Greenfield Security Adoption

Achieve immediate effectiveness and operational readiness from day one.

ABOUT THE
## Greenfield Security Adoption

Effective post-sales engagements are essential to successfully implement security products, drive adoption, and maximize ROI.

This service is designed to maximize the value of your security solution. Our team works closely with yours, offering hands-on training and knowledge transfer. The service is customized to your needs, focusing on use cases that align with your specific requirements.

WHY CHOOSE
Greenfield Security Adoption?

- ✓ **Smooth Adoption and Upskilling**
- ✓ **End-to-end Implementation Assistance**
- ✓ **Operational Readiness from Day One**
- ✓ **Maximize ROI on New Security Tool Investment**
- ✓ **Build New Competencies Immediately**

The Customer Success Gap
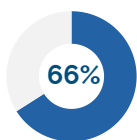
66% of companies using vendor Customer Success plans report their post-sales needs are only being moderately addressed or worse

WHY IS THERE A MISMATCH?

💡 Misaligned focus

Companies prioritize assistance with technical implementation and deployment, while vendors often focus on generic adoption services.

💲 Value mismatch

Companies prefer having a technical expert as their primary point of contact, whereas vendors often assign non-technical Customer Success Managers instead.

THE DIFFERENCE WE MAKE

	Vendor Customer Success	Greenfield Security Adoption
Price	Extremely high (entry price too high for most clients)	Reasonable for the value
Value	Moderate to low	High
Focus on implementation and deployment	No (usually servings as a proxy between customer and support)	Yes
Service Type	Generic Guidance	Hands-on Technical Expert
Point of Contact	Non Technical	Technical Expert
Time	Usually 1 year minimum commitment (regardless of customer needs)	No fixed time commitment (individually agreed and focused on outcomes)