CYBEREDGE
G R O U P

Why CyberEdge?

CyberEdge is your ultimate source for marketing content development. Here's why:

- Experienced consultants with technical foundations
- Optional graphic design and layout services
- Comprehensive services portfolio
- Recipient of more than two-dozen industry awards
- Unrelenting commitment to your success

"CyberEdge's talented consultants have served Webroot in many ways, including content development, competitive analysis, market research, webinars, and infographics. I've yet to come across a marketing agency with more industry expertise and bench strength."

Darren Niller, Sr. Director of Worldwide Business Marketing, Webroot

CyberEdge consultants have serviced virtually every IT sector:

- Cloud
- Data analytics
- Databases
- ITSM
- Mobile
- Networking
- Security
- Storage
- Virtualization

Premier research and marketing services for high-tech vendors

FACING CONTENT DEVELOPMENT CHALLENGES?
CyberEdge can help.

Today's high-tech marketers face difficult challenges with meeting the never-ending demand for new content. Whether it's a white paper, product brochure, customer case study, or even a weekly blog entry, hungry lead nurturing programs must be fed, the company's brand must be kept in the forefront, and salespeople need to stay ahead of the game. In addition, technology changes rapidly, so even existing marketing materials must be continually updated to remain accurate. It's a lot for one person or department to manage.

At the same time, sourcing the right consultants to develop content can be challenging. Finding good writers is easy, but if they don't know your industry and grasp your technology, you'll spend hours in additional training and ramp-up time. And you'll endure lengthy review cycles when the resulting content is still not right.

In the end, finding someone who can both write well and understand your company's industry and offerings is like finding a needle in a haystack. That's where we come in.

Broad IT Industry Experience

At CyberEdge, we're laser-focused on the marketing and research needs of high-tech vendors and service providers. In fact, it's all we do!

As a "virtual" marketing agency, CyberEdge is backed by a large network of veteran technology writers who've serviced software and hardware vendors in every IT sector. Our consultants have at least 10 years, and on average 15-20 years, of IT industry experience. That means you'll never have a junior-level person assigned to your account. Ever.

Minimal Ramp-Up Time

Think your topic is too technical for us? Bring it on! Our consultants boast the perfect balance of technical prowess and business acumen to tackle any content development assignment. This means your consultant will hit the ground running, requiring minimal ramp-up time on your technology and industry.

Faster and Easier Review Cycles

Reviewing content developed by CyberEdge consultants is quick and easy. No lengthy or painful review cycles. And once your consultant has their first project under their belt, they'll be available to serve you for years to come.

Whether you're short on headcount or your team lacks the know-how, CyberEdge is your one-stop shop for all your marketing content development needs.

Marketing

Research

Competitive Analysis

Publishing

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Typical Project Phases

Phase 1:
Technical orientation and
project kick-off

Phase 2:
Annotated content outline

Phase 3:
Two content review cycles

Phase 4:
Layout review

About CyberEdge

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

Check out our work samples at
www.cyber-edge.com/portfolio

CyberEdge Group

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SAMPLE CONTENT DEVELOPMENT OFFERINGS

White Papers
Content for both business and technical white papers.

eBooks & gBooks
Content for custom eBooks and gBooks (graphical
eBooks) covering a broad spectrum
of business and technical topics.

Brochures
Content for product datasheets, solution briefs,
industry briefs, and more.

Customer Case Studies
Content derived from interviewing customers for named and/or anonymous customer
case studies.

PowerPoint Presentations
Content for corporate and product-focused PowerPoint presentations.

Blogs & Media Bylines
Content for online blogs and media bylines to be placed in business and trade publications.

Websites
Content for all sections of your public-facing website.

Product Message Maps
Product positioning statements, message pillars, and
proof points derived from a collaborative on-site or
online half-day workshop.

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 content development tasks. Or connect to our website at
www.cyber-edge.com to learn more.

SOME OF OUR HIGH-TECH CLIENTS

ENDGAME.   Gigamon®   Google   IMPERVA

Microsoft   paloalto NETWORKS®   tenable   WEBROOT