

CYBERFORCE Branding Campaign

PROJECT DESCRIPTION

The challenge was to create a uniquely branded community for Palo Alto Networks' partner system engineers (PSEs) – one they would not just join out of obligation, but one they wanted to be invited to. They wanted a program that played to their cyber security prowess and the individual cyber warrior personas embodied within each engineer.

Lightspeed developed a unique brand with full creative concept for their new community program called CYBERFORCE. With three achievement levels, Defender, Commander and Hero—each with its own unique requirements and unique payoffs, the PSEs are incentivized to level-up through the program to achieve greater status and rewards.

To launch the program, we developed an underground, invite-only launch party. This CYBERFORCE launch party was the perfect introduction for partners to this exclusive new community.

Two keys to the great success lies within the messaging that was developed for the CYBERFORCE brand, and the great creative built for the various program pieces.

The program has garnered great buzz within the PSE community since launching. In just six months, CYBERFORCE has over 330 members attached to nearly \$50 million in closed business.

By creating a brand that spoke directly to PSEs, in a language they could understand, CYBERFORCE has become a cornerstone engagement brand for the Palo Alto Networks channel team.

CLIENT



SERVICES PROVIDED

- Messaging Architecture Development
- Branding & Style Guidelines
- Logo, Theme and Creative Development
- Video Production & Editing
- Graphic Design & Layout
- Event & Experience Development & Management

DELIVERABLES

- Brand Launch and Marketing Plan
- Social Media Strategy & Plan
- Brand Style Guide & Messaging Playbook
- Branded Video and Video Animations
- Keynote Presentations
- Branded Collateral, including
 - Theme & Lock-Up
 - Email & Web Banners
 - PowerPoint Templates
 - Infographics
 - Communication Templates
- Branded Merchandise
- Launch Party
- Tradeshow Booth Materials including Large Format Signage

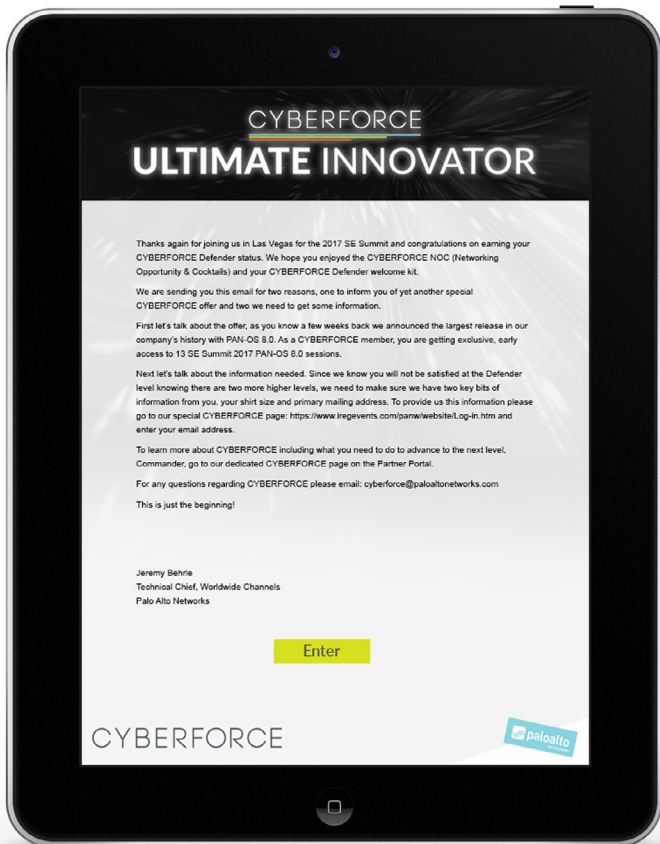
CYBERFORCE



CYBERFORCE
D E F E N D E R

CYBERFORCE
C O M M A N D E R

CYBERFORCE
H E R O



Welcome to
CYBERFORCE

paloalto
NETWORKS

CYBERFORCE is a technical recognition program in which you earn your membership by excelling in three key areas:

PERFORMANCE winning business
TECH CRED earning XPs for doing specific activities
CAPABILITIES technical certifications

CYBERFORCE
Program Framework

CYBERFORCE
is comprised of elite, highly trained, self-sufficient partner engineers who are experts at preventing successful cyberattacks.

Elite
Highly trained
Self-sufficient
Committed to Preventing Cyber-attacks

There are **three levels** to CYBERFORCE. Move up in level as you expand your expertise and engagement with Palo Alto Networks. As you move up in-level so do the benefits and rewards.

CYBERFORCE DEFENDER	CYBERFORCE COMMANDER	CYBERFORCE HERO
PSE: Platform Associate	PSE: Platform Professional	PSE: Endpoint or Data Center Professional or PCNSE7
5 XPs Annually	10 XPs Annually	20 XPs Annually
Security Lifecycle Review + 1 XP	Security Lifecycle Review + 1 XP	Security Lifecycle Review + 1 XP
CYBERXcelerator + Up to 3 XPs Per Opportunity	CYBERXcelerator + Up to 3 XPs Per Opportunity	CYBERXcelerator + Up to 3 XPs Per Opportunity
Wins of \$250K+ Annually	Wins of \$500K+ Annually	Wins of \$500K+ Annually

CYBERXcelerator
Earn up to 3 XPs per opportunity for:

Scoping a Unique Customer Problem > < Driving Technical Acceptance





