The partnerships Fishtech has developed with our customers and technology manufactures are extremely meaningful. To continue to develop relevant relationships with customers and partners, Fishtech has devoted 15,000 square feet (indoor/outdoor) space within our corporate headquarters to the Customer Experience.

The Customer Experience will include a Briefing Center that will feature technologically advanced interactive touch screens, meeting & training space, an event centric stage with a large video wall, technology partner lab, chef’s kitchen, wine cellar, and state of the art audio visual multimedia elements to help facilitate an experiential interaction with the Fishtech brand. By bringing together Fishtech security customers, thought leaders, and partners, this space will be dedicated to facilitating a deeper understanding of customer needs, challenges and opportunities.

Customer Advocates interested in scheduling a briefing need to first reach out to the appropriate sales manager to discuss the type of visit that is most applicable to the customer situation.

**Four briefing events that typically take place:**

**Executive Briefing**

* Customer Attendees: Executive (CIO, CISO, CTO, CRO, VP)
* Fishtech Attendees: Executive (CEO, CFO, CTO, VP)
* Purpose: High-level business overviews, strategic roadmaps, programmatic alignment, large deal discussion
* Duration: 1 1,2 day (evening event followed by full day)
* Net Result: strategic alignment, new opportunity identification, deal closure

**Operational Briefing**

* Customer Attendees: Management & Below (VP, Director, Manager, Analyst)
* Fishtech Attendees: Executive, Practice Leaders, EA’s, SA’s
* Purpose: Focused on specific lines of business, practice initiatives, existing opportunities (Managed Services or Professional Services)
* Net Result: Advancing specific opportunities, new opportunity identification, deal closure

**Customer Facing Partner Briefing**

* Customer Attendees: Executive Management, Operation Management
* Fishtech Attendees: Executive & Technical
* Partner Attendees: Strategic partners with technology alliances
* Purpose: To facilitate an interaction with strategic partners and our mutual customers
* Duration 1 – 1 ½ days
* Net Result: Technology roadmaps, product management interaction, New opportunity identification

**Internal Partner Briefing**

* Partner Attendees: Channel Leadership
* Fishtech Attendees: Executive, VP, Vendor Relations
* Purpose: Fistech business reviews and strategic planning
* Duration: ½ day
* Net Result: Strategic planning

Each visit to the Briefing Center will be purposeful and customized for each visitor.

**Visit Topic Discussions:**

* Security Architecture and Design Reviews and Roadmaps
* Requirement Definition and Solution Discovery
* Best Practice Disclosures by Vertical Industry
* Interactive Technology Demonstrations
* Envisioning a Future State of Enterprise Security
* Threat Trending by Vertical Industry
* Budget Prioritization and Development

After a visit type is determined, the Customer Advocate will fill out the Briefing Center Request form located in salesforce.com. (example of the form, Exhibit A) The Marketing Team will then set up an organizational call with the Customer Advocate and Sales Management team to kick off the briefing planning process. Visits need to be scheduled a minimum of 60 days in advance to ensure proper quality.

All employees are encouraged to understand the capabilities of the Briefing Center. It provides a competitive advantage for our business and is a source of pride for our company. Tours of the Briefing Center can be scheduled with the Vendor Management, Marketing, and Facilities team’s.

In addition to the four types of typical briefings that will take place in the Customer Briefing Center, Marketing will be coordinating executive level customer and or partner level events that are focused around thought leadership. These events will be planned and executed by the Marketing team based on partner funding available and executive leadership’s direction.

Partners can also utilize the lab to conduct proof of concepts and bake off’s with competitive technologies. These initiatives will be driven at the executive level and are usually paid engagements. All inquiries to add equipment to the lab can be directed to the Vendor Management team.

**Exhibit A**

Example information included to request a briefing:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Briefing Center**  **Request Form** | Proposed Dates | | | |
| Desired Briefing Duration | | | |
| Evening Meal / Entertainment Required? | | | |
| Can customer accept gifts? | | | |
|  | | | | |
| **Travel** | Who is booking and paying for... | | | |
|  | Flight? | | |
| Hotel? | | |
| Transportation? | | |
|  | | | | |
| **Customer Details** | Attendee(s) [1, 2, 3, ...] | | | |
|  | Personal Details | | |
| Dietary Restrictions | | |
| Special Requests | | |
| Fishtech Attendees from the field | | | |
|  | | | | |
| **Company Background** | Founded | Customers | Revenue | |
| Number of Employees | | Headquarters | |
|  | | | | |
| **Business Relationship Details** | Length of Relationship with Fishtech | | | |
| Previous Year Business Mix | | | YTD Spend |
| Products | | Sold | YTD |
| Services | | Sold | YTD |
| Current Pipeline | |  |  |
|  | | | | |
| **Briefing Center**  **Content** | Practices / Offerings to Cover | | | |
| Open Opportunities to Advance with EBC | | | |
| Topics to Avoid | | Special Touches | |
| Consistent Message to Incorporate throughout All Sessions | | | |
| What is the Desired Outcome? | | | |
| Opportunities will be Tied to the Following Campaign | | | |