

Insights - Messaging

Lean Canvas

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| <p>PROBLEM Lack of visibility means that it is difficult for admins to assess whether their Zivver implementation is successful.</p> <p>Zivver admins need visibility into user adoption, end user security awareness, impact of receivers, adoption of recommendations, and specific questions (e.g. individual teams)</p> <p>It is also difficult for admins to show the value of Zivver to the wider (often non-technical) audience.</p> | <p>SOLUTION A set of standard dashboards showing:</p> <ul style="list-style-type: none"> Whether Zivver is has been adopted by the end users community Whether communications security policies are being effective Where adoption improvements could be made <p>In addition, the capability to export raw data so customers can perform their own analysis.</p> | <p>UNIQUE VALUE PROPOSITION Insights provides admins with an analysis of their Zivver implementation and helps them understand whether they can make improvements to further solidify their security stance with regards to email data leak prevention.</p> | <p>UNFAIR ADVANTAGE</p> <p>Enables admins to get the most out of their email data leak prevention solution by providing them with out-of-the-box reports and bespoke reporting capabilities via flexible raw data exports to answer questions about adoption, effectiveness and improvement possibilities.</p> | <p>CUSTOMER SEGMENTS</p> <p>Privacy and security professionals at existing Zivver customers with >50 employees.</p> <p>Prospects who want to get the most out of Zivver by ensuring adoption, security awareness and adoption of business rule recommendations.</p> |
| <p>EXISTING ALTERNATIVES Without Insights, customers have no means to report on usage in their user community. There are no meaningful dashboards or a way for users to export raw data for them to perform their own analysis.</p> | <p>KEY METRICS Admins will use Insights to measure the increased compliance with their security communications policies and will be able to provide meaningful adoption metrics to senior managers.</p> | <p>HIGH LEVEL CONCEPT Insights provides Zivver admins with the ability to report on the success of their installation and to determine steps that need to be taken to improve their security posture.</p> | <p>VALIDATOR / CHAMPION Privacy and security professions wanting to drive greater adoption of Zivver to ensure that their secure communication policy is being followed effectively.</p> | <p>EARLY ADOPTERS Privacy and security professionals that need data to help them drive decisions.</p> |
| <p>CUSTOMER IMPACT Customers can determine how well Zivver has been adopted by end users, ensure that their secure communications policy is effective and determine steps to improve adoption across their user community where applicable.</p> <p>Helps our champions advocate for us internal with their senior management / budget holders.</p> | | | <p>COMPETITIVE RISK No direct product competitors for existing Zivver customers, however there is a competitive threat for prospects.</p> <p>Egress launched reporting in March 2021 Virtru have data export for reporting</p> <p>Being able to prove the impact of Zivver in the organization with easy to generate and understand reports helps reduce churn and increase customer ARR as they grow and overall LTV.</p> <p>Easier to answer RFPs with reporting requirements.</p> | |

Opportunity Map

| Role in Sale | Description | Role in Company and how |
|---------------------|-----------------------------|--|
| Champion | Who should you sell to? | DPO who cares about successful implementation of Zivver to ensure Human Error Prevention is effective |
| Buyer | Who pays for it? | DPO/IT when buying Zivver |
| Beneficiary | Who draws benefit? | Saves time for IT by generating reports quickly. DPO able to show effectiveness of data loss prevention technology deployed. |
| User | Who works with the product? | IT to produce reports to determine effectiveness of Zivver. |
| Implementer | Who implements the product | Implemented during Zivver installation/configuration |