

Semperis Achieves Faster, More Effective and Scalable POCs with CloudShare



Introduction

Semperis is no stranger to complexity in the ever-evolving cybersecurity threat landscape. The company is responsible for defending hybrid and multi-cloud environments through all stages of the cyber kill chain. That's why the world's leading organizations trust Semperis to spot vulnerabilities across Active Directory (AD) and Azure AD, intercept cyberattacks in progress, and quickly recover from ransomware and other data integrity emergencies.

Semperis's position as an industry leader means it's always looking to harness the most innovative technology available. And when it comes to pre-sales efforts, that means delivering interactive Proof-of-Concepts (POCs) to its partners and prospects. All of this further demonstrates why the Financial Times called Semperis the fastest-growing cybersecurity company in the United States.

The Challenge

Semperis was looking for a reliable POC solution that would allow them to automate the creation of engaging, scalable POCs backed by powerful, real-time insights. This meant finding a partner with a platform that could quickly provision new environments both vertically and horizontally at scale to support the company's sales teams and channel alliances group.



The Solution

Semperis knew they needed a technology partner that could keep pace with their rapid push for innovation, new feature releases, and the need to provide a best-in-class experience through each and every environment they created. That's why they turned to CloudShare's industry-leading POC and training environments.



The Results

Accelerated opps and time to close

Scale: Environments are configured and deployed in under 10 minutes, enabling the company to instantly spin up new environments at scale with a few clicks.

Cost-effective pricing: Semperis now only pays for the resources used, no additional fees for executing and deploying blueprints.

Channel growth: Increased channel activity resulting in more prospects.

Analytics & ROI: Access to comprehensive analytics show exactly how and where prospects are engaging with the software

Product engagement: With hands-on POCs, prospects can easily explore the product on their own, increasing the chances of closing the deal.



The Challenge

Delivering engaging POCs at scale

Semperis already delivered high-quality POCs, but they wanted a more scalable solution for delivering and maintaining POCs to their customers.

1.

Creating repeatable and familiar POCs

As a market leader, Semperis needed a POC solution that could automate the configurations required to deliver high-quality, repeatable POCs. They saw this as a necessary step to ensure their POCs were capable of delivering cutting-edge experiences without compromising on consistency and familiarity.

2.

Empowering sales teams with the right technology

Semperis's sales teams were no strangers to delivering high-quality POC experiences. However, they needed a platform that could keep pace with the company's rapidly expanding deal pipeline — a platform that was scalable, feature-rich, and designed with sales enablement best practices in mind.

3.

Most virtual training solutions were unsuitable for Semperis's use case

Before finding CloudShare, Semperis explored the idea of constructing a custom-hosted environment for tests and demos on Microsoft Azure or AWS. However, they knew scaling these POCs would likely become a long-term challenge.

4.

Delivering impactful partner enablement training

A large part of Semperis's success is their ability to enable strategic partners with high-quality training. Accomplishing this meant finding a solution that allowed them to deliver engaging training at scale that directly caters to their partners' most important use cases.



The Solution

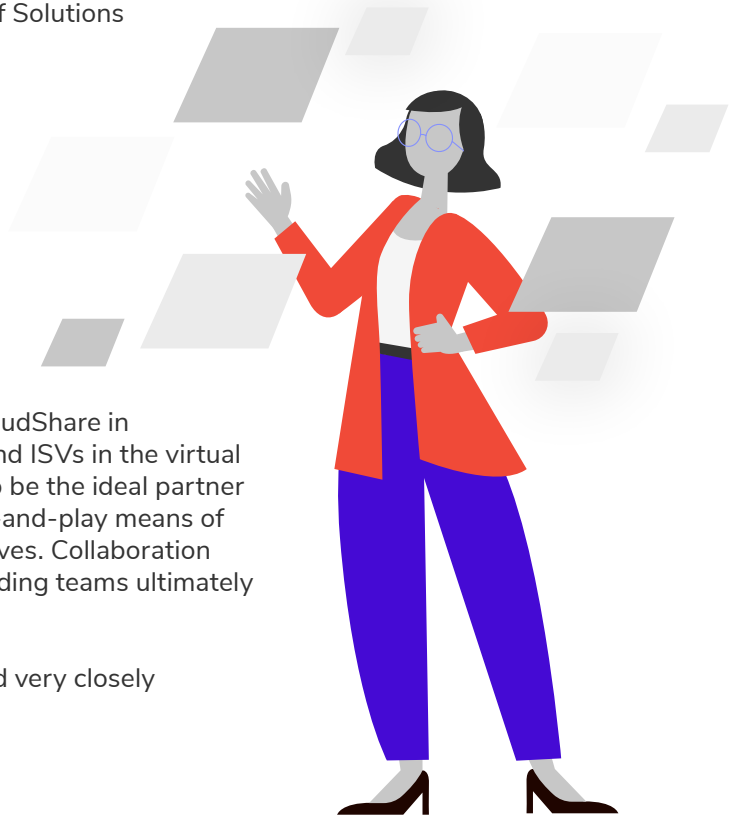
Semperis's software was uniquely valuable to any business reliant on Active Directory. They needed the right partner to recreate that value during the POC stage.

"We were looking for environmental software that would allow us to do what we needed without excessive costs or configuration"

Val Vasquez, Semperis Senior Director of Solutions

Semperis assessed the capabilities of CloudShare in comparison to major hosting platforms and ISVs in the virtual training space. They found CloudShare to be the ideal partner capable of providing a ready-made, plug-and-play means of supporting their sales enablement initiatives. Collaboration with CloudShare's own sales and onboarding teams ultimately sealed the deal for the company.

Says Vasquez, "From the outset, I worked very closely with CloudShare"



"It was fantastic. They were immediately at the forefront of any issues we experienced, and went out of their way to ensure the platform did what we needed it to do."

The Results



From sales enablement to channel enablement

CloudShare has enabled Semperis to create a reproducible, consistent experience for their proof of concept prospects. Creating the same experience on AWS or Azure would have required extensive resources, including an FTE. With CloudShare, this problem has been solved. Creating and provisioning environments at scale only requires a few clicks.

Vasquez explains, "All of the settings will be there, all the lab test data we've put in place is present. I can also easily make copies of blueprints, then edit and publish them as needed."

"It literally takes ninety seconds worth of effort on my part to set up an environment"

"We can basically flip it on and send an email, and within five to ten minutes, that environment will be in place and provisioned"

Other highlights of CloudShare for Semperis include:

Pricing

Semperis is able to execute POCs and deploy blueprints and demos without excessive cost. Instead, they pay only for the resources that they use, with no additional fees.

Supporting Channel Partners

In addition to POC demos, Semperis has begun using CloudShare to provide its partner community with scheduled training sessions. This has considerably improved the company's relationship with its partner community, enabling more effective onboarding, increasing channel activity, and bringing in even more new prospects.

Better Insights

Account executives no longer have to stress over whether or not POC demos are going smoothly. Instead, they have access to comprehensive usage analytics that tells them exactly how and where prospects are engaging with Semperis's software.

Better Product Engagement

Thanks to CloudShare's hands-on POC environments, prospects can explore and experience the software with ease on their own, which in turn increases their chances of realizing its added value and closing the deal.

“When we first deployed CloudShare, we were a much smaller organization,” says Vasquez. “It made adoption very easy because we had only a few technologists. Now we’re much bigger, but CloudShare still occupies a central role in our sales enablement — everyone knows that when there’s the need for a POC, to contact my team and we’ll provision an environment.”

Conclusion:

Accelerated Opportunities and Time to Close with CloudShare

Semperis's partnership with CloudShare has significantly improved its sales enablement processes, providing a more scalable and engaging experience to prospects while also enabling account managers with comprehensive analytics. Combined with improved training for channel partners, this has allowed the company to scale to entirely new heights.



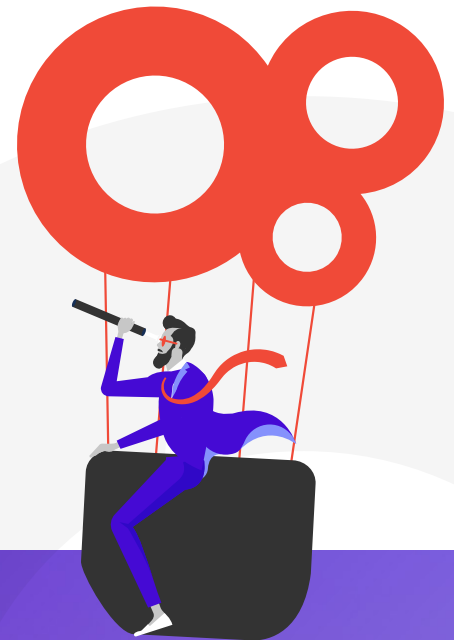
“Creating infrastructure and test environments is very costly and time-consuming. But with CloudShare, the work has already been done. It's just a matter of reusing those blueprints. I don't think it's practical or reasonable for my group and pre-sales to maintain a hosted POC environment on any other platform without direct involvement.”

About CloudShare:

CloudShare is a leading product experience platform that helps software companies increase acquisition and retention with fully interactive POCs, demos, and learning environments. Our customers save time, control costs, and deliver more engaging experiences that close more deals.

CloudShare is proud to serve leading global software companies such as Atlassian, SAI Global, ForgeRock, Salesforce, and more.

To learn more about how we can help you improve customer acquisitions and retention in your organization, [get in touch with our experts team today.](#)



About Semperis

Semperis hosts the award-winning Hybrid Identity Protection conference and podcast series (www.hipconf.com) and built the free hybrid Active Directory security assessment tool, Purple Knight (www.purple-knight.com). The company has received the highest level of industry accolades, recently named to Inc. Magazine's list of best workplaces for 2022 and ranked the fastest-growing cybersecurity company in America by the Financial Times. Semperis is a Microsoft Enterprise Cloud Alliance and Co-Sell partner.

For security teams charged with defending hybrid and multi-cloud environments, Semperis ensures the integrity and availability of critical enterprise directory services at every step in the cyber kill chain and cuts recovery time by 90%. Purpose-built for securing hybrid Active Directory environments, Semperis' patented technology protects over 50 million identities from cyberattacks, data breaches, and operational errors. The world's leading organizations trust Semperis to spot directory vulnerabilities, intercept cyberattacks in progress, and quickly recover from ransomware and other data integrity emergencies. Semperis is headquartered in Hoboken, New Jersey, and operates internationally, with its research and development team distributed throughout the United States, Canada, and Israel.

