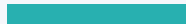


Snyk & Docker Plan



Activities, Timing, Goals

Updated March, 2022



Docker Update

OWNER: Rob
UPDATED 3/10

SUMMARY/RATIONALE:

Docker agreement in place. Exclusivity for Hub until end of 2022.

Key marketing points in contract:

- Min of 1 demand gen activity per quarter
- Media interview with Scott and Peter – media outreach for renewed partnership
- 1 joint devrel activity per quarter
- Sponsorship of each others events (SnykCon and DockerCon)
- Support the training of each others party's sales team
- Twice a year better together sales enablement to sales and SE's

KEY PERSONNEL

- Scott Campbell – Head of sales
- Webb Stevens – SVP, Lead for Extensions
- Matt Carter – VP Marketing
- Alyssa Shames – Marketing for Secure Supply Chain
- Justin Cormack – CTO
- Ira Casteel – PMM Partnerships

MARKETING

DockerCon sponsorship finalized

Docker marketing plan – in progress

AWS 3rd party webinar – completed

NEXT STEPS

- Rob and Scott to work out account mapping

Docker

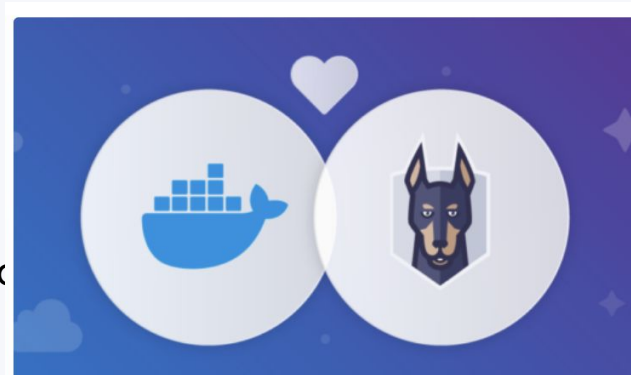
Goals: New Snyk users, pipeline, brand awareness

Program Overview: Demonstrate value of Snyk & Docker integration, leveraging the DD extension launch and DockerCon as opportunities to introduce new educational assets, content, demand gen, presentations, case studies, and devrel activities.

Target Audience: Developers, Infrastructure team (Docker), App Sec team (Snyk)

Key Outcomes: Increase awareness of Docker scanning powered by Snyk, more developers using Snyk to scan Docker containers, paid Docker consumption

Learn More: [Snyk Docker Asana board](#)



Docker input – any slides to contribute on:

- New corporate messaging
- Launch plans for extensions
- Messaging for extensions
- Announcing DD extensions with Snyk
- DockerCon info – theme, what's new, partner opportunities (including Docker Verified Publisher Program)
- Upcoming campaigns, opps where you could plug Snyk in – demand gen, devrel
- Including Snyk in securing the software supply chain campaign
- Snyk content updates/plans for new content
- Input on Snyk marketing goals
- Supporting seller engagement: account mapping & demand gen

Joint Activities

**PR/
Announce
ments**

Content

**Demand
Gen**

Events

PLG/DevRel

**Sales
Enableme
nt**

+220%
4 year RR CAGR

Lunch & Learn

Snyk & Docker Contract Deliverables

Joint announcement: DD extension launch – Snyk & Docker joint announcement

Joint media outreach: joint media interview b/t Scott and Peter in advance of DockerCon

1 demand gen activity per quarter: alternate who leads/hosts; 50/50 investment

1 joint devrel activity per quarter: alternate who leads/hosts; 50/50 investment

Sales enablement: need to update content, ensure both sides have better together content

Sales enablement training 2X per year: timing TBD

Jointly developed metrics: need to create joint webinars, devel activity, email/newsletter, blog, media, social metrics

Joint Activities

	Q1	Q2	Q3	Q4
Demand Gen	Completed: webinar with AWS (Snyk hosted)	KubeCon EU Workshop w/AWS (joint)	Docker hosted, TBD	TBD
PLG/DevRel	Completed: Big Fix (Snyk hosted)	TBD DockerCon talk - pending approval Eric speaking at Community All Hands	TBD	TBD
Events	N/A	DockerCon KubeCon		SnykCon KubeCon

Joint Activities

	Q1	Q2	Q3	Q4
PR Media	Strategy/ messaging for joint media pitch w/Scott & Peter	Coverage appears Outreach around DD extension/ DockerCon		
Content	Log4Shell Cheat Sheet - jointly promoted	Updated partner landing pages 1 page solution brief New demo		
Joint Metrics	Not started			

Joint Activities

	Q1	Q2	Q3	Q4
Sales enablement materials		Snyk & Docker 1 pager Updated landing pages Battlecard/ PPT		
Sales training		Better Together Sales / SE Training (TBD)		Better Together Sales / SE Training (TBD)

Snyk & Docker & AWS Workshop

Goals: New Snyk and Docker users, pipeline

Program Overview: Day Zero Docker, AWS, Snyk Workshop – gain hands-on experience securing AWS workloads using Snyk's native integrations into Docker Desktop and the Docker Hub Container Registry.

Target Audience: Developers, Infrastructure Devs

Key Outcomes:

- Find and fix container vulnerabilities using Docker as you build and test images locally.
- Manage container image vulnerabilities in Amazon ECR and Amazon EKS workloads.
- Spot and correct Kubernetes configuration problems that could open your clusters up to additional attacks

Investment: \$10,000, Docker contributes \$5K



KubeCon



CloudNativeCon

Europe 2022

Snyk & Docker & AWS Workshop

Campaign Brief [here](#).

Deadlines:

Abstract, title, speakers due to CNCF: Friday, April 1, 2022

LOCATION:

Feria Valencia, Valencia, Spain + Online

EVENT DATES:

May 16 - 17: Pre-Event Programming

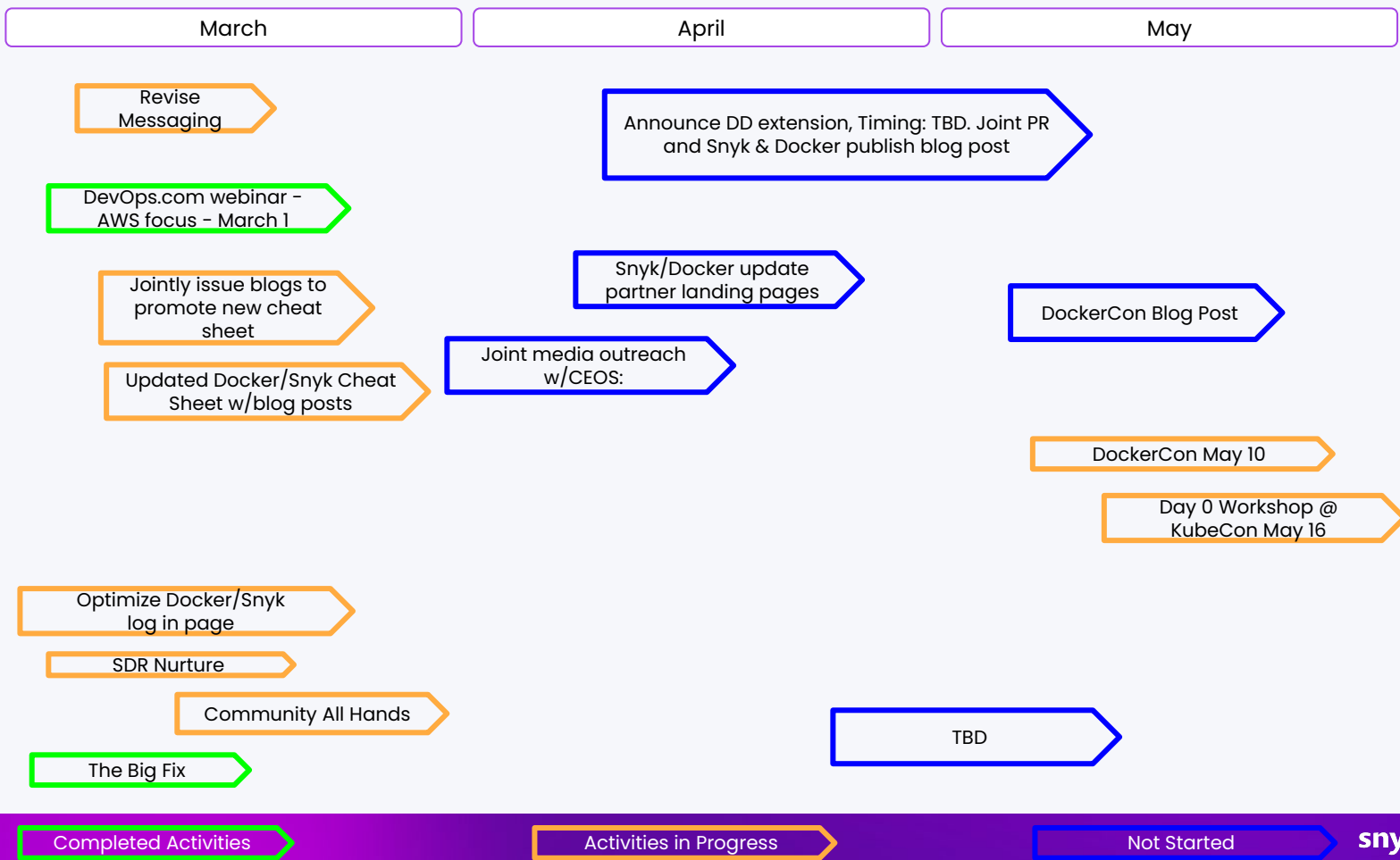
May 18 - 20: Main Conference

ESTIMATED NUMBER OF ATTENDEES*:

5,000 Onsite

10,000+ Virtual

Snyk & Docker Marketing Activities



Snyk & Docker Marketing Activities

June	July	August
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Integration
Milestones

Demand Gen

Content/PR

Events

PLG

DevRel

Completed Activities

Activities in Progress

Not Started



Snyk & Docker Marketing Activities

Sept.	Oct.	Nov.
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Integration
Milestones

Demand Gen

Content/PR

Events

PLG

DevRel

SnykCon

Completed Activities

Activities in Progress

Not Started

DockerCon

PLATINUM

(\$25,000
early bird)
\$35,000

FIVE
AVAILABLE

SPEAKING OPPORTUNITIES

- 10-minute 1:1 sponsor executive interview
- 25 minute ecosystem session
 - All content to be reviewed and approved by Docker
 - Interactive chat Q&A with attendees during the session broadcast
 - Pre-recording of the event session

LEAD GENERATION

- DockerCon event
 - Opt-in action-based leads from "booth" page visitors (regardless of registration opt-in)
 - Sponsor can drive booth visits from executive interview, ecosystem session

PRE-EVENT MARKETING

- Company logo, URL and 100-word description on the official conference website
- Session and sponsorship promotion with logo in pre-event marketing emails and social posts
- Press List access; prewritten press release materials
- Pre-conference highlight in Docker community communications, social media highlight

LIVE EVENT MARKETING

- Logo placement in platform visuals and keynote mention
- Customizable virtual "booth" including embedded video, chat, links to talks, bios, and much more

POST-EVENT MARKETING

- Session recording and sponsorship promotion with logo in post-event marketing emails and social posts
- Post event recording on dockercon.com & promotion via social
- Copy of session and executive interview for sponsor use
- Platform and booth stay "live" for a year after event



+220%
4 year RR CAGR

Lunch & Learn

WIP

DockerCon Sponsorship Deliverables

Program / Initiative	Description/Ideas	Focus/Key Message	Owners	Timing	KPIs
10 minute executive sponsor video	Cube Interviewer, Length	TBD	Sarah, Snyc Spokesperson TBD	TBD	@kerry
25 minute ecosystem session	Interactive Chat Q&A During Session Broadcast; Docker Approval	TBD	Sarah, Snyc Spokesperson TBD	TBD	@kerry
On Demand Booth	Content, presenters, Snykers needed to drive booth views	TBD	Sarah, Jim, Sarah W., Eric Smalling, Marco	TBD	@kerry
Docker Pre-Event Email, Social Posts			Belyn, Sarah	TBD	
Press List			Sarah, Cara F.	TBD	@cara
Keynote mention	Working on identifying joint customer	TBD	Sarah	TBD	
Ongoing booth views	Plan 1-2 activities post event to drive more on-demand views	TBD	Sarah		

WIP

Snyk & Docker Marketing Activities

Program / Initiative	Description/Ideas	Focus/Key Message	Owners	Timing	KPIs
Update sign up page					
Update Docker landing page					
DockerCon pre-post blogs					
Update new Docker demo					
DockerCon meeting outreach, invites					

SnykCon

TBD: Add SnykCon sponsorship details here

WIP

SnykCon Sponsorship Deliverables

Program / Initiative	Description/Ideas	Focus/Key Message	Owners	Timing	KPIs