Customer Experience Lifecycle
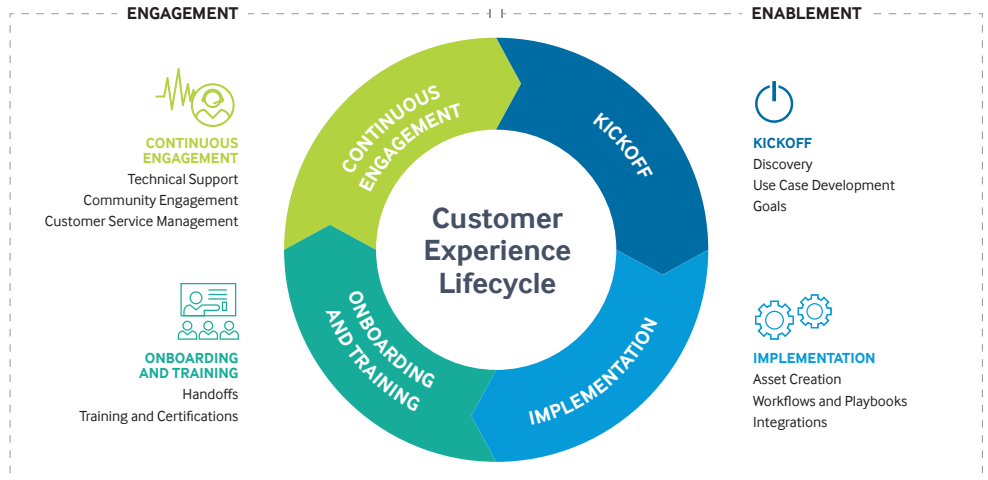
Your Path to Success

Discovery

- Establish goals and success metrics.
- Discover prerequisites and dependencies.
- Formulate and activate use cases.

Implementation and Training

- Discuss project plan and timeline with go-live checklist.
- Impart basic and advanced training content with both virtual and on-site presence.
- Deliver completion report and confirm alignment with initial project plan.

Continuous Engagement and Support

- Dedicated CS personnel deployed to each customer account.
- Periodic syncs and health checks.
- Review product roadmap and gather feedback.
- 24/7 Follow the Sun model with geographically dispersed presence.
- Speedy ticket creation, assignment and resolution.

Above and Beyond Customer Experience

Swimlane's immersive customer experience program is designed around two key areas — quickly enabling customers with value and continuous engagement for ongoing improvement.

Leverage the power of security orchestration, automation and response (SOAR) with our expertly-curated best practices, tools, methodologies and training. Once you have established a strong foundation for SOAR, we have an additional set of tools, programs and best practices to enhance your organization continually and effectively.

ENGAGEMENT

CONTINUOUS ENGAGEMENT
Technical Support
Community Engagement
Customer Service Management

ONBOARDING AND TRAINING
Handoffs
Training and Certifications

Customer Experience Lifecycle

CONTINUOUS ENGAGEMENT — KICKOFF — IMPLEMENTATION — ONBOARDING AND TRAINING

ENABLEMENT

KICKOFF
Discovery
Use Case Development
Goals

IMPLEMENTATION
Asset Creation
Workflows and Playbooks
Integrations

Enablement

Based on our experiences across organizations of all sizes, Swimlane has developed a methodology to help implement your SOAR solution quickly. Your journey with Swimlane begins with your guide — your Customer Success Manager (CSM). Your CSM is a dedicated resource, partnering with you every step of the way to plan, configure, implement and enhance your unique cases successfully while also helping you scale with an evolving threat landscape.

Discovery and Project Kickoff

Your CSM works with you and your team to map out your Swimlane journey — understanding your goals and aligning expectations and deliverables for your Swimlane implementation. We work to

About Swimlane

Swimlane is at the forefront of the security orchestration, automation and response (SOAR) solution market. By automating time-intensive, manual processes and operational workflows and delivering powerful, consolidated analytics, real-time dashboards and reporting from across the security infrastructure, Swimlane maximizes the incident response capabilities of over-burdened and understaffed security operations.

The unified defense platform offers a broad array of features aimed at helping security operations centers (SOCs) to address both simple and complex security activities, from prioritizing alerts to remediating threats and improving performance across the entire organization.

understand your infrastructure, available resources and business objectives to define the metrics you need for success.

Working jointly with the expert assistance of Swimlane's Professional Services team, we then define your workflows, reports and dashboards to meet your unique requirements. We'll scope out third-party integrations and any custom integrations not already available in our extensive catalog. Finally, a comprehensive training plan will be developed for administrators, developers and users.

Use Case Discovery
Our team will work with you to uncover your specific use case requirements, success metrics, timelines of implementation and KPIs for success. We will then set a collaborative plan to help you realize these goals and the knowledge your team needs to implement future use cases independently.

Implementation
Once the foundation and scope for Swimlane have been defined, our team will work with you to implement your SOAR solution – including modeling your incident response workflows and playbooks; creating custom forms, dashboards and reports; and implementing your third-party integrations. Our team will partner with you to test, troubleshoot and deploy your Swimlane platform into production.

Asset Creation
As part of implementation, the Swimlane team collaborates on the plan and creation of custom assets for your unique environment, such as custom integrations, automation scripts, workflows and playbooks.

Onboarding and Training
Once your implementation is complete, Swimlane works with your team on handoffs and deeper training. We offers a number of training programs that can be customized to your exact needs. Training is offered for users, administrators and developers. Additionally, we offer a Certification Program comprised of multiple certification levels to help Swimlane users, administrators and developers level-up their SOAR skills.

Engagement

Continuous Management
Security is not static. The threat landscape, your organization's needs, and the marketplace itself are in constant flux. To ensure your evolving needs are met, your CSM will schedule monthly check-ins where they will provide roadmap updates and recommendations for best practices while also gaining a comprehensive understanding of your changing organization. Additionally, we will perform an annual strategic business review to confirm your Swimlane investment remains aligned with your organization's goals.

Technical Support
When things come up, we will be there for you. If you have questions about a feature, wish to make a product suggestion, or find a bug, we have a 24/7 Customer Success Portal available and a dedicated Technical Support Services team to help you.

Community Support
Swimlane proudly hosts the SecOps Hub community. It is a place for security pros to discuss SecOps strategies, incident response best practices, and ways to simplify it all with SOAR. Although it is hosted by Swimlane, SecOps Hub is vendor-neutral and open to all security professionals as a place to talk shop and discuss ways to get better at what we all do.