



DEETO FOR CYBERSECURITY:

Secure, Compliant Customer References Fuel Faster Growth




Request a Meeting




Enterprise security sales routinely pause at the reference stage.

Legal vetting extends for weeks, customers refuse public exposure, and overstretched advocates are called repeatedly. The absence of a controlled, auditable process extends cycles and jeopardizes revenue.

Pain points

-  Manual, email-driven approvals drag for weeks and leave compliance with no auditable record.
-  Customers resist becoming references when they cannot control where and how their stories appear.
-  Sales chase references while advocates burn out from frequent, mismatched call requests.

 Cymulate


“Deeto gives us one place to gather customer sentiment, creates short, digestible content from that feedback, and will help us utilize all the great feedback we gather to influence prospects quickly and easily for our sales team.”



Aviva Spotts


Customer Marketing Manager, Cymulate

How Deeto helps




Consent logged for audit

A customer approves each story in one click. Deeto records the approval with a timestamp and stores it so compliance teams can audit usage whenever needed.



Customer controls visibility

The customer decides which details appear in public or private channels and can change or withdraw that permission at any moment without involving legal teams.



Smart match and call limits

Deeto suggests the most relevant advocate for every prospect and automatically limits request frequency to protect customers while keeping sales supplied with proof.

Realized Results

Key metric	Traditional	With Deeto
Consent approval time	3–4 weeks	3–5 days
Ref-call scheduling	2–3 weeks	< 72 hrs
Advocate opt-in rate	~2 %	15–20 %

Why it matters

With Deeto, reference delivery becomes a competitive strength. Consent is captured in seconds, customers decide what is shown, and sales teams receive perfectly matched voices at the click of a button. The result is faster, fully compliant deal closure, stronger trust-based customer relationships, and measurable pipeline acceleration at every stage.

