

Threat Management Solution Go-To-Market Plan

- Strategy Overview
- Competitive Market Landscape
- Key Positioning and Messaging
- Pricing & Packaging Model
- Target Market
- Sales Scenarios
- Sales Forecast
- Routes to Market
- Target Customer Personas
- Analyst & PR Plans
- Sales Enablement Tools
- Training Plan
- Channel Partner Strategy
 - Channel Partner Marketing Programs
 - Channel Partner Readiness Timeline
- Corporate Marketing Strategy
- Field Marketing Strategy

