



Prepare for your next XSIAM opportunity.

A practical guide to recognizing customer opportunity signals, leading strategic security conversations and building larger engagements.

Now you can.



WHY XSIAM MATTERS

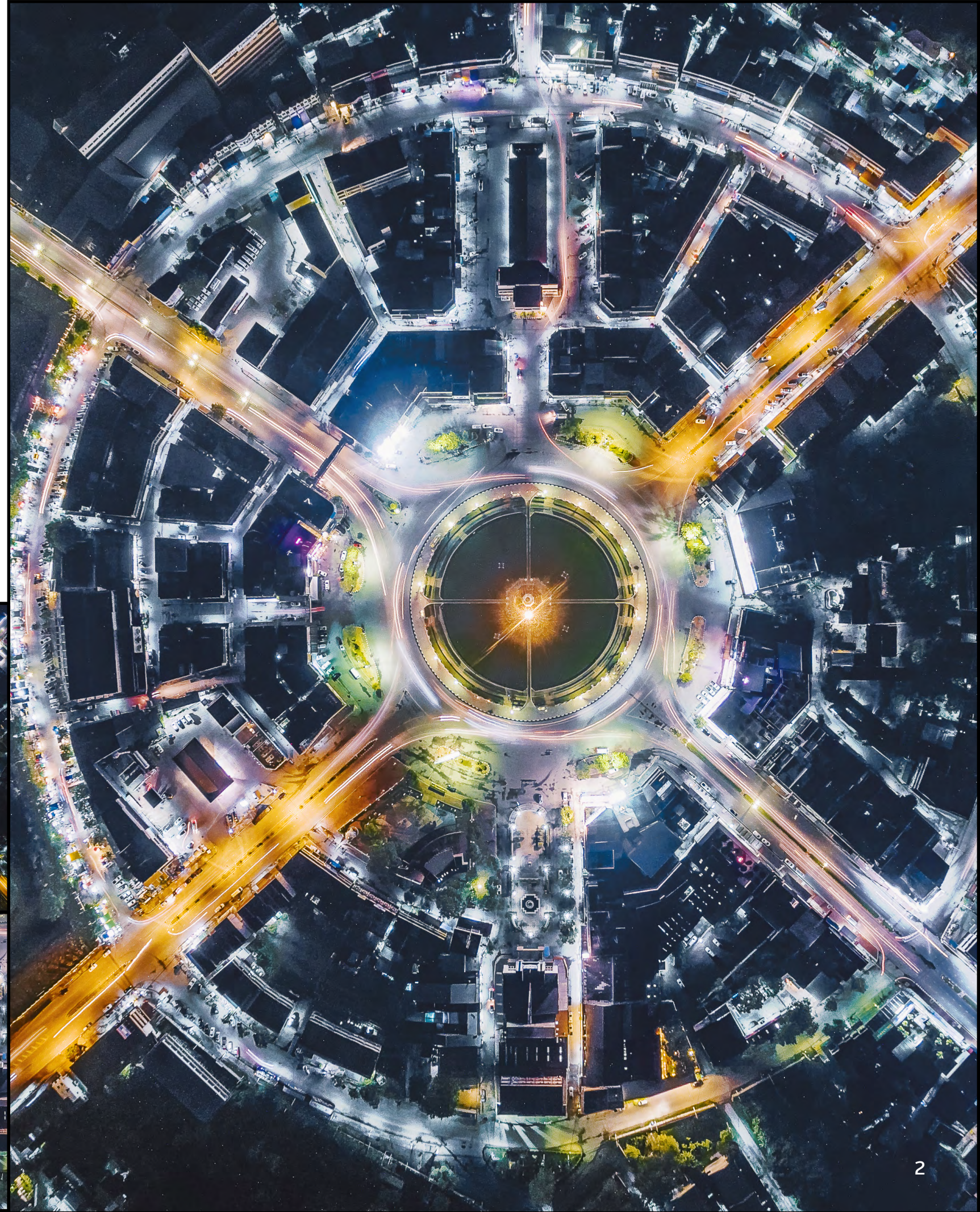
Turn security challenges into business opportunities

Organizations are rethinking how they manage security operations as they contend with growing attack surfaces, expanding data volumes and limited security resources.

For partners, these challenges create an opportunity to move beyond product conversations and help customers modernize their security operations.

By understanding the operational issues customers face, you can identify opportunities earlier, lead more strategic discussions and position higher-value engagements.

Now you can.



PARTNER PERSPECTIVE

Recognize the opportunity before your customer asks for it

Most customers won't begin the conversation by asking for XSIAM.

Instead, they'll talk about the day-to-day challenges slowing down their security operations—overwhelmed analysts, disconnected tools, manual investigations and limited visibility.

Learning to recognize these signals can help you identify opportunities sooner and guide customers toward a more strategic conversation about modernizing their Security Operations Center.

WHY PARTNERS ARE PAYING ATTENTION TO XSIAM

Customer Challenge



- Modernize security operations
- Improve SOC efficiency
- Reduce manual investigation
- Accelerate incident response
- Consolidate security operations

Partner Opportunity



- Expand strategic security engagements
- Increase project value
- Build stronger customer relationships
- Grow recurring services opportunities
- Differentiate beyond product resale

How Arrow Helps



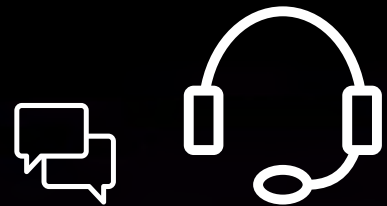
- Access experienced services resources
- Support solution planning and delivery
- Services expertise throughout the engagement
- Guidance from planning through deployment
- Technical and delivery support

RECOGNIZING THE RIGHT CUSTOMER

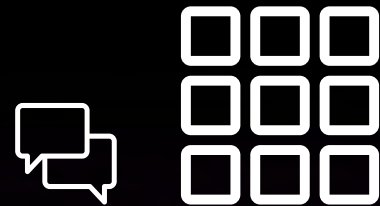
Listen for opportunity signals

Customers may already be telling you they're ready for a new approach to security operations.

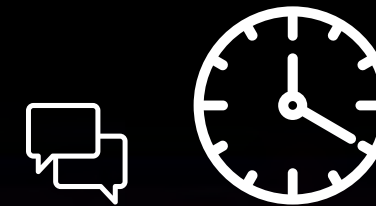
Listen for comments like:



"Our analysts are overwhelmed."



"We're managing too many security tools."



"Investigations take too long."



"We're struggling to hire experienced SOC analysts."



"Too much of our process is still manual."



"We need better visibility across our environment."

These conversations often point to an opportunity to explore security operations modernization.



Now you can.



CONVERSATION FRAMEWORK

Guide the discussion like an expert

Use these five steps to uncover customer priorities and determine whether there's an opportunity to modernize security operations.

1

Understand the customer's current security operations.

2

Identify operational bottlenecks.

3

Explore desired business outcomes.

4

Align modernization opportunities.

5

Engage Arrow to support the opportunity.

DISCOVERY QUESTIONS

Ask better questions. Uncover stronger opportunities.

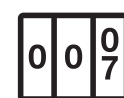
How much time does your team spend investigating alerts each day?



WHY ASK? >> Understand analyst workload and operational efficiency.

Listen for: • Alert fatigue • Manual investigations • Resource constraints

How many different security tools does your team manage today?



WHY ASK? >> Identify unnecessary complexity and disconnected workflows.

Listen for: • Multiple consoles • Siloed tools • Operational inefficiencies

How confident are you in your ability to investigate and respond quickly?



WHY ASK? >> Understand the maturity of the customer's security operations.

Listen for: • Slow investigations • Staffing challenges • Process gaps

Need Support with Discovery?

Arrow's XSIAM specialists can join customer conversations to help guide discovery, validate the opportunity and determine the right next step.



Now you can.



WHO TO ENGAGE IN A SOC MODERNIZATION CONVERSATION

Know Your XSIAM Buyer

Different stakeholders will approach SOC modernization from different perspectives.

Understanding what matters to each can help partners guide stronger, more relevant conversations.



CISO

Focused on risk, strategy and security outcomes

Listen for:

- Pressure to reduce SOC complexity
- Cybersecurity talent shortages
- A need for greater automation
- A desire to improve security outcomes



SOC Manager

Focused on analyst productivity and day-to-day operations. **Listen for:**

- Complex investigations across multiple tools
- Difficulty hiring experienced analysts
- Manual investigation and response processes
- Analyst workload and alert fatigue



Security Architect / Engineer

Focused on architecture, integration and operational efficiency. **Listen for:**

- High costs associated with managing and maintaining multiple SOC tools
- On-premises infrastructure or server sprawl
- Difficulty onboarding new data sources
- Plans to consolidate or modernize security tools

CONTINUE THE CONVERSATION

Build your next opportunity with Arrow

Once you identify a potential opportunity, engage your Arrow Channel Manager early. Arrow's XSIAM specialists can help guide discovery, evaluate customer readiness, discuss available services and build an engagement strategy aligned with the customer's goals.

Arrow supports partners throughout the engagement—from initial discovery and opportunity planning through delivery—while helping partners maintain ownership of the customer relationship.

NEXT STEPS

Start building your next XSIAM opportunity



Review your discovery findings.



Prioritize customer challenges and business goals.



Schedule an XSIAM Opportunity Planning Session.



Develop an engagement strategy with your Arrow Channel Manager.

Now you can.