



# Applying the transformative power of marketecture



## How reorganizing a complex product portfolio helped define a category—and unlock a new story for the business.

We started working with CrowdStrike in 2018, at a time when their platform was rapidly evolving but nowhere near the size it is today. Our early work focused on executive storytelling and keynote development—foundational efforts that built lasting trust with the leadership team and gave us a front-row seat to their growth.

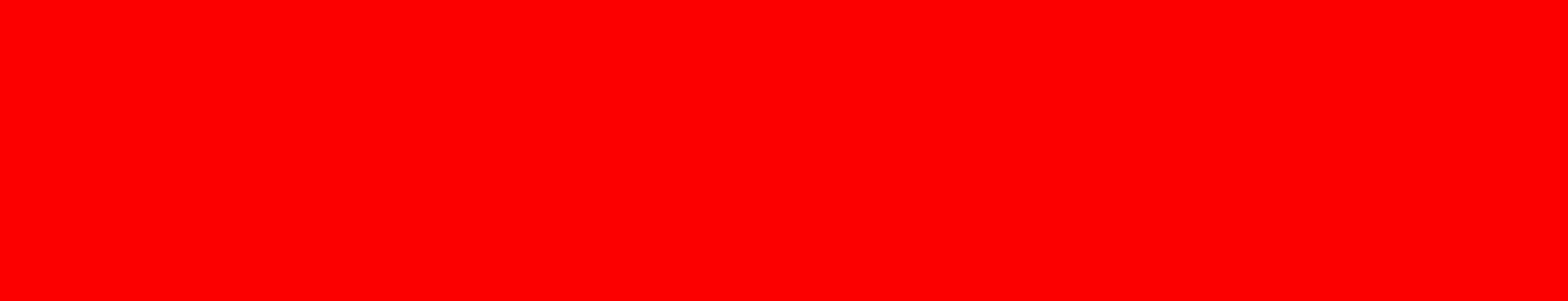
Over the years, CrowdStrike's product portfolio expanded dramatically. But by 2023, that growth had created friction. With dozens of SKUs, overlapping capabilities, and a technical depth that was difficult to distill, their platform had become increasingly hard to navigate—for customers, sellers, and even internal teams.

### Our contribution

Keynote narrative  
Keynote design  
Customer-centric marketecture design  
On-site design and show-ready delivery

## A time for change

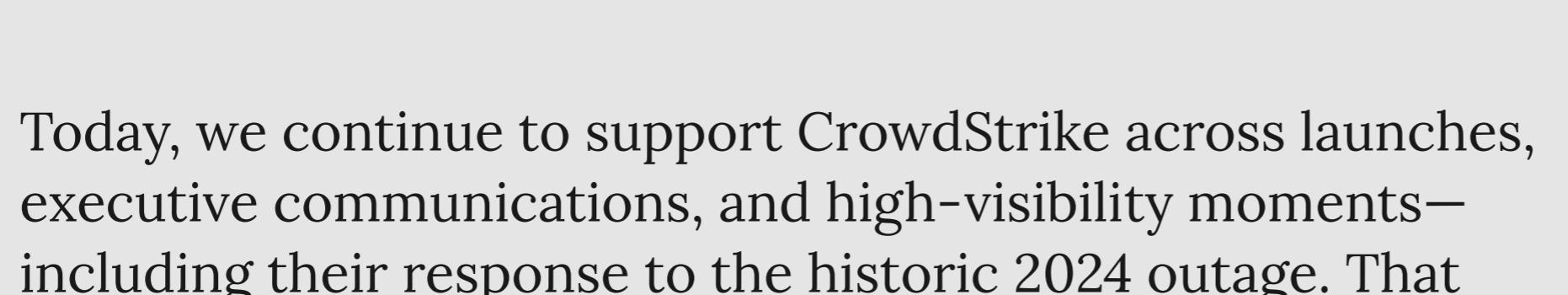
CrowdStrike leadership was clear: something had to change. They came to us to help solve it—and to do so through a critical moment in their calendar: Fal.con, their annual customer conference.



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## An intuitive and flexible story

Rather than anchoring the story around individual products, we worked with leadership to group their offerings into a smaller set of intuitive, industry-based categories. These categories reflected how buyers think and how real-world security challenges show up, not how the platform grew over time.



The new marketecture gave CrowdStrike a story that could flex across audiences, scale with their growth, and hold up under pressure. It helped customers find their way in. It helped teams align around what they were building. And it helped leadership show—not just say—that CrowdStrike is defining their industry.