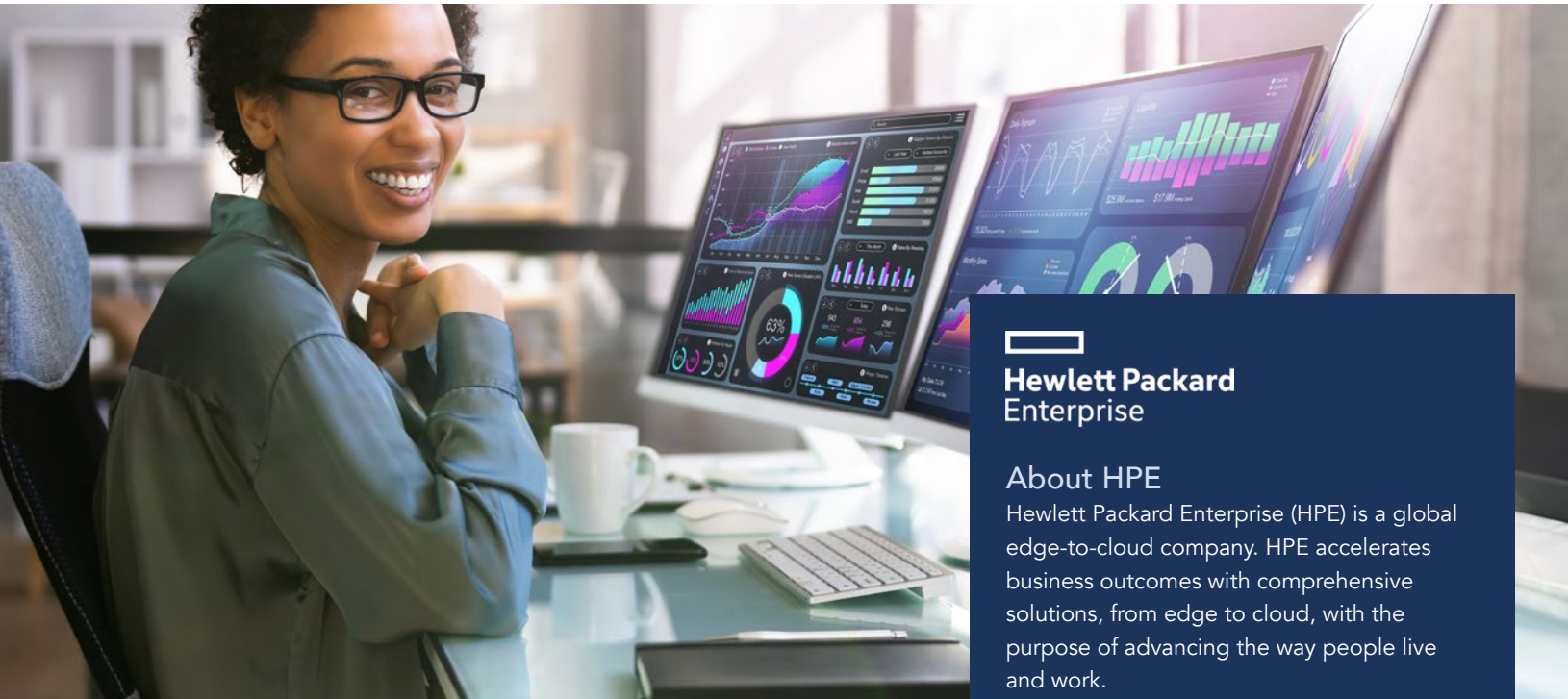


## For nearly a decade, Mainstay helps HPE-Fortify with its DevOps solutions and storytelling



*HPE-Fortify chooses Mainstay, for nearly a decade, to help build DevOps solutions and tell its business story.*

*For nine years, HPE-Fortify and Mainstay have maintained an unwavering business relationship – one that has seen almost everything, from pre-IPO to acquisitions by Hewlett Packard Enterprise (HPE) and Micro Focus. What began as a request for Mainstay to help maximize Fortify's addressable market quickly blossomed into a nearly decade-long partnership of solutions, storytelling and trust.*

### **The Value-Based GTM Model That Started It All**

In the early 2010s, Fortify was one of the top VC funding start-ups. Its reputation for success further solidified itself after founder Roger Thornton had the brilliant idea to improve the quality of DevOps code: Building an easy-to-use and easy-to-integrate application that continuously searches through scripts to find vulnerabilities.

As the company experienced a period of hyper growth, Fortify's chief revenue officer (CRO) brought up an important question, "Are we maximizing our addressable market for this product?" Up to that point, Fortify had only focused on financial services companies because their applications faced the most financial and operational risk—for example, with their mobile banking app.



### **Hewlett Packard Enterprise**

#### **About HPE**

Hewlett Packard Enterprise (HPE) is a global edge-to-cloud company. HPE accelerates business outcomes with comprehensive solutions, from edge to cloud, with the purpose of advancing the way people live and work.

#### **Headquarters:**

Spring, Texas

#### **Revenue:**

\$28.496B (FY 2022)

#### **Mainstay Solution:**

Mainstay provided a range of marketing and strategic services, from conducting market research and business analysis to writing multiple ROI case studies, allowing HPE-Fortify to go to market confidently and drive sales.

Over Mainstay's 9-year relationship with Fortify, the deep ROI research and solution impact findings have contributed to several successful milestones of their success. This transformation in their go-to-market approach opened up new customers and use cases that expanded Fortify's abilities to lead in the Software Security Assurance marketplace.

That's when Fortify's CRO asked, "What if we could demonstrate that our platform actually drives an ROI by reducing the overall effort for all enterprise DevOps teams?" If so, Fortify could maximize its addressable market well into the future. Realizing their marketing and sales teams didn't have the appropriate resources to develop this value-based go-to-market (GTM) model, Fortify's CRO reached out to a company that had the resources to develop this model – and that he knew from his days at Oracle: Mainstay.

### Testing a Turnkey GTM Solution

Mainstay understood that with Fortify being a high growth, fast-paced start-up, it needed a complete, ready-to-operate GTM solution. To achieve this, Mainstay built a program that provided a structured, multi-phased way to quickly turn around the value-based sales and marketing approach that Fortify desired. Before Mainstay could build this program, they needed to do some research. They started by interviewing the founder, as well as the executive and sales teams to understand how the solution was benefiting Fortify's customers. Next, they determined what kinds of future benefits Fortify was expecting to add to the software platform in the coming months. Finally, they detailed the customer impacts through conversations with customer sponsors.

The output of this research, called a Value Tree, is a proprietary framework that Mainstay uses with its clients. This mutually exclusive, collectively exhaustive (MECE) framework provides the skeleton of the value proposition for Fortify's solution. From this, Mainstay devised an interview guide to use with Fortify's customers. After interviewing six of Fortify's first (and best) customers, Mainstay collected a treasure-trove of business KPIs and findings to take back to the CTO/ Founder and CRO. Because of the wealth of data from these first customers, Mainstay's executive team augmented its scope to include another six-customer tranche.

With the interview findings complete, Mainstay leveraged the newly minted customer benchmarks to build a series of marketing and sales assets, including customer case studies, web copy, sales slides, keynote event presentations and a comprehensive ROI white paper.

After creating the GTM assets, Mainstay conducted sales trainings on the new value-based sales approach and the CRO asked the team to present the findings in a keynote address at that year's security focused RSA Conference.



### Empowering HPE-Fortify, From Start-Up to Acquisition

About a year later, based on Fortify's outstanding sales results, Mainstay heard that the company was planning to go public. During the IPO roadshow, Fortify engaged Mainstay to continue to build case studies and other marketing assets. Two weeks prior to the expected IPO launch, Fortify's management team revealed it had been acquired by HPE and were experiencing a new challenge: getting the new sales force engaged and excited to sell Fortify.

That's when the new HPE-Fortify team asked Mainstay to write a second edition of its ROI white paper—this time focused on the newly minted SaaS version of their platform. This paper highlighted the new capabilities of the platform as well as the ability to tune the platform to more closely match the customer's DevOps requirements. This made the platform a more valuable tool in software assurance.

A few years later, HPE-Fortify came to Mainstay again to update the study that it previously wrote for HPE-Fortify's SaaS platform. What started as merely a "refresh" morphed into a new story about how HPE-Fortify allows its customers to reach their goals of continuous delivery by using automation to upload code, run scans, and integrate security checks.

Around this time, Fortify formed a customer advisory board to help drive innovation in collaboration with a new HPE-Fortify development team focused on making sure customers got the features and updates they needed. Many of the benefits that Mainstay found were through its interviews with HPE-Fortify customers and new to management. Through these interviews, Mainstay found benefits that Fortify management didn't even realize existed. These benefits came from Fortify's development team working with its CAB to address the unique challenges seen by its customers.

After Mainstay completed the paper, HPE sold Fortify to Micro Focus. Unsure if this would mark the end of their work with Fortify, Mainstay was approached by Micro Focus for a rebranding project. This way Micro Focus could use Mainstay's study, value tree, and assets to market and promote its newly purchased platform.

For nearly a decade, Mainstay saw Fortify go from pre-IPO to HP to Micro Focus. Throughout this high-growth period, HP-Fortify not only chose Mainstay to tell its story, but trusted Mainstay to clearly demonstrate how their platform changed the way their customers conducted business.



#### More information

To learn more about Mainstay's value-enabling tools, sales and marketing services, visit [mainstaycompany.com](https://mainstaycompany.com) or contact [sales@mainstaycompany.com](mailto:sales@mainstaycompany.com)