

Solutionary: From Unknown MSSP to Major Acquisition

Solutionary was a managed security services provider (MSSP) dedicated to delivering global threat intelligence with comprehensive security monitoring and device management services to protect traditional and virtual IT infrastructures, cloud environments and mobile data.

While it had been in business for years and had attracted thousands of customers, Solutionary was not well-known among the cybersecurity media and had done little if any public relations activities. Its main competitor was Verizon and its security services, well-known for the highly anticipated annual reports on data breach investigations.

In conversations with 10Fold, Solutionary executives said they wanted to enhance the company's visibility in the market to increase demand-generation and sales leads. Through its communications discovery process, 10Fold found that Solutionary had accumulated trillions of security log data files from its customers. The agency recommended that the company leverage this in-house data to create an annual report analyzing the cyberthreats facing enterprises and governments. We called it the Global Threat Intelligence Report (GTIR).

By delivering unique, valuable data to the market, Solutionary could jump-start its PR program and create instant visibility and credibility in the industry. 10Fold would also assist in the creation of the initial report to ensure the data was aligned with media interests.

In addition, 10Fold launched an aggressive media relations program responding to the latest cybersecurity threats with Solutionary executives providing expert commentary and leveraging the report data when relevant. Through 10Fold's recommendation and guidance, the 50-page Solutionary GTIR was immediately embraced by the media and the industry. Coverage topped over 500 articles in the report's first year, with inclusion in top media outlets such as USA Today, The Wall Street Journal and CSO. Security Week engaged with 10Fold and the company to create an ongoing blog series. Within the first year of the report more than 1,000 sales leads were generated for Solutionary.

Because the report was such a success with the media, 10Fold recommended issuing quarterly reports that highlighted trends and insights on the evolving threat landscape. As a result, the company was often called upon for commentary on breaking news about high profile breaches and vulnerabilities. In the wake of the report and resulting high profile media coverage, NTT, the world's largest global IT and telecommunications services company, acquired Solutionary and 10Fold continued to work with the company until the Solutionary brand was dissolved. 10Fold represented the company for four years. NTT continues to create and distribute the report annually.