

**CASE STUDY**

# Elevating Cloud Security: The CloudKnox and LaunchTech Success Story

Strategic Communications and Thought Leadership Fuel Acquisition Success

## INTRODUCTION

CloudKnox Security emerged as a pivotal player in cybersecurity, delivering a comprehensive platform for managing the entire identity privilege lifecycle across hybrid cloud environments.

Seeking to amplify their brand and establish a new market category, CloudKnox partnered with LaunchTech, the PR and Communications arm of CyberRisk Alliance, in the fall of 2020. This collaboration played a significant role in CloudKnox's acquisition by Microsoft in July 2021.

## CHALLENGE

CloudKnox faced the dual challenge of growing its brand visibility and establishing a new market category – Cloud Infrastructure Entitlements Management (CIEM). To capture the attention of industry giants like Microsoft, CloudKnox needed to position itself as a leader in the emerging CIEM space, ensuring widespread recognition and validation from key industry analysts and media.

## SOLUTION

LaunchTech engaged with CloudKnox to address these challenges through a multi-faceted approach:

### 1. Analyst Relations and Category Creation

LaunchTech's Analyst Engagement Management service was crucial in driving the recognition and influence of CloudKnox. Partnering with analyst firm Gartner, LaunchTech worked to establish and grow the CIEM category. This effort included:

- Facilitating interactions with analysts and reporters.
- Securing coverage in high-impact publications such as CSO Magazine, TechTarget, and Help Net Security.
- Drafting and contributing articles, blogs, and case studies to highlight CloudKnox's leadership in CIEM.

### 2. Social Media Strategy

Building on a previously successful social media strategy, LaunchTech helped CloudKnox's achieve significant increases in engagement, followers, and impressions, positioning CloudKnox as a leader in cloud security.

### 3. Thought Leadership Support

LaunchTech supported CloudKnox's thought leaders by easing their workload in content creation. With LaunchTech supporting case studies, total cost of ownership blogs, contributing articles, and maintaining a consistent blog presence, the CloudKnox team could focus on their core responsibilities while maintaining a robust content output.

## RESULTS

- **Industry Recognition:** LaunchTech's efforts secured CloudKnox as a leader in the newly established CIEM category. The strategic engagement with Gartner played a pivotal role in validating the category, positioning CloudKnox at its forefront.
- **Media Coverage:** Through targeted media outreach, LaunchTech secured extensive coverage in leading publications, amplifying CloudKnox's brand visibility and industry influence.
- **Acquisition by Microsoft:** The enhanced brand visibility, combined with the successful establishment of the CIEM category, significantly contributed to CloudKnox's appeal to Microsoft in July 2021.

## CONCLUSION

LaunchTech's comprehensive approach to analyst relations, category creation, and thought leadership support was instrumental in CloudKnox's journey to acquisition by Microsoft. Through effective analyst engagement and media strategy, LaunchTech positioned CloudKnox as a leader in the emerging CIEM space.

Former CloudKnox COO Raj Mallempati's continued partnership with LaunchTech as CEO of BlueFlag Security further attests to the value of partnership with LaunchTech.



## About CloudKnox

CloudKnox delivers a single platform for managing the entire identity privilege lifecycle across hybrid cloud utilizing a revolutionary Activity-based Authorization model. This groundbreaking approach offers a non-intrusive way to manage identity privileges and protect organizations' critical infrastructure from malicious and accidental credential abuse.



LaunchTech Communications is a PR agency dedicated to raising brand profiles through detail-oriented, strategic communications programs. We serve fast-paced, global companies that are disrupting high-technology markets and challenging traditional thinking. Our veteran team of PR and AR professionals possesses unparalleled industry expertise, an extensive body of work, and a resolute commitment to producing immediate results while simultaneously laying the groundwork for long-term brand visibility and recognition. As a result of our aggressive and agile execution, our clients are consistently featured in the news as market leaders and thought leaders rising above the noise and ahead of the competition.

## Other areas we can help:

**ANALYST ENGAGEMENT  
MANAGEMENT**

**CONTENT DEVELOPMENT**

**SOCIAL MEDIA  
MANAGEMENT**



CyberRisk Alliance (CRA) delivers programs that accelerate solution awareness, generate qualified leads, and enable rapid revenue growth for cybersecurity solution providers. We do this by engaging the entire cybersecurity and IT community.