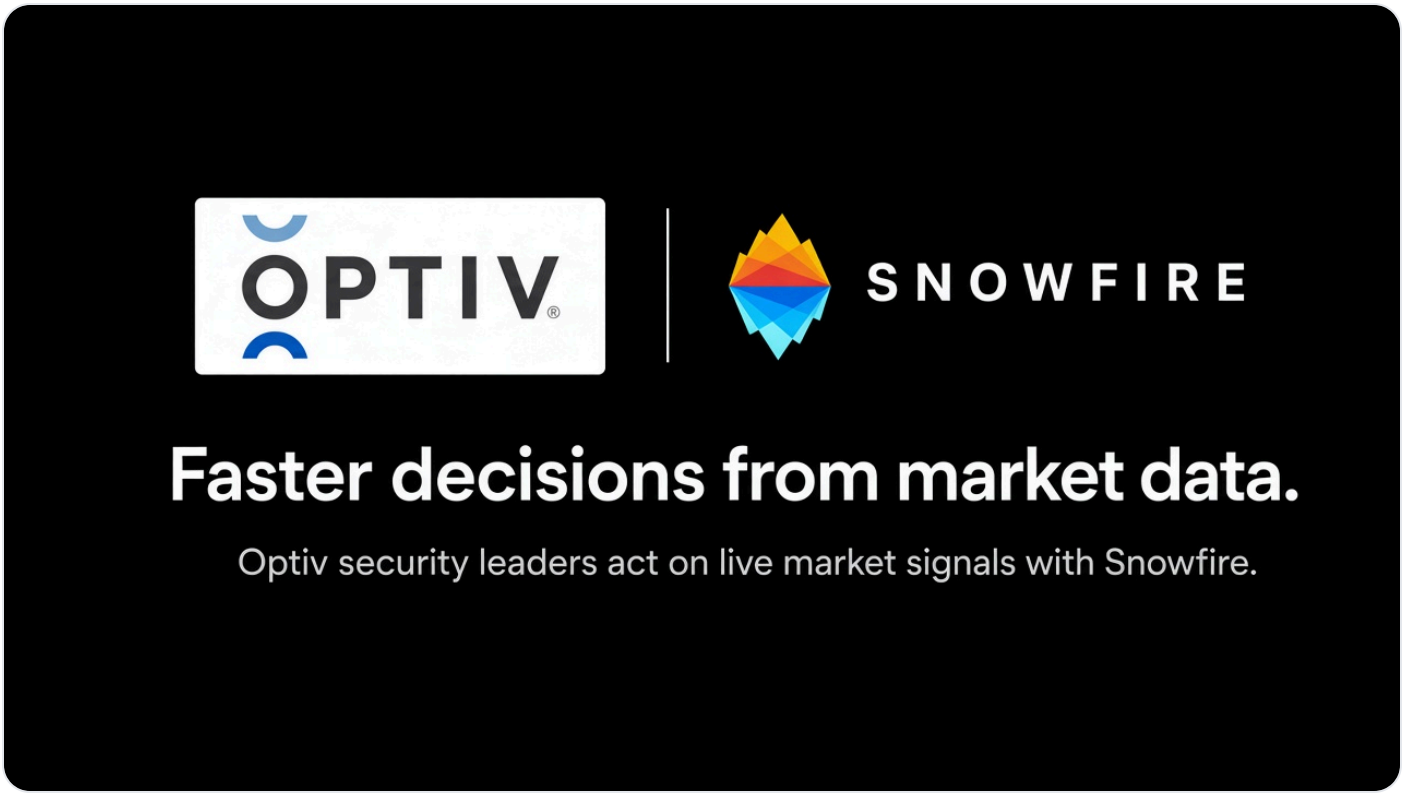
The Hunt for Data-Driven Results Takes a Faster Route with Snowfire's Adaptive Decision Intelligence Platform



In a security market moving at the speed of AI, Snowfire is enabling security leaders to see what the data shows and act on it while it still matters.

The market moved. The dashboard did not.

Optiv, a pure-play cybersecurity company, sits at the center of the cybersecurity landscape, working alongside hundreds of technology vendor partners and serving companies across every major industry. Its clients are adopting AI while defending against AI-accelerated threats, and they expect faster response and deeper insight from the partners they rely on.

That expectation does not stop at the security operations center. It lands on Optiv's own go-to-market teams too.

A rear-view dashboard tells a leader what happened. It does not tell them what to do next, and it rarely tells them in time. In a market where threats, vendors and buyer priorities shift week to week, a report that arrives after the moment has passed is a record, not a decision tool.

The real cost of a slow read

In the constantly evolving world of cybersecurity, the expensive mistakes are rarely dramatic. They are the quiet ones:

- A promising opportunity nobody flagged in time.
- Seller effort spent on deals the data already suggested were unlikely.
- A pattern across clients, partners and regions that no single report showed, because each team was looking at its own slice.
- A leadership meeting spent reconciling numbers instead of deciding what to do about them.

Each one is a decision made on old or partial information. Repeated across a global sales team, they show up where it hurts: growth, margin and competitive position.

What Optiv put in front of its leaders

Optiv chose Snowfire to shorten the distance between data and decision. Built on Snowfire's Enterprise Adaptive Decision Intelligence platform and running on Optiv's proprietary Optiv Market System, it is live across Optiv's global sales team, helping leaders act faster on what the data shows.

The shift is simple to describe. Leaders no longer have to go looking for the answer. Snowfire brings it forward:

- **Plain-language insights.** A leader asks a question in their own words and gets a direct answer, not a request ticket.

- **Predictive alerts.** Signals surface as they emerge, before they show up in a quarterly review.
- **Decision recommendations.** Sellers are pointed to the opportunities worth pursuing, so effort goes where it counts.

All of it sits in one intelligence layer. Go-to-market leaders work from a single view instead of a stack of disconnected reports, and the conversation moves from "whose number is right" to "what do we do now."

> *"Snowfire AI gives us and our clients greater visibility, predictive foresight, and decision-making power to address the continuously evolving threat landscape. Through our advise, deploy and operate strategy, clients count on us to move faster than the threats they face, and having adaptive intelligence built into OMS moves the needle in a way that is a tangible and quantifiable advantage."*
>
> Todd Perrault, Senior Vice President of Client Advisory, Optiv

Correlation is where the speed comes from

The hard part of a business like Optiv's is not the volume of data. It is that the signal that matters usually lives in the connection between sources: a client, a partner, a region and a market shift that only mean something when you see them together.

Snowfire connects data across the business in real time so leaders can ask questions in plain language, track critical signals and make confident decisions. When those sources are correlated in one place, nobody has to stitch the picture together by hand at the end of the month. The pattern is already there, ready to act on.

> *"Our Adaptive Decision Intelligence platform turns the overwhelming complexity of a global cybersecurity business, with thousands of clients, hundreds of partners, and a constantly shifting threat and market landscape, into instant, evolving decisions. This is what the operating system of a modern cybersecurity leader looks like."*
>
> Greg Genung, CEO and Founder, Snowfire

Speed and scale, together

Speed is easy in a small team. Scale is easy if nobody needs an answer quickly. Cybersecurity requires both: fast reads for a global sales organization, across a large client base and a broad partner ecosystem, in a market that does not wait.

What it takes to get here

Enterprise leaders reasonably ask what a change like this costs in time and risk. Snowfire is built to keep both low:

- **Speed to value:** set up in days, with about 24 hours to a first look at your own data.
- **Hundreds of connectors** to bring existing systems together without rebuilding them.

- **Governed metrics:** one definition for each KPI, with lineage that traces every answer back to its source.
- **Flexible deployment:** an isolated tenant in Snowfire's cloud, your private cloud (VPC) or on-prem, so data can stay in your environment.
- SOC 2 Compliant.

What other enterprise teams can take from this

Optiv's story is specific to cybersecurity, but the lesson travels to any enterprise where the market moves faster than the reporting cycle.

- **Start with the decisions, not the data.** Name the calls your leaders make every week and the price of making them late.
- **Correlate before you report.** The signal that matters usually sits between systems, not inside one.
- **Put the answer where the work happens.** A recommendation a seller sees today is worth more than a perfect report next month.
- **Design for scale from day one.** If it only works for one team, it will not change how a global organization decides.

See what your data is already telling you

Your leaders shouldn't have to go looking for the answer. Snowfire connects your systems and gives you a first look at your data in about 24 hours.