

Riding the Wave: How a Cyber Security Company Can Benefit from a Huge Market Potential in DACH

CODE RED

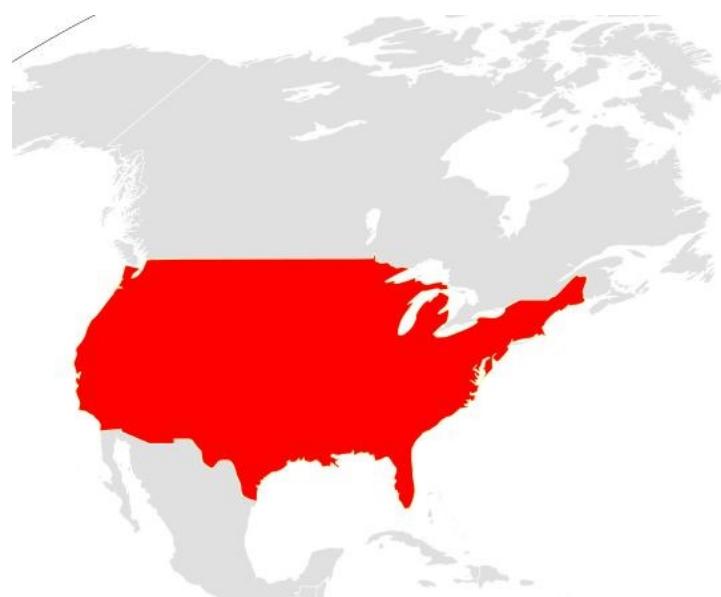
Security PR Network



Your Market: Germany, Austria and Switzerland within the World

USA

Distance from Washington, DC to Berlin:
4,176 miles



UK

Distance from London to Berlin:
684 miles



DACH

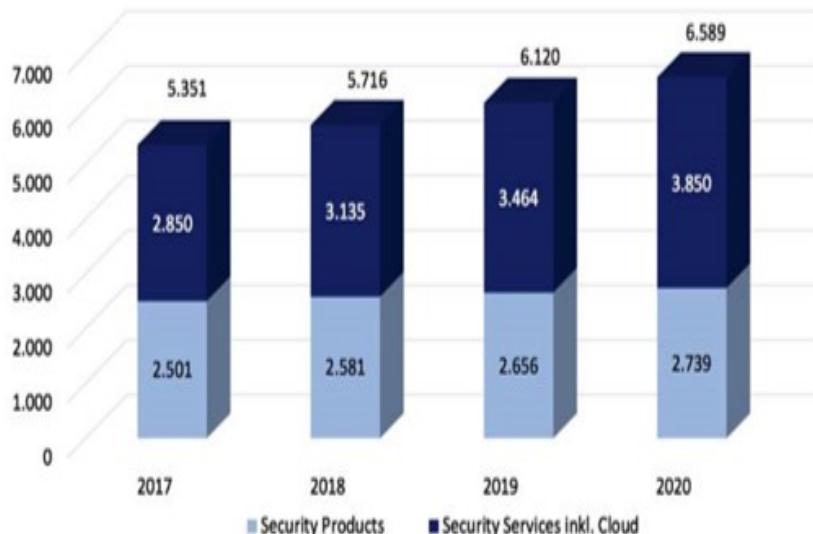
Capitals: Berlin (Germany)
Vienna (Austria)
Bern (Switzerland)

Useful Numbers and Facts About Germany, Austria and Switzerland



Area	93,628 sq mi	137,988 sq mi	32,386 sq mi	15,940 sq mi
Official Language	English	German	German	German, French, Italian, Romansh
Population	66,040,229	82,800,00	8,857,960	8,508,898
GDP (nominal, in USD)	2,936 trillion	4,559 trillion (largest economy in Europe and fourth largest in the world)	478 billion	551 billion
Economy	Based on market exchange rates, the UK is today the fifth-largest economy in the world and the second-largest in Europe after Germany. The UK service sector makes up around 79% of GDP.	The German economy is characterized by a total of 3.5 Mio. companies with a high number of small and medium-sized enterprises, incl. world market leaders in specialized industrial sectors.	Austria distinguishes a modern and efficient industry; more than 150 Austrian companies are world market leaders within their sector.	Switzerland is home to several large multinational corporations. Switzerland's most important economic sector is manufacturing, followed by the service sector – especially banking and insurance, tourism, and international organisations.

Spending and Revenue: The Promising Market for IT Security in Germany, Austria and Switzerland



Germany: Market for IT security exceeds 4.5 billion US dollars in 2018

Companies in Germany are increasingly investing in IT security. According to the German Bitkom association, overall revenues from security solutions and the turnover achieved through them grew by nine percent in 2018 compared to the previous year – five times faster than the economy as a whole. In total, security hardware, software and services for IT security have generated around 4.6 billion US dollars in sales in Germany. A further revenue growth of nine percent, roughly five billion US dollars, is forecast for 2019.

Austria: Increasing cybercrime causes security spending to grow

According to a KPMG study, around 60 percent of Austrian companies fell victim to cyberattacks in 2018. Budget and expenses for IT security are expected to continue to rise in as Austrian companies seek to defend themselves.

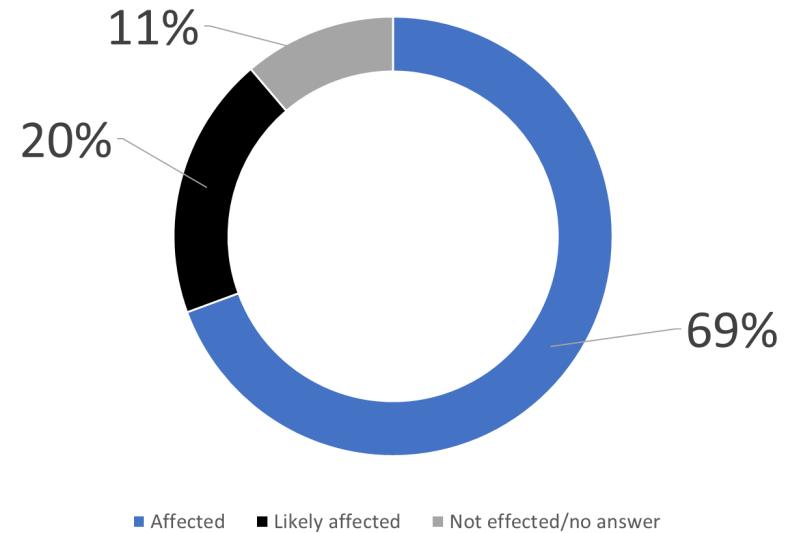
Switzerland: Swico association predicts growth for the Swiss IDC industry

According to the Swiss association of ICT providers Swico, the ICT industry in Switzerland generated a total revenue of 32 billion US dollar in 2018, representing a growth of 2.8 percent. Further continuous growth is forecast, especially in the area of IT security and cyber defense.

Your opportunity: The Rising Cyberthreat in DACH is Generating Demand for Security Expertise

The march of digitalization, combined with the professionalization of hacker groups and the resulting rapid increase of sophisticated malware and new attack vectors are placing an increasing burden on IT teams and CIOs in Germany, Austria and Switzerland. Although spending on IT security has risen steadily in recent years, cyberattacks and data breaches have hit DACH companies particularly hard and continue to cause significant damage. With its large number of world market leaders, the German industry is especially attractive to hackers and nation state threat actors. According to Bitkom research, seven out of ten industrial companies in Germany were victims of cyberattacks such as data theft, cyber espionage or cyber sabotage within 2017 and 2018, while another 19 per cent suspect those incidents to have happened during this period. This has caused German industry a total loss of 49.6 billion US dollars. These results are exemplary for the current state of IT security in DACH. It is continually apparent that many companies are still taking the issue of security too lightly or lack the necessary security expertise to protect their assets adequately. One important reason for this is the fact that CIOs and IT security managers are not aware of the current threat landscape and often lack an overview of which solutions and products are available and how to prioritize them.

Has your company been affected by data theft, industrial espionage or sabotage within the last 2 years?



Source: Bitkom research

Mid-size companies are not only the driving force behind the German economy, they are also most frequently affected by cyber-attacks.

Struggling with a Complex Security market

Besides the lack of security expertise and ignorance of potential threats, another leading reason for DACH companies to neglect their IT security is market complexity. In recent years, the market for IT security products and services has become extremely diverse and IT managers and CIOs today face the challenge of choosing the right solution from a jungle of various providers and approaches. They have to prioritise the resources needed to keep networks, systems, applications and sensitive data protected and meet compliance requirements such as the GDPR, without reducing productivity or hindering business processes.

Of course, the increasing number of security solutions, services and providers that have been conquering the market for a number of years now, is also bothering security vendors. They are facing with the challenge of successfully positioning themselves by differentiating from competitors and emphasizing their unique selling points.

2000s



Evolution
of
IT-Security



2010s



Cybersecurity PR Starts with Education

"Compared to the past times, the need of explanation regarding IT security products has increased. While the intent and purpose of traditional methods like antivirus are widely understood by laymen, this is no longer the case with new and innovative technologies or protection approaches. This, of course, also has an impact on dealing with public relations. Here PR means, first of all, educate the market: What are the biggest risks and threats? Which attack scenarios are possible? And how can a security solution or protection service minimize or eliminate these threats successfully and efficiently?"

Helmut Weissenbach, Co-founder of Code Red Security PR

How a US Tech Company Can Win in the DACH Market

The DACH market and especially the German market is extremely attractive to American tech companies and offers a promising sales opportunity. As the 2018 "Business Barometer" of the American Chamber of Commerce in Germany shows, 55 percent of the US companies based in Germany want to expand their activities in Europe's largest economy in the next three to four years and thus hire more employees and 85 percent of them state that their sales will continue to rise in future .

Nevertheless, entering the market must be well thought out and planned as the German, Austrian and Swiss markets are very heterogeneous and characterized by many decentralized economic centers, which all have to be served individually.

What should be considered when entering the DACH market:

- Local branches and local spokespeople
- Communicating in German
- Investing in time to build stable and lasting relationships
- Budget for local marketing including DACH based resources
- And don't forget: Know and respect cultural differences

Challenge Media Relations: Working with Media in DACH versus the US



Media relations for the markets in Germany, Austria and Switzerland do not fundamentally differ from media relations in the US. Journalists, analysts and influencers need information to serve their readers and they expect to receive this from the companies` press offices or PR agencies. Just like in the US, journalists and editors in the DACH region are increasingly struggling with time pressure, shrinking editorial offices and increasing competition from social media platforms. As they are offered hundreds of stories, surveys, rapid and not so rapid comments, corporate announcements and contributed articles every day, they often have to decide within minutes for or against an offered story. Companies that don't be able to stand out in this crowd by delivering high-quality, exciting content – and that on a regularly basis – will fall by the wayside sooner than later.

Especially in the highly competitive cyber security market, messages must be strategically and precisely positioned by experienced PR professionals who are familiar with the media landscape, work with the journalists on a daily base and serve their preferences and needs individually. Poorly translated press releases, articles tailored to the American market and, last but not least, PR contacts operating hundreds of miles away will ensure that a company and its products, no matter how innovative they may be, will not make it into the media.

"PR publications, be these press releases, statements or articles, are an important source of information for journalists and editors – especially in the fast-moving cybersecurity sector. However, in order that the materials can be processed and published as quickly as possible, it is essential that we are offered German-language, localized texts that are adapted to the respective publication guidelines and are meaningful to our readers. This is why we value the cooperation with local PR agencies."

Ralf Ladner, Chief Editor of Netzpalaver

The Benefits of Choosing a Local and Specialized Tech PR Agency

When choosing a preferred PR agency, it is essential to focus not only on a local partner but also its expertise in the respective industry domain. Cyber security vendors that want to build their brand in the highly competitive DACH security market need to find a PR partner with an in-depth experience in the security market place. This guarantee benefiting from good contacts to all relevant IT and security media as well as having a partner by side who is able to understand and communicate even technically complex products and scenarios in a clear and understandable way.

What a good PR agency distinguishes:

- Excellent and long-lasting relationships to all relevant IT, security and business media in the DACH region
- Experience in working with leading international companies, mid-size companies as well as start-ups
- Experience in storytelling and drafting professional contributed articles to benefit from excellent content
- Experience in comprehensive social media relations
- Strong relationships with international security-specialized PR agencies to develop multi-country campaigns
- Offering a complete overview of all relevant trade fairs and speaker opportunities
- A payment-by-results-approach to share risks

"Local PR agencies with in-depth security experience can help cyber sec companies to sharpen awareness of cyber threats and risks, demonstrate industry expertise, create an extensive and continuous visibility in the highly competitive DACH market and finally succeed with customers."

Helmut Weissenbach, Co-founder of Code Red Security PR

DACH Market Launch Case Study: SentinelOne

Background

SentinelOne is a California based next generation endpoint security vendor that delivers autonomous endpoint protection through a single agent that successfully prevents, detects and responds to cyber-attacks across all major vectors. Designed for extreme ease of use, the SentinelOne platform saves customers time by applying AI to automatically eliminate threats in real time for both on premises and cloud environments.

Three years after the company start-up in 2013, SentinelOne decided to expand to the European market und enter the highly attractive DACH market.

Objectives and Challenge

SentinelOne immediately considered PR activities to be an important part of its go to market strategy in DACH. Partnering with a local PR agency that is experienced with communicating tech and IT issues was a high priority, with the aim of increasing visibility and share of voice in the key media, building stable relationships with leading journalists and influencers and communicate the competitive advantages of the SentinelOne solution as effectively as possible. As the market for next generation endpoint protection has been increasingly competitive in DACH, SentinelOne was looking for a trustworthy and experienced PR partner and finally appointed the Code Red Security network partner Weissenbach PR to manage its PR activities in the German-speaking region.

SentinelOne PR successes 2016-2018



45

By-lined articles secured
(content creation &
placement)



337

pieces of coverage
achieved



14

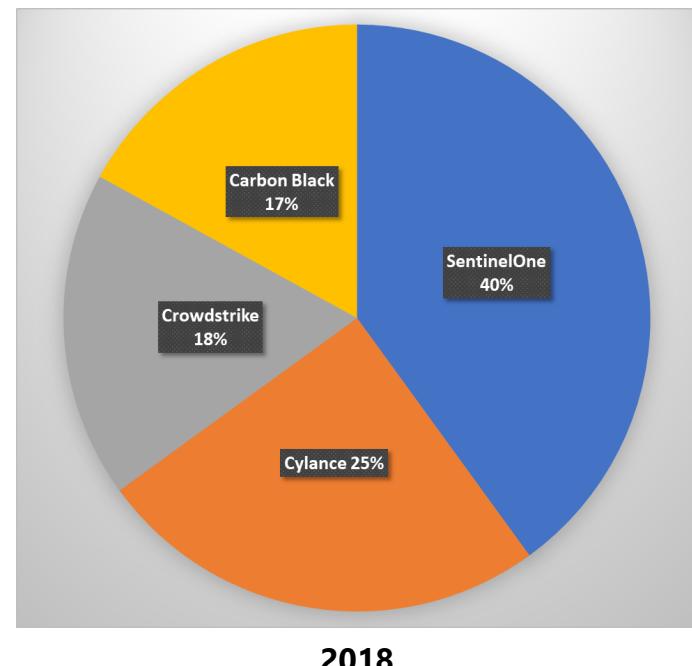
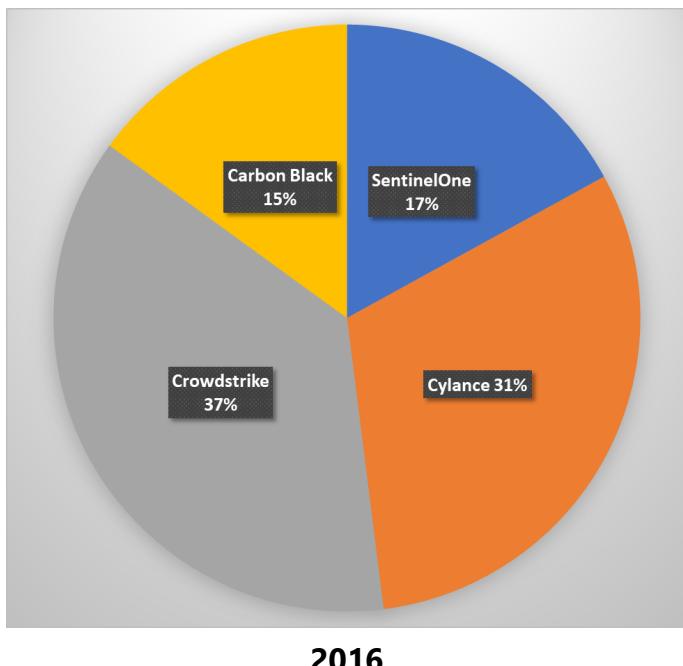
Rapid Responses



6

Award
applications

Doubled Share of Voice within two years



About Weissenbach PR and the Code Red Security PR Network

Weissenbach PR is a specialist tech and cyber security PR agency that is successful in strategic communications consulting for 20 years. Our customers are leading international companies looking to drive their visibility in the DACH market, as well as start-ups staking their claim. Our team has a deep understanding of the cyber security market in Germany, Austria and Switzerland and established relationships with leading journalists who cover IT, cyber security and business topics. We take proven as well as new roads and make use of all possible channels to raise the media's and market's awareness for our clients and their solutions.

We are founding member of the international PR network [Code Red Security PR](#) who was developed to serve security vendors looking to build a profile in the competitive security market place the opportunity to work with PR specialists globally. The aim is to simplify the task of marketing and corporate communication executives at security vendors in finding and managing specialist agencies to develop and execute multi-country PR campaigns.

Our Services

Classic PR From drafting and distributing press releases to arranging media interviews	Social Media Account set-up and maintenance, content creation and community management	PR Events Organization of press conferences, media roundtables, kick-off events, workshops, etc.
Content Creation From drafting and placing high quality byline articles and blogs to creating case studies and customer videos	Awards Awards opportunities, research and preparation of application submission	MarCom Marketing communication support incl. Drafting of datasheets and white-papers, company newsletters and sales collaterals

Our Customers

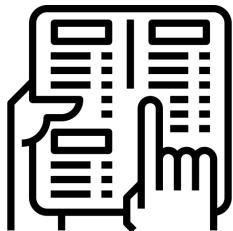


Our Special Offerings



Payment-by-Results-Approach:

We focus on results, not effort. Therefore we share the risk/reward of investing in PR with our clients.



Individual offerings for individual needs:

We offer customizable PR packages to meet all our clients requirements and budgets.



International Security PR Network:

We are member of the CodeRed Security PR network and a specialist for developing and executing multicountry PR campaigns in the security world.

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