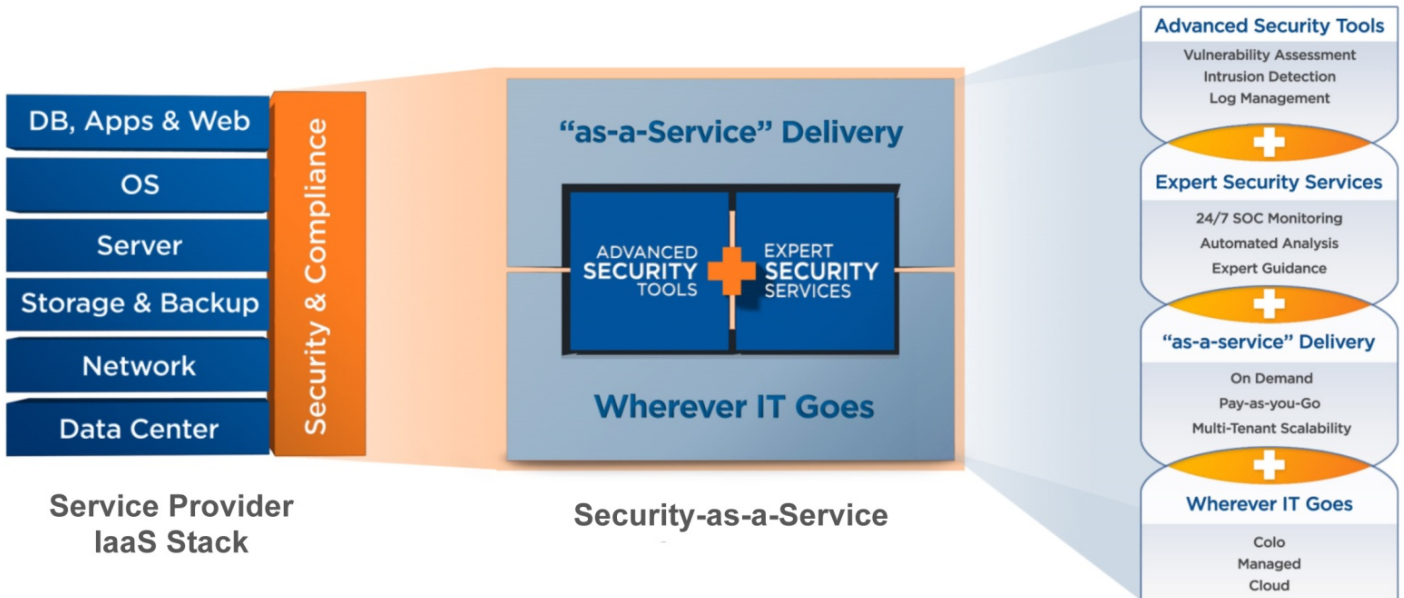


# Alert Logic Delivers Security-as-a-Service for Service Providers



## Alert Logic at a Glance

### Corporate Facts

- 2011 Estimated Revenue: \$20M+
- 2006–2010 CAGR: 50%
- Customers Worldwide: 1,500+
- Founded: 2002
- Employees: 150+
- Corporate Headquarters: Houston, TX
- Capitalization: Private

### Management Team

- Gray Hall – CEO
- Dave Colesante – CTO, SVP of Product Development
- Johnny Vincent – CFO
- Misha Govshteyn – Founder, VP of Emerging Products
- Greg Davis – VP of Sales
- Marty McGuffin – VP of Operations
- Urvish Vashi – VP of Marketing

## About Alert Logic

Alert Logic, the leading provider of Security-as-a-Service solutions for the cloud, provides advanced security tools coupled with 24x7 Security Operations Center expertise allowing customers to defend against security threats and address compliance mandates. By leveraging an “as-a-Service” delivery model, Alert Logic solutions include day-to-day management of security infrastructure, security experts translating complex data into actionable insight, and flexible deployment options to address customer security needs in any computing environment. Built from the ground up to address the unique challenges of public and private cloud environments, Alert Logic partners with over half of the largest cloud and hosting service providers to provide Security-as-a-Service solutions such as intrusion protection, vulnerability assessment and log management for over 1,500 enterprise customers. Alert Logic is based in Houston, Texas, and was founded in 2002. For more information, please visit [www.alertlogic.com](http://www.alertlogic.com).

# Alert Logic Ensuring Success for Service Providers

## Ensuring Partner Success

Alert Logic has built the world's leading partner program focused on the unique business, technical and operational challenges of cloud and hosting service providers. Built on the experience that comes from working with more than half of the largest service providers in North America, Alert Logic has developed the Partner Success Platform (PSP). The PSP is designed to minimize the productization cycle and quickly get a fully integrated managed security service to market that works as a natural extension of the customer experience service providers hold at the core of their value propositions.

The PSP is a prescriptive and customizable framework that includes detailed baseline templates for all of the key activities required to successfully launch a managed service in a service provider environment. From reference architectures to provisioning process flows to API integration recommendations, the PSP enables a fast track to market availability of new revenue-generating services.

## Partner Success Platform Components



## Purpose-Built for Service Providers

All service providers are not identical. With unique needs based on service levels and solution offerings ranging across colocation, dedicated, managed, private and public cloud environments, Alert Logic has built the right products, engagement model and integration capabilities to ensure the unique needs of our service provider channel are met and continuously refined as the needs of our partners change.

## Results That Matter

Alert Logic has a proven track record of delivering Security-as-a-Service solutions to over 1,500 enterprises globally through some of the most recognizable names in the hosting and cloud industry. Industry-leading growth has been the direct result of customers and partners realizing both hard and soft benefits from working with Alert Logic.

### BUSINESS MODEL TAILORED FOR SERVICE PROVIDERS

- Wholesale MRR: Fully variable with customer revenue
- Contract aligned with service provider T&Cs
- Security-as-a-Service offering fully managed by Alert Logic

### COMPREHENSIVE PARTNER ENGAGEMENT MODEL

- Partner Success Platform fast-tracks productization
- Named account team ensures partner success
- Joint sales and marketing support, including market development funds

### SERVICE PROVIDER-ENABLED TECHNOLOGY

- Fully multi-tenant architecture deployable in all hosting environments (colo, managed, cloud, hybrid)
- APIs for integration with key service provider systems (portal, provisioning, ticketing)
- Scalable grid infrastructure to support partner growth

### INCREASE IN HIGHER VALUE CUSTOMERS

- Achieve 10–20% higher average deal sizes
- Churn rates under 1% (vs. industry average of +2.5%)

### BROADER ADDRESSABLE MARKET

- Target security and compliance sensitive buyers
- Eliminate security friction from sales cycle

### DELIVER ADVANCED SECURITY AND COMPLIANCE

- Rapidly deploy Security-as-a-Service solutions
- Add industry-leading services with minimal upfront investment

## Proven Results with Real Partners



*"One of the things we really like about Alert Logic's solution is how it is delivered as a cloud service. That allows us to integrate it with our other cloud services, making it extremely easy for us to productize and do business together."*

### Partner

OpSource is a national provider of cloud and managed solutions that enable businesses of all sizes to accelerate growth and scale operations while controlling costs and reducing IT infrastructure support risk.

### Challenges

OpSource required a fully managed security service that could be included by default for their enterprise customers at an affordable price.

### Solution

Alert Logic delivered the full suite of services including intrusion detection, vulnerability assessment and log management using a combination of dedicated and multi-tenant sensors within the OpSource environment.

### Results

OpSource quickly addressed the customer need cost-effectively for both existing and new customers without significant upfront investment.



*"The on-demand model allows us to rapidly deploy the solution to a customer, and Alert Logic's 24x7 SOC augments my staff so that I don't need to hire any new resources to support it."*

### Partner

With high-density Tier III data centers located in all four U.S. time zones, Latisys has a mission to deliver industry-leading colocation, managed hosting and managed services to small, medium and enterprise businesses.

### Challenges

Latisys customers required on-demand managed security services, but lacked the in-house expertise or staff to provide 24x7 security services to their customers.

### Solution

Alert Logic rapidly productized Threat Manager and Log Manager along with the ActiveWatch managed service into the Latisys product portfolio.

### Results

Latisys can effectively compete for customers with advanced security and compliance needs without having to make the costly investment in security tools and 24x7 security expertise to meet the ever-growing expectations of their enterprise customers, all without any upfront capital expense.



*"The time and energy developing content and dedicating pre-sales resources to meet our customer's needs have been invaluable. Alert Logic understands what it means to be a true partner."*

### Partner

Hosted Solutions (now part of Windstream Corporation) has provided industry-leading Infrastructure-as-a-Service (IaaS) solutions to companies nationwide, ranging from start-ups to Fortune 100 enterprises.

### Challenges

Hosted Solutions understood the need for managed security services to address customer requirements. However, in order to get maximum results, Hosted Solutions required a plan to increase market awareness and efficiently enable its growing sales force to effectively communicate the value of its newly expanded product portfolio.

### Solution

Hosted Solutions leveraged Alert Logic's subject matter expertise and pre-packaged materials from the Partner Success Platform to rapidly build a go-to-market strategy that included detailed launch plans, sales enablement materials and all the necessary collateral to effectively position advanced security and compliance solutions.

### Results

Hosted Solutions is able to address security and compliance objections during the sales process and leverages Alert Logic sales and support staff as necessary to ensure prospective customers are satisfied that their infrastructure is secure with Hosted Solutions. In addition, Hosted Solutions uses Alert Logic staff and market development funds to build field marketing strategies to identify prospective new customers.