

digicert®

Corporate Marketing | Service Level Agreement (SLA)

AR



## Research Request

 **3 Business days**

Please include the following information with your request to [Sharan Birak](#):

- ☐ Name of Requestor
- ☐ Deadline
- ☐ Top 3-5 questions you are trying to answer with this research. Please be as specific as possible – for example, asking “I want to understand AI” is too broad and would require a lot of work to find relevant reports.
- ☐ Will the research information be used externally?

## Product Launch

 **6- 8 weeks prior to announcement (ideally)**

Requirements for successful analyst engagement:

- ☐ PMM should provide the launch messaging document with key messages, target audience, and product details
- ☐ PMM to create the launch deck and AR to review & refine the content.

*Example deck outline:*

- DigiCert Overview
- Product Launch Details – Technical / GTM overview
- Competitive Differentiation
- Customer Stories/Examples
- Product Demo (optional)
- Product Roadmap

## Analyst Quote

 **1 week prior to go live date**

**Please Note:** Gartner and Forrester do not allow their analysts to provide a quote in favor of vendors for their product launches/announcements.

Analysts will allow use of their reports in news releases. Content must be integrated into the draft news release so it can be reviewed in context.

## Analyst Webinar

 **~4 months prior to webinar go live date**

- 1** Reach out to AR with details on analyst webinar request before purchasing service from an analyst firm.
  - Timing
  - Topic
  - Goals
  - PMM & Brand Agreement/Approval
- 2** Work with AR to set up analyst vetting/ approval call(s)
- 3** DG/AR to submit to procurement & generate PO (required before securing time with analyst)
- 4** DG/PMM to complete analyst webinar brief document with necessary details (i.e. format, timeline with estimated prep sessions & content deadlines, and webinar flow outline) (3 months out)
- 5** DG to schedule all prep, recording, & other sessions that include the analyst . AR CC'd on all comms & invites (~2.5 months out)
- 6** DG to work with PMM on DigiCert internal content deadlines and webinar needs