

Enabling Targeted Reseller Outreach in Cybersecurity

Industry: Data Center Businesses / Cybersecurity

Client Overview:

SecureNet Solutions, based in Dublin, Ireland, operates with \$600 million in revenue and 850–1,300 employees.

Objective:

To secure accurate contact lists of specialized resellers of SentinelOne and Palo Alto across the EMEA region.

Challenges:

- Difficulties in identifying niche, security-focused reseller companies.
- Reaching founders or heads of sales within smaller organizations.

Client Feedback:

"Infodepots enabled us to precisely identify and connect with the right reseller partners, which significantly enhanced our outreach strategy."



Solution:

- Delivered segmented datasets of verified security reseller firms.
- Included direct founder and sales leadership contacts for precision targeting.

Results:

- Expanded outreach to specialized resellers across EMEA.
- Improved engagement rates with key decision-makers in niche markets.