



## vArmour Aligns Marketing, Sales, and Product Development With Marketo

### Data center and cloud security company attributes whole-scale implementation of Marketo to success in existing and new markets

SAN MATEO, Calif., Aug. 4, 2016 /PRNewswire/ -- vArmour, the leading data center and cloud security company, is celebrating unprecedented alignment across marketing, sales, and product development thanks to its use of the Marketo, Inc. (NASDAQ: MKTO), engagement marketing platform. The provider of application-aware micro-segmentation has implemented Marketo across its entire go-to-market strategy, resulting in **faster sales cycles** and **more closed deals**.



vArmour is working with Marketo, the leading provider of engagement marketing software and solutions, to not only manage and automate marketing, but also to align its team with sales and product development. By using data garnered from Marketo to assess which prospects have the strongest chance of becoming a customer, the entire organization has refocused its efforts around the most promising opportunities and orchestrated sales motions to increase closed-won deals. This renewed focus has **increased the rate of closed deals** and fast-tracked how quickly prospects advance toward becoming a customer in terms of velocity and volume, **reducing certain phases of the sales cycle from 8-10 months to just two weeks, while increasing pipeline volume tenfold**.

Going beyond marketing and sales, vArmour is mining Marketo for insights into which products are the most attractive and compelling to potential customers. These insights are fed into the product development teams to help optimize investment in new features. Finally, vArmour is leveraging Marketo's platform to better ensure that prospective customers receive the right messaging and fresh, personalized content based on behavioral and demographic data. More targeted messages sent to prospects at a lower frequency has **nearly doubled email open rates**.

"Marketo has been an incredible partner to help our business move forward, using its insights to improve how our teams work across sales, marketing, and product development, both individually and collaboratively," said **Eva Tsai, VP, marketing and business operations**, vArmour. "Marketo is helping us to accelerate our growth, and we see them as an instrumental asset to our continued success."

vArmour has established itself as a leader in datacenter and cloud security with its software-only vArmour DSS Distributed Security System that reduces the cost and complexity of protecting an organization's most critical assets. vArmour has attracted significant funding from industry-leading venture capital and investment houses domestically and abroad to support its global expansion and to accelerate worldwide software delivery of its Distributed Security System (DSS) through strategic partners in Asia-Pacific, EMEA, and in North America. vArmour views Marketo as key to its success in emerging markets as the platform provides in-depth insight into new geographies, helping guide the business to develop the right products and reach the right customers.

To find out more about how other high-growth businesses are turning to Marketo to build successful go-to-market strategies, visit [www.marketo.com](http://www.marketo.com).

**About Marketo**

Marketo provides the leading engagement marketing software and solutions designed to help marketers develop long-term relationships with their customers - from acquisition to advocacy. Marketo is built for marketers, by marketers and is setting the innovation agenda for marketing technology. Marketo puts Marketing First. Headquartered in San Mateo, CA, with offices around the world, Marketo serves as a strategic partner to large enterprise and fast-growing small companies across a wide variety of industries. To learn more about Marketo's Engagement Marketing Platform, LaunchPoint® partner ecosystem, and the vast community that is the Marketo Marketing Nation®, visit [www.marketo.com](http://www.marketo.com).

**About vArmour**

Based in Mountain View, CA, vArmour is the data center and cloud security company, and the leader in application-aware micro-segmentation with advanced security analytics. The company was founded in 2011 and is backed by top investors including Highland Capital Partners, Menlo Ventures, Columbus Nova Technology Partners, Citi Ventures, Work-Bench Ventures, Allegis Capital, Redline Capital and Telstra. The vArmour DSS Distributed Security System is deployed in a significant number of the world's largest banks, telecom service providers, government agencies, healthcare providers, and retailers, and is leading the industry with a new patented, distributed approach to data security that allows organizations to deliver IT at the speed of business. vArmour partners with companies including AWS, Cisco and HPE to secure many of the largest data center and cloud environments in the world. Learn more at [www.varmour.com](http://www.varmour.com).

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