

Breaking the Noise Barrier: Global CISO and Reseller Targeting

**Industry: Data Centers,
Cybersecurity Resellers**



Client Overview:

SecureData Hubs, based in Atlanta, Georgia, is a leader in data center solutions and cybersecurity, reselling and generating over \$1.1 billion annually with a workforce of 1,500–3,000 employees.

OBJECTIVE:

Their goal was to acquire targeted lists of CISOs and authorized Databricks and Snowflake resellers, and to drive lead generation for bundled Palo Alto Networks and SentinelOne cybersecurity solutions across new global markets.

CHALLENGES:

- Hyperscaler vendors dominated market visibility, making outreach efforts less effective.
- Difficulty pinpointing authorized resellers in Southeast Asia and Latin America hindered expansion plans.

SOLUTION:

- Achieved a 25% increase in market share by aligning offerings with current trends. Delivered verified contact lists of CISOs and resellers tailored by region and product alignment.
- Supported global expansion efforts by segmenting and prioritizing resellers across Southeast Asia and Latin America.

RESULTS:

- Achieved higher engagement rates with precisely targeted CISO audiences and reseller partners.
- Strengthened global cybersecurity solution sales with new reseller relationships in emerging markets.

Client Feedback:

"Infodepots helped us cut through the noise in competitive regions and connect directly with the right decision-makers. Their tailored lists gave our lead generation a major boost."