Achieving a Data-Driven Win with Competitor Surge

Cisco beats Zscaler with $2 million Umbrella deal

WestRock

CUSTOMER

WestRock provides differentiated, sustainable paper and packaging solutions for customers across North America, South America, Europe, Asia and Australia.

> "Knowing WestRock were looking at Zscaler helped us position our solution and sell against our competitor."
>
> — Lee Mascarenhas, Cisco Account Manager

OPPORTUNITY

Lee Mascarenhas had a Security EA in place with his largest customer, WestRock. But before WestRock could roll it out, they were hit with a ransomware attack.

At about the same time, Lee explored Cisco's Competitor Surge data and noticed that WestRock had been searching for Zscaler.

This created a great opportunity to position Cisco Umbrella cloud-delivered security against the competitor.

ACTIONS TAKEN

Together with Cisco Partner NTT Ltd., Lee and his team moved fast:

- Cisco offered WestRock 50k free Umbrella licenses for a month
- Lee and his team spoke to the BU and got discounted pricing approved
- Together with NTT, they modified their EA to include Umbrella

OUTCOME

The modified EA with 50,000 Umbrella Licenses and Enhanced Umbrella support added $2,410,412 to the WestRock deal.

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