

Company News

Stay in the know

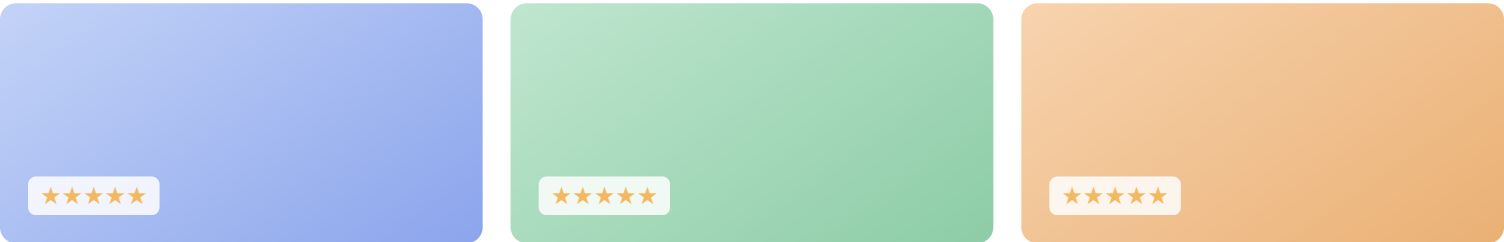
Weekly Sales Enablement Newsletter

Global Enablement

Sales Plays

Audience: AEs, SEs, xDRs, and Sales Leaders | Format: On-demand assets

Unlock success with the FY25 Sales Plays, designed to help you turn customer needs into growth opportunities.



Create & Close: Quick Start

Audience: Global AEs, Regional xDRs | Format: On-demand assets + 1-hour virtual sessions

ICYMI: Listen in on last week's segment and geo-based sessions focused on helping AEs activate and mobilize quickly to create and close new business this quarter.



Platform Security FastTrack Workshop

Audience: Enterprise & Alliances Presales | Format: 2-hour virtual workshop

Join us this week to deepen your understanding of our security story and how it fits into broader platform conversations — positioning value, navigating engagement, delivering a compelling pitch, and demoing effectively. Complete the pre-work (15–20 minutes) before attending.

Customer Win Spotlight



Customer Win: [Regional Insurance Provider]

An international insurance broker and risk manager offering customized risk management solutions.

Why change? Operating in a highly regulated industry, the customer needed a new identity provider to replace disparate legacy systems that made SSO and MFA difficult to manage.

Why now? An upcoming regulatory audit created a hard deadline — the customer needed a compliant solution in place before the deadline to avoid risking customer and revenue loss.

Why us? We were the only vendor able to commit to a go-live date ahead of the audit. Platform scalability impressed the customer and opened a path to future expansion.

How we won: Bringing the Professional Services team into the conversation early was the key to winning this deal — they helped solidify the go-live date and showed how the platform could scale with the customer's growth goals.

[Read the full story](#)



Also This Month: [Healthcare Liability Insurer] Expansion

A long-standing customer facing new state-level regulatory requirements (mandatory MFA across all applications, including on-prem) expanded their footprint after our team demonstrated seamless integration across their full tech stack in a live roadmap session — reinforcing security investment and transparency as the deciding factor.

Product News



Self-Service SSO

Lets customers delegate SSO configuration to their own customers — streamlining onboarding and reducing time/cost of managing SSO at scale.



Secure Partner Access

Now in Early Access — a purpose-built solution for managing business partner identities and access at enterprise scale.



Machine-to-Machine Access

Generally available — grant scoped-down API access to customers' own customers, expanding secure integration use cases.

Partner & Alliances News



Rules of Engagement with Partners

Audience: Global Field teams | Format: On-demand assets

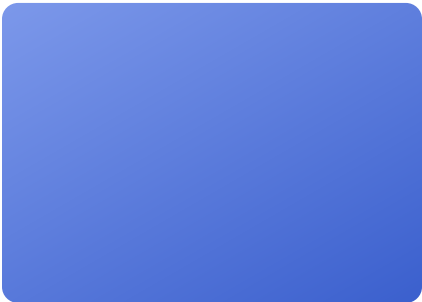
A new go-to resource for maximizing deal size and driving revenue growth through partners — covering collaboration strategies by partner type, best practices for new business and renewals, and how to integrate partners into your sales motion.

Integration Insider Series

Audience: GTM teams | Format: 1-hour virtual session

A recurring session spotlighting joint-solution integrations — how partner platforms extend core product value, strengthen security posture, and deliver a more frictionless, trusted customer experience.

Leader News



Leader Coaching Series

Audience: Field Leaders (Opt-in) | Format: 1-hour virtual sessions

A recurring leadership development segment, built on published research on high-performing communicators, giving field leaders a repeatable framework for coaching conversations with their teams — this cycle focused on the "How Do We Feel" conversation type.

FORMAT & DISTRIBUTION NOTES

Delivered weekly via a branded email template with consistent section architecture (Enablement → Product News → Partner News → Leader News). Content sourced from cross-functional stakeholders and edited into a single consistent voice. Led a full-format revamp of the newsletter based on engagement data and field feedback.