



IDG CISO CEO Report Partner Kit  
June 2018

# IDG CISO CEO REPORT PARTNER KIT

## **IDG CISO CEO REPORT**

### **MIX-AND-MATCH COPY BLOCKS**

#### **Word Count: 25**

IDG survey confirms: CEOs consider cybersecurity a top priority. Get *Countering Escalating Cyberthreats* and improve your threat visibility across the entire network. (22)

#### **Word Count: 50**

IDG confirms: CEOs consider cybersecurity a top priority. Get *Countering Escalating Cyberthreats* and improve your threat visibility across the entire network. As CEOs grapple with the risks of a digitally dependent business, the time is right to adopt a holistic approach to security using traffic intelligence to improve threat prevention. (50)

#### **Word Count: 75**

IDG survey confirms: CEOs consider cybersecurity a top priority. Get *Countering Escalating Cyberthreats* and see why improving your threat visibility across the entire network is so critical. As CEOs grapple with the risks of a digitally dependent business, the time is right to adopt a more holistic approach to security that distributes traffic to the right tool at the right time. Eliminate the network weaknesses and keep the hackers out—and your CEO happy. (74)

## IDG CISO CEO REPORT EMAIL

**Gigamon** [PARTNER LOGO] [See why CEOs consider cybersecurity a priority.](#)

**Create a threat prevention plan that aligns with CEO goals.**

Get Countering Escalating Cyberthreats with a New Security Architecture.

**NEW IDG CISO REPORT**

See how a holistic approach to security can keep threats from escalating into business disruption.

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IDG surveyed CEOs and found they're expecting CISOs to deliver security that keeps the company agile, efficient, and innovative—and also protects against sophisticated threats. IDG recommends CISOs adopt a security solution that provides:

- Monitoring of all network traffic across all network segments
- Elimination of inline security tool bottlenecks
- Distribution of traffic to the right tool at the right time for top performance

More sophisticated threats and shifting CEO priorities mean it's critical to improve threat visibility across the entire network—start developing a comprehensive plan now.

[INSERT PARTNER COPY HERE]

**GET THE IDG CISO REPORT**

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f t in yd b p

Insert Partner logo and Partner specific text where indicated.

**Preview Text:** See why CEOs consider cybersecurity a priority.

**Subject Line:** IDG reports: CEOs have cybersecurity as a top priority

**Headline:** Create a threat prevention plan that aligns with CEO goals.

**Subhead:** Get Countering Escalating Cyberthreats with a New Security Architecture.

**Eyebrow:** New IDG CISO Report

**Copy:**

See how a holistic approach to security can keep threats from escalating into business disruption.

**CTA:** View now

**Body Copy:** IDG surveyed CEOs and found they're expecting CISOs to deliver security that keeps the company agile, efficient, and innovative—and also protects against sophisticated threats. IDG recommends CISOs adopt a security solution that provides:

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More sophisticated threats and shifting CEO priorities mean it's critical to improve threat visibility across the entire network—start developing a comprehensive plan now.

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**Body CTA:** Get the IDG CISO report

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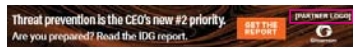
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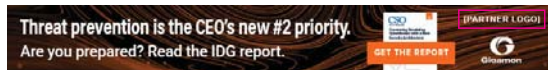
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