



DEEPWATCH™

GUARDIANS

PROGRAM

Help Shape the Future of Cybersecurity

At Deepwatch, our Guardians never blink—

relentless in defending what matters,
and fearless in shaping what's next.
Deepwatch customers are among the
most forward-thinking security leaders
in the world—and your stories matter.
The Deepwatch Guardians Program
gives you a platform to amplify your
voice, shape the cybersecurity landscape,
and grow your professional brand.



Program Goals

- Elevate customer voices as trusted industry influencers
- Deepen relationships between Deepwatch and our most engaged customers
- Foster a two-way channel for feedback, innovation, and recognition

Program Benefits - Why Join?

- Grow your personal brand as a cybersecurity thought leader
- Influence Deepwatch's strategic direction through direct feedback
- Gain exclusive visibility through media, analysts, and industry networks
- Connect with peers and executives in an elite cybersecurity community

Getting Started is Easy

1. Submit your application on the Deepwatch Guardians page
2. Connect with us on LinkedIn
3. A Customer Marketing Manager will connect with you to understand your interests and goals
4. We'll craft a personalized journey tailored to your preferences and availability
5. Participation is easy—and highly rewarding



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ENGAGEMENT TIERS: ADVOCATE TO AMBASSADOR

You can engage with Deepwatch at four levels—Advocate, Champion, Visionary, and Ambassador—based on your interest and availability. Each tier offers increasing opportunities for collaboration, recognition, and influence, aligned with your personal and professional goals.

TIER 1: ADVOCATE

(Entry-Level, Light Engagement)

Advocates are enthusiastic users who support and promote Deepwatch in their networks. As the foundation of the Guardians Program, Advocates regularly engage with our platform and services, share their experiences, and offer valuable feedback. You'll receive early access to select features and exclusive content.

Opportunities

- Company logo usage on the Deepwatch website and marketing materials
- Share a testimonial or quote
- Engage with Deepwatch content on LinkedIn
- Submit a review on Gartner Peer Insights or G2

Benefits

- Deepwatch Guardian digital badge
- Exclusive swag
- Social media spotlight
- Early access to news and content

TIER 2: CHAMPION

(Mid-level, Active Engagement)

Champions actively contribute to the Deepwatch story through content, peer references, and public-facing activities. Your efforts receive expanded recognition and open doors to networking and brand-building opportunities.

Opportunities

- Participate in a case study or customer success story
- Featured in marketing videos
- Engage in peer-to-peer reference calls
- Contribute to thought leadership blogs or newsletters

Benefits

- Recognition as a Champion on the website and LinkedIn (optional)
- VIP invites to regional events and user groups
- Career-boosting media content and exposure

TIER 3: VISIONARY

(Deeper Engagement & Industry Leadership)

Visionaries are recognized leaders who drive thought leadership and community impact. You'll speak at key events, shape product strategies, and mentor others—while gaining unmatched access and influence.

Opportunities

- Speak at industry events (e.g., RSA, Gartner)
- Participate in analyst reports or surveys
- Co-host webinars with Deepwatch
- Host or attend regional events (User Groups, Executive Dinners)

Benefits

- Recognition as a Visionary on the website and LinkedIn (optional)
- Executive networking access
- Awards or charitable donations in your name

TIER 4: AMBASSADOR

(Customer Advisory Board)

Ambassadors represent the highest level of dedication and strategic collaboration. As a key part of the Customer Advisory Board (CAB), Ambassadors help shape Deepwatch's future through close engagement, special projects, and industry thought leadership.

Opportunities

- Invitation to join the Customer Advisory Board
- Engage in strategic projects with Deepwatch
- Influence product and service roadmaps
- Represent Deepwatch at key industry events
- Unite on best practices and leadership content

Benefits

- Exclusive CAB retreat
- Personalized experiences
- High-visibility speaking opportunities
- Strategic influence on Deepwatch's roadmap
- Elevate your professional brand

JOIN THE DEEPWATCH GUARDIANS PROGRAM

We're excited to hear your story and celebrate your success with Deepwatch. Join the Guardians Program today—and let's shape the future of cybersecurity together.

Contact us at: guardians@deepwatch.com