

ACCELERATING CYBERSECURITY RESELLER ENGAGEMENT WITH TARGETED DATA

Client Overview:

A Phoenix-based data center solutions firm generates \$750 million in revenue and employs 1,000–2,000 staff, focusing on hybrid-cloud cybersecurity offerings.

Objective:

To acquire verified contact lists of CISOs and reseller partners for bundled Palo Alto and SentinelOne solutions, including emerging markets.

Challenges:

- Competing with hyperscaler vendors for attention in key accounts.
- Difficulty identifying verified reseller partners in emerging regions.

Solution:

- Delivered hyper-targeted CISO and reseller contact lists segmented by geography and technology adoption.
- Provided actionable insights for engaging emerging market resellers efficiently.

Results:

- Increased outreach response rates and engagement with verified cybersecurity partners.
- Enabled focused campaigns that overcame hyperscaler competition barriers.

Client Feedback:

"Infodepots' data intelligence allowed us to identify and engage the right resellers, maximizing our cybersecurity outreach impact."