

# XM Cyber's Approach To Value-Based Engagements

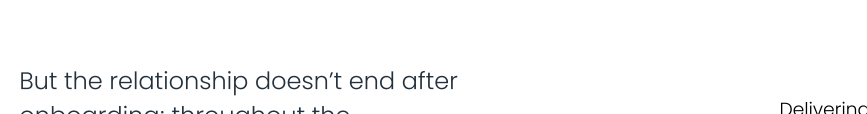
The XM Cyber Customer Experience organization is dedicated to fostering a true partnership with our clients, ensuring immediate and ongoing risk reduction and efficiency gains. Explore our Service Tiers to discover how, together, we will continually enhance your security posture and mitigate risks throughout your organization. This collaborative approach ensures that your success is our success, and we work hand-in-hand to achieve your security goals.

Your business is unique. And so are your needs. At XM Cyber, we take an integrated and tailored approach to helping you succeed and become increasingly cyber-resilient. We believe that each organization can and should derive maximum value from the XM Cyber partnership, and we do everything possible to make that a reality.

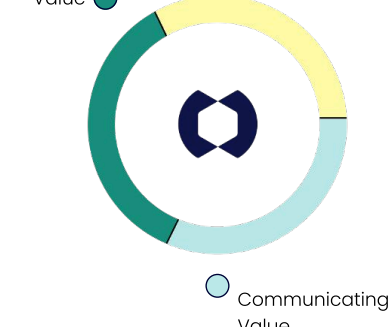
## Forging Your Journey to Success

As you embark on your journey towards continually improved security posture and reduced risk, the XM Cyber Customer Experience organization is by your side, dispensing customized recommendations, helping implement best practices, and providing extensive training to help your business extract the most out of XM Cyber solutions.

It starts with the Onboarding Phase, where we plan and kick off the project, and then implement the XM Cyber solution, optimize it to your needs, and train teams.



But the relationship doesn't end after onboarding; throughout the relationship life cycle, we ensure that value is continuously delivered; frequent communication with Customer Success Managers ensures you get the most out of our solution, offering guidance, demonstrating new features and capabilities, and providing expertise to help you achieve your desired outcomes. Together, we define goals and what we want to achieve.



## Your Goals Are Our Mission

Our commitment to your success is deeply rooted in our core values:

### CUSTOMER VALUE FIRST

The business goals and success of our customers come first. We create real transformation and insist on making a unique and meaningful impact that generates immediate results.

### INTEGRITY

We believe in forging a path of trust, transparency, and open communication to create great change. Integrity is at the core of everything we do.

### CONTINUOUS CARE

We pride ourselves on our dedication to being constantly available and helping our customers see significant value from XM Cyber.

### EXECUTION EXCELLENCE

With patents, security certifications, and awards, we are relentless visionaries who strive for execution excellence. We're always on top of our game so our customers can stay ahead of attackers.

### PASSION

Enabling our customers to stop attacks and become ever-more cyber resilient is everything to us. Our motivation is driven by a true desire to remove the attackers' advantage and give defenders the upper hand. Stopping attacks is what we do.

## The Service Tiers

With three levels of Service Tiers – Standard, Premium, and Elite – your organization can get the level of service and support you need to make your security goals a reality.

<b>STANDARD</b> All the essentials to get started on your way to Exposure Management success.	<b>PREMIUM</b> Extensive services with a fully managed operationalized solution to drive optimal results from your Exposure Management efforts. Includes all Standard Service Tier benefits.	<b>ELITE</b> Expedited response times and round-the-clock coverage, including direct phone support, 24/7. Includes all Standard and Premium Service Tier benefits.
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## Find the Right Level of Guidance and Support to Reach Your Goals

		STANDARD	PREMIUM	ELITE
<b>Maintenance &amp; Issue Resolution</b>	Fixes, updates, and maintenance	✓	✓	✓
	Online support	9 to 5 Business Services Hours	9 to 5 Business Services Hours	24/7
	SLA - Response time	Critical: 4 hours High: 8 hours Medium/Low: Next day	Critical: 4 hours High: 8 hours Medium/Low: Next day	Critical: 2 hours High: 4 hours Medium/Low: Next day
	Telephone support			✓
<b>Product Adaptation &amp; Enablement</b>	Guided onboarding	✓	✓	✓
	Access to Customers Portal and XM Academy	✓	✓	✓
	Access to "Spotlight Sessions", live customer webinars	✓	✓	✓
	In-depth training sessions	✓	✓	✓
<b>Value Realization</b>	Designated Customer Success Manager	✓	✓	✓
	Status Meetings: Periodic value delivery calls to review new features, security findings, trends and reports.	✓	✓	✓
	Cadence Executive Business Reviews	✓	✓	✓
	Roadmap session with Product Management	Webinar only	✓	✓
	Annual Value Report		✓	✓
	XM Executive Sponsor		✓	✓
	Advisory workshops		✓	✓
Assistance with strategic security projects		✓	✓	
<b>Fully Managed &amp; Operationalized Solution</b>	Designated Exposure Management Analyst		✓	✓
	EMS initiates and tracks remediation processes, including direct engagement with remediation teams (IT/Infra/DevOps etc.)		✓	✓
	Remediation Validation		✓	✓
	Monthly Executive Report		✓	✓
	Premium Portal: Central hub for EMS reports, ticket tracking, industry benchmarks, and more		✓	✓

## Maintenance and Issue Resolution

For all levels of Service Tiers, our technical support team is here to assist you with any challenges you encounter. Elite customers enjoy expedited response times and round-the-clock coverage, including direct phone support, 24/7.

## Product Adoption and Enablement

All three Service Tiers can get started with the XM Cyber Platform quickly and efficiently, and gain access to our Certified User Expert certification.

**Personalized and Detailed Onboarding Guidance:** Kickstart your journey with personalized guidance to activate and optimize the full suite of XM Cyber solutions.

**Customer Portal and XM Academy:** Gain access to the Customer Portal and XM Academy, offering comprehensive documentation, case management, extensive self-paced training course for CPE credits and certificates upon completion, and engaging feature videos which are released regularly.

**Exclusive Exposure Room Webinars:** Join our monthly Exposure Room sessions led by product and or security experts, where we dive into exciting topics around Exposure Management and address your questions.

**Dedicated Training Sessions:** Equip your teams with in-depth knowledge through tailored training sessions delivered by your dedicated Customer Success Manager.

## Value Realization

Continually extract the full value of your XM Cyber investment with:

**A Designated Customer Success Manager:** An XM Cyber CSM will be by your side, assisting you and your team with any Exposure Management challenges you face, and ensuring you get the most out of XM Cyber solution. The CSM is your advocate within XM Cyber.

**Value Delivery calls:** Benefit from regular Value Delivery calls with your Customer Success Manager to maximize adoption, and explore new features, trends, and insights.

**Executive Business Reviews:** No matter if you're a Standard, Premium or Elite customer, stay aligned with your goals through Executive Business Reviews, providing metrics and reporting to track progress and review operational health and security posture.

**Roadmap Sessions:** Learn about our product strategy, what's coming soon, and, best of all, help influence it.

**Annual Value Report:** Premium and Elite customers receive an annual report summarizing the value gained from XM Cyber.

**XM Executive Sponsor:** Premium and Elite customers gain direct access to XM executives to discuss strategic plans.

**Advisory Workshops:** Engage in workshops with Principal Customer Advisors to refine operational processes and identify business-critical assets. For Premium and Elite customers only.

**Strategic Security Projects Assistance:** Premium and Elite customers get expert assistance with complex security projects, from user tiering to network segmentation, leveraging XM Cyber's insights and best practices.

## Value Realization

**Exposure Management Services:** Premium and Elite customers benefit from a fully managed and operationalized solution delivered by the XM Cyber Exposure Management Service group. With Exposure Management Services:

- You are assigned a dedicated **Exposure Management Analyst (EMA)** who integrates into your team, providing the specialized expertise needed to continuously monitor and improve your security posture.
- We proactively identify your highest-risk exposures and create tailored, prioritized remediation plans designed to stop attacks before they happen.
- Your EMA takes the lead on the "heavy lifting", initiating remediations with IT and non-security teams, communicating risk options, and overseeing the fix process.
- Your EMA utilizes attack simulations to confirm that remediations were successful, ensuring your attack surface is actually shrinking and your resilience is growing.
- You will receive monthly management reports that document remediation activities, posture trends, and service value.

"What sealed it was the actual communication and support we got and it wasn't just, "Here, buy this expensive program and good luck." Now it's almost 2 years to the day and I have weekly meetings, they're finding stuff, we're in contact, it's a partnership....This is why it's so important for me to have XM as a great support – I can contact, it's a partnership....I can Slack them, send emails, and I never have a missed email. **Within 40 minutes, I get an email back – that level of support is extremely important.**"

CISO, Global Non-Profit

Discover the benefits of partnering with XM Cyber for your Exposure Management needs. Reach out to us today!