## **Internal Brand Alignment Memo – Product Naming Direction**

### **Context & Purpose**

As we continue positioning Zenarmor as a category-defining SASE platform trusted by mid-market and enterprise buyers, it is important that our product naming clearly reflects that maturity and credibility. This document outlines **why we are moving away from using “Plug & Secure” as a prefix in our product name** and how this ties into our next-stage brand narrative, including our upcoming **“Plug.SASE.Everywhere”** tagline rollout.

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### **Why We Are Phasing Out “Plug & Secure” in Product Naming**

While **Plug & Secure** served as a memorable entry slogan in our early GTM, it now introduces **three perception challenges** when used *inside* the product name itself:

| **Concern** | **Why It Limits Us** |
| --- | --- |
| **B2C Tone / Small Utility Product Vibe** | “Plug & Secure” sounds like a gadget or quick-fix point product rather than a strategic enterprise platform. |
| **Does Not Carry Zenarmor Brand Equity** | When referenced in analyst evaluations, partner ecosystems, or customer conversations externally, the product name lacks immediate association with **Zenarmor** as the company behind it. |
| **Implies a “Plugin” or Add-on Security Tool** | The word “Plug” in a prefix context suggests an attachment rather than a **core SASE infrastructure platform**. It positions us like a security utility rather than a **primary security fabric**. |

To win mid-market trust and analyst recognition, our **product identity must start with our company name**—consistent with how enterprise-class cybersecurity platforms are named and referenced (e.g., Zscaler ZIA, Palo Alto Prisma Access, Netskope SSE, etc.).

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### **New Naming Convention Going Forward**

**All product references will now use:**

**Zenarmor SASE**, Zenarmor SSE, Zenarmor [feature line]. always starting with the **Zenarmor** brand anchor.

This ensures:

* External visibility always associates our capabilities directly back to **Zenarmor**
* Analysts, MSP partners, and media outlets immediately recognize provenance
* Naming scales consistently across future product modules and feature expansion

### **What Happens to “Plug & Secure”?**

**We are NOT throwing away the Plug concept.**Instead, we are evolving it into a **high-impact brand device**, not a product prefix.

**Strategy:** "Plug & Secure" transitions from product naming → into our **visual and tagline language**, injected with enterprise confidence.

That is where **our new brand line comes in:**

### **PLUG . SASE . EVERYWHERE**

* Stays **bold, punchy, and memorable**
* Works as a **banner/headline** across web, ads, and social
* Signals **speed, simplicity, immediacy**—without diminishing enterprise strength
* Holds brand value without diluting product naming clarity

This line will be rolled out across:

* **Hero sections** on web
* **Ad creative & GTM assets**
* **Event backdrop / booth visuals**
* **Analyst decks & PDF covers**
* **Partner enablement kits**

**Important:** This line will be launched **all at once, in a synchronized update**, to avoid any external confusion or someone else picking it up before it is officially on our assets.

### **In Summary – How to Communicate Going Forward**

* ✅ Use **Zenarmor SASE** (not Plug & Secure SASE) when referring to platform name
* ✅ Keep "Plug" theme for **visual storytelling** and **tagline punch**
* ✅ Alignment phrase: **“Plug.SASE.Everywhere”** → reserved for our synchronized GTM reveal
* 🚫 Avoid introducing the tagline prematurely on scattered assets, we launch it as ONE moment

### **How to Talk About It Internally**

*“We are shifting Plug & Secure from product prefix to a* ***brand activation phrase****, while ensuring our product naming always carries the* ***Zenarmor*** *flag first for credibility, analyst alignment, and market recognition.”*