



Exostar Shines Light on CMMC Accreditation with CyberEdge Animated Explainer Video

ABOUT EXOSTAR

Since 2000, Exostar has helped organizations in highly regulated industries mitigate risk, solve identity and access challenges, and collaborate securely across their supply chain ecosystem. By offering connect-once, collect-once, certify-once access to partners, Exostar's solutions strengthen security, reduce expenditures, and raise productivity so organizations can better meet contractual, regulatory, and time-to-market objectives.

Recognized by Gartner as a 'Cool Vendor,' more than 135,000 aerospace and defense organizations and agencies in nearly 175 countries trust Exostar to help them achieve their missions. Ten of the top twenty global biopharmaceutical companies, with partner networks exceeding 20,000 businesses, rely on Exostar to help them speed new medicines and therapies to market.

MARKETING CHALLENGES

In January 2020, the U.S. Department of Defense (DoD) released the first official version of the Cybersecurity Maturity Model Certification (CMMC) framework, representing a unified standard for implementing cybersecurity across the defense industrial base (DIB). The DIB currently encompasses over 300,000 companies throughout all levels of the DoD supply chain, all of whom will be required to achieve CMMC accreditation by third-party auditors.

Exostar's Certification Assistant is an innovative new product that provides self-guided, step-by-step instructions for helping organizations understand the security practices, policies, and processes associated with CMMC and better prepare to pass the audit necessary to achieve CMMC accreditation. With a rapidly evolving landscape for CMMC solutions, Exostar needed to quickly gain exposure among influencers and buyers with limited bandwidth and understanding of CMMC and its implications.

"We recognized early on that relying on written messages alone within our email and social media campaigns wouldn't be sufficient to reach our target audiences in a meaningful way," said Lisa Remsa, a Demand Generation Marketing Lead with Exostar. "We needed to pursue all avenues to engage with prospects, especially those who prefer consuming content visually."

EXOSTAR[®]

Industry: IT Security

Headquarters: Herndon, VA

Founded: 2000

Employees: 200+

Marketing Staff: 5

Website: www.exostar.com

"Working with CyberEdge on this video was a breath of fresh air. I had an outstanding customer experience from start to finish."

Lisa Remsa,
Demand Generation Marketing Lead

SOLUTION

To help address these challenges, Lisa turned to CyberEdge to produce an animated explainer video. In just over a minute, the video provides an overview of CMMC, its accreditation requirements, and how Exostar's Certification Assistant product reduces the burden and prepares companies for audit success.

“Video offers a compelling medium for engaging and educating prospects. Viewers can consume key points quickly, opening the door to subsequent interactions that build the relationships with our audience and lead to sales.”

Exostar is currently promoting its animated explainer video on its corporate website, through email campaigns, and through ongoing social media posts. The company's sales team is also sharing the video with customers, prospects, and partners.

RESULTS

According to Lisa, Exostar's animated explainer video resonates with the company's target audience while also generating enthusiasm internally. So far, the video has achieved the following results:

- Viewed more than 400 times by individuals outside of the company within the first three months
- Increased website traffic on Certification Assistant pages
- Created and supported Certification Assistant leads and sales opportunities
- Educated Exostar's MSSP and other channel partners about its new Certification Assistant offering

“Thanks to CyberEdge's deep security industry expertise, the entire process progressed painlessly. I provided only minimal direction to my CyberEdge marketing consultant, who in turn interfaced with the video producers behind the scenes. The animations turned out great and the voice-over script conveys the precise messages we desired.”

WHY CYBEREDGE?

Although Lisa had many options, she selected CyberEdge to produce her animated explainer video for a variety of reasons:

- Deep IT security subject matter expertise
- Highly recommended by Lisa's colleagues
- Reputation of completing projects on time and on budget
- Outstanding work samples from other CyberEdge customers
- Opportunity to engage with follow-on projects using the same expert resources

Lisa also worked with her CyberEdge marketing consultant to produce a graphical eBook, or “gBook,” to help promote Exostar's Certification Assistant. And she has plans for a second animated explainer video to be produced in the near future.

Challenges:

- New product in a new market
- Target audience often unaware of CMMC accreditation requirements
- Needed to educate audiences quickly and decisively

Solution:

- 70-second animated explainer video
- Call-to-action directs prospects to Exostar website to learn more and trial/purchase the product

Results:

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“Years ago, I worked with a vendor that only produced animated explainer videos. The finished product was good, but getting to the end result was a nightmare. Working with CyberEdge, I am thrilled with our animated explainer video.”

Lisa Remsa,
Demand Generation Marketing Lead

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