep your network and business available and secure. We’ll make it easy, shoot straight, and always be in your corner.

**The hero and guide take smart action to resolve the challenge:** Deep observability means exactly what it sounds like—don’t miss a thing on your networks:

- Collect all network flow data with a single collector, instead of an unwieldy sprawl of sensors and probes.
- Get knowledge and guidance from every conversation and transaction on your network.
- Organize and correlate a vast sea of data into precise knowledge of what’s happening where, tuning out the cacophony of redundant alerts.
- Analyze network behavior to identify threats, instead of flagging a rigid set of threat signatures.

The platform provides knowledge that keeps your network healthy in hours, not days or weeks.

Plug in and get results in minutes. Get to the real truth fast. Cut through the noise to pinpoint what’s happening, where, and respond and investigate. Respond with authority to internal inquiries and accusations about network performance and security.

**The hero ends up in a better, happier place than where he started:** Elevate your team. Get home on time. Hit your KPIs and earn your next raise and promotion.

Don’t miss a thing with the Plixer deep observability platform.

**Action:** Let’s get started.

Say “yes” to an introductory call with Plixer. We’ll learn more about you and your needs and discuss some options to solve them. It’s zero risk and the call will at the very least be valuable and informative for you.



# NetSec Co. Mission, Vision, Values

## **Mission**

Give businesses the knowledge to keep their networks available and secure

## **Vision**

A world of worry-free networks

## **Values**

Build trust, have courage, be accountable

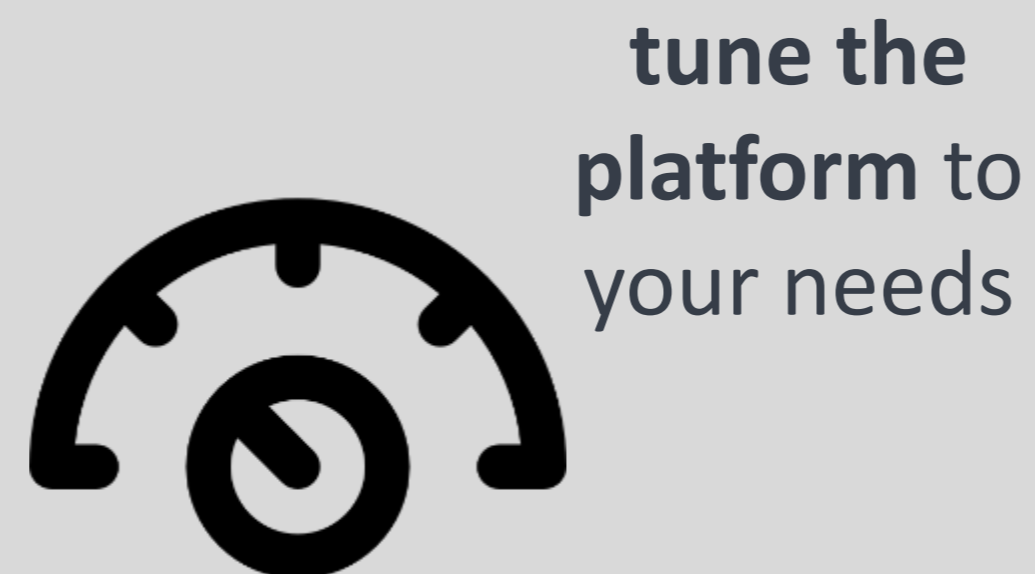
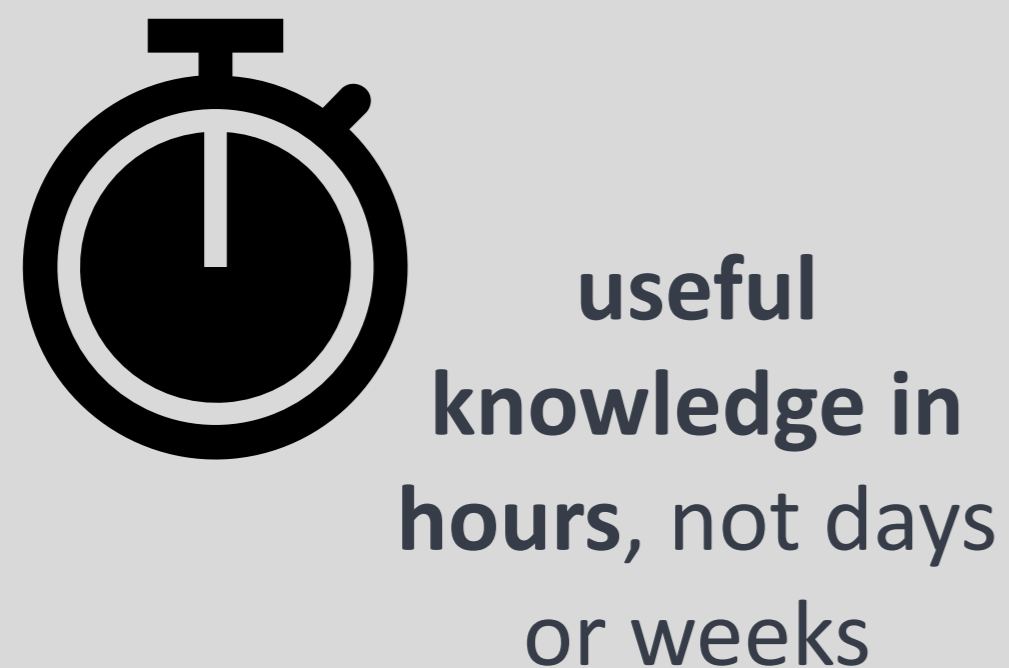
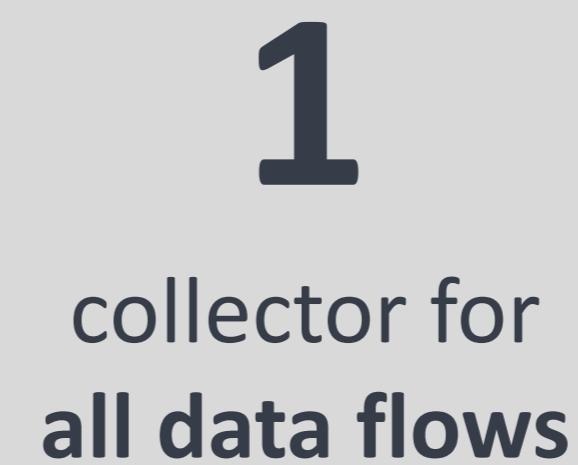
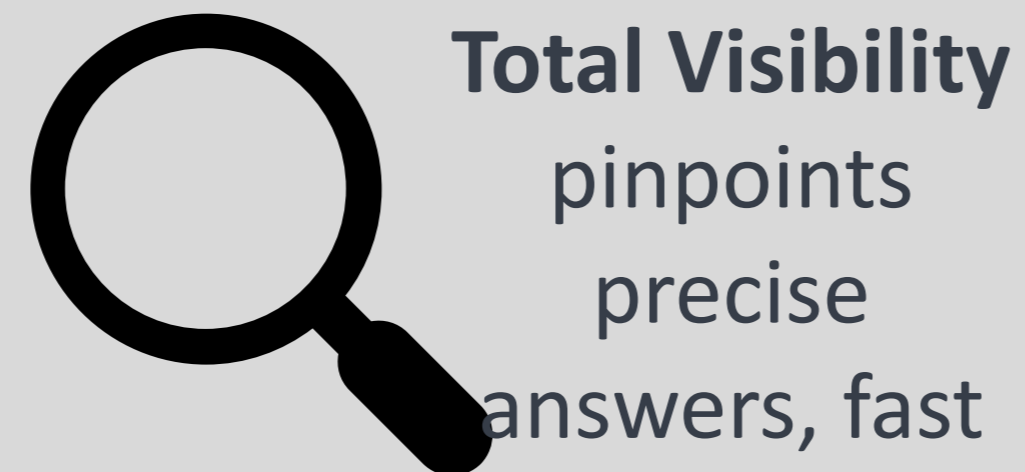
# Total Visibility Platform Positioning: Simple. Fast. Precise.

---

- **Total Visibility for precise answers, fast**
- **Deploys quietly and quickly, with no disruption**
- **Single collector captures all traffic flows**
- **Plugs right in with any network vendor mix**
- **Fewer moving parts (sensors, probes)**
- **Simpler upgrades and maintenance**
- **Users tune the platform to their needs**
- **Network devices send us the data**
- **Scales on-demand, without limits**
- **Protects more with less noise**
- **Automate endpoint monitoring, forensics, and risk management**
- **Valuable, trusted knowledge in hours, not days or weeks**

# The NetSec Co. Total Visibility Platform

## Network Availability and Security Made Easy



Simple Elegance Delivers Immediate Value