

ABOUT CYBEREDGE

- Founded in 2012
- 130+ clients
- 30+ consultants
- 20+ industry awards
- 1,000+ project deliverables

HOW CAN WE HELP YOU?



Marketing

- White papers
- Product brochures
- Websites & multimedia
- Interim marketing managers



Competitive Analysis

- Competitive intelligence
- Competitive sales tools
- Competitor vulnerability studies
- Customer win/loss calls



Research

- Thought leadership studies
- Satisfaction & loyalty studies
- Brand awareness studies
- Annual research studies



Publishing

- Definitive Guide books/eBooks
- Custom books/eBooks
- For Dummies manuscripts
- Manuscript editing & layout

“Over the years, I’ve worked with CyberEdge for content development, custom research, product strategy, customer webinars, and even graphic design, and I’m consistently pleased with the results. It’s rare to find a vendor with such deep bench strength.”

— Jon Brody, Sr. V.P. of Marketing, Endgame

SAMPLE CYBEREDGE CLIENTS

ENDGAME.



IMPERVA®



WEBROOT®



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LOOKING FOR AN EDGE ON THE COMPETITION?

CyberEdge can help.

Premier research
and marketing services
for high-tech vendors



Research



Publishing



Marketing



Competitive
Analysis

LOOKING FOR AN EDGE ON THE COMPETITION?

CyberEdge can help.

CyberEdge is an award-winning research and marketing consulting firm serving the needs of high-tech vendors and service providers. Our expert consultants give you the edge you need to increase revenue, defeat the competition, and shorten sales cycles.

Whether you need help with a short-term project or require long-term marketing assistance, CyberEdge can help.

CyberEdge has earned over 20 industry awards for:

- Best Book
- Best eBook
- Best White Paper
- Best Research Study
- Best Infographic
- Best Video Content
- Best Logo

MARKETING SERVICES

CyberEdge is a one-stop shop for all of your high-tech marketing consulting needs. Our highly experienced “been there, done that” consultants are experts in their chosen professions. Whether your projects are tactical or strategic, we can help.

- White papers
- eBooks & gBooks
- Brochures
- Case studies
- PowerPoints
- Blogs & infographics
- Product message maps
- Product marketing retainers
- Digital marketing retainers
- Events marketing retainers
- Branding & graphic design
- Websites & multimedia

COMPETITIVE ANALYSIS SERVICES

Without accurate competitive intelligence and sales tools, you're fighting the competition with one arm tied behind your back. Our competitive analysis consultants can help you defeat the competition in a variety of ways.

- Competitor intelligence
- Competitor battlecards
- Competitor white papers
- Vulnerability studies
- Customer win/loss interviews
- CRM win/loss optimization

RESEARCH SERVICES

CyberEdge's award-winning custom research studies are second to none. Whether your motivated by generating high-quality leads, or building industry thought leadership, or validating your position in the market, CyberEdge can help.

- Thought leadership studies
- Customer sat & loyalty studies
- Brand awareness studies
- Market viability studies
- Pricing studies
- Product usability studies

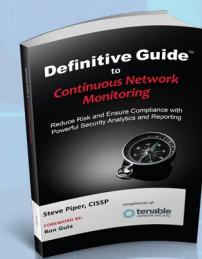
CONTACT CYBEREDGE TODAY!

Give us a ring at **800-327-8711** or drop us an email at info@cyber-edge.com to request a 20-minute phone consultation to learn how we can tackle your most-pressing marketing and research tasks. Or connect to our website at www.cyber-edge.com to learn more.

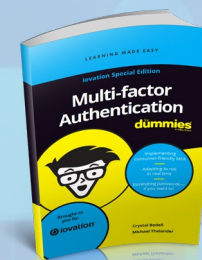
PUBLISHING SERVICES

Creating custom (not-for-resale) books and eBooks is an effective way to generate and nurture leads while demonstrating thought leadership to customers, partners, press, and analysts—and even to your board members and investors!

CyberEdge Press is the publishing arm of CyberEdge Group. Our highly acclaimed Definitive Guide™ series of books and eBooks educate readers on our clients' product categories while emphasizing their competitive distinctions.



Alternatively, CyberEdge is proud to partner with Wiley Publishing, the exclusive publisher of For Dummies books and eBooks. CyberEdge has authored numerous For Dummies manuscripts on topics related to information security, network infrastructure, Big Data, and more.



Want to create a promotional book and eBook with a custom cover? No problem! As a full-service publisher, CyberEdge can create something that is truly unique and tailored to your needs. The sky's the limit.

