

Customer Success Advisors

Our customer-centric approach to segmentation

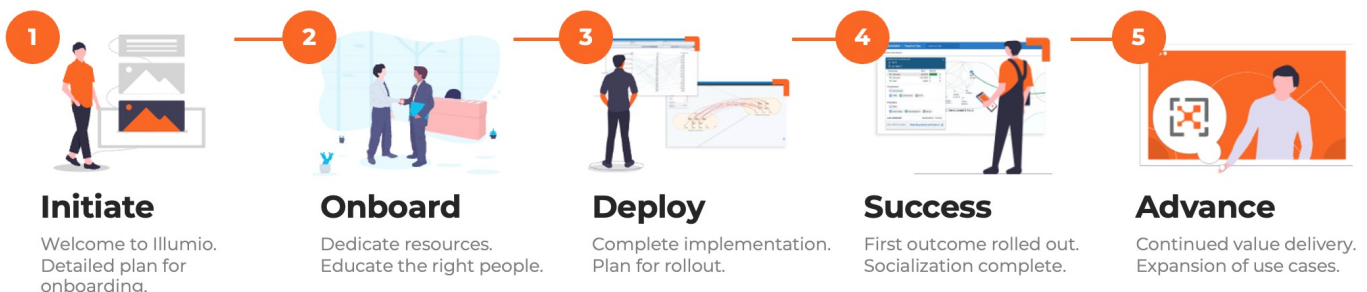
Success in focus

The Illumio Customer Success Team consists of trusted advisors who navigate customers through their Illumio journey to both maximize customer value and accomplish segmentation goals. Whether it's visualizing communication and traffic between workloads and devices or getting to full enforcement, our team provides support along the way.

Illumio provides a Customer Success Advisor (CSA) to oversee all aspects of account management and relationships. A CSA is appointed at the initiation of the subscription and remains dedicated to the account as long as the customer is subscribed to Illumio. A CSA's role is to guide the customer on the best paths to success, including deployment models to achieve strategic initiatives, operationalization, adoption, and ongoing value generation from their Illumio investment.

Alignment with the customer lifecycle

At the core of our Customer Success Team lies the charter to help every customer successfully adopt Illumio's products to maximize value by meeting desired outcomes. Our customer lifecycle encompasses five key phases:



- *Initiate* marks the beginning of the Illumio customer journey, beginning with an Illumio kickoff and an overview of the implementation and project plan.
- The initial step in *Onboarding* involves completing our onboarding form. Concurrently, we initiate change communication planning and provide the requisite training and support to facilitate a smooth start.
- During the *Deploy* phase, we engage in activities such as pairing and labeling, traffic analysis, and the creating of initial policies.
- *Success* largely depends on the customer goals. Oftentimes, it will involve testing and validating the initial set of policies, along with strategizing for future use cases.
- As the threat landscape evolves, so do our security strategies. In the *Advance* phase, we provide continuous support and best practices to assist you as you progress on your segmentation journey with Illumio.

Nurturing lasting partnerships

The Customer Success Advisor cultivates lasting relationships with customers, ensuring value realization.

The CSA:

- partners closely with Sales to immediately begin working with contracted customers.
- drives faster time to value by establishing a project plan and creating a direct path to achieving goals.
- works alongside Project Managers to develop deployment plans.
- tracks progress against stated goals and enables effective decision making with risk mitigation along the customer journey.
- provides best practices insights during onboarding, deployment, and beyond, expanding product adoption.
- ensures customers have access to knowledgeable professionals and Illumio Community content that guides clients to value.
- schedules regular meetings with customer executives and Illumio champions in Executive Business Reviews.
- schedules periodic business reviews to evaluate progress toward goals/milestones.
- facilitates engagement with additional experts, such as Project Management, Professional Services, Product Management, and Sales Engineering, as required.

Along with the CSA, the Illumio account team are comprised of the following members:

- *Regional Sales Director*: responsible for the overall account relationship
- *Solutions Engineer*: responsible for technical subject matter expertise and demonstration of new product capabilities
- *Project Manager*: responsible for managing the Illumio Professional Services resources against goals with a project plan and timeline
- *Professional Services Technical Lead*: responsible for onboarding/configuring the software according to the design plan, labelling, both selective and full enforcement, and troubleshooting
- *Technical Account Manager*: when applicable, the TAM is responsible for providing real-time guidance and support to customers, facilitating an accelerated time to value

Customer responsibilities

In order to optimize the experience and facilitate successful deployment of the Illumio solution, active participation is key in the following areas:

- Attend Illumio product training
- Participate in Professional Services workshops, providing information that enables progress required to deploy the solution
- Ask questions of our Customer Success Team who are designed to provide guidance and insight

About Illumio



Illumio, the Zero Trust Segmentation company, stops breaches and ransomware from spreading across the hybrid attack surface. The Illumio ZTS Platform visualizes all traffic flows between workloads, devices, and the internet, automatically sets granular segmentation policies to control communications, and isolates high-value assets and compromised systems proactively or in response to active attacks. Illumio protects organizations of all sizes, from Fortune 100 to small business, by stopping breaches and ransomware in minutes, saving millions of dollars in application downtime, and accelerating cloud and digital transformation projects.