

Pitwall

Go-To-Market Strategy

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This document defines how Pitwall goes to market. It covers the market opportunity, two distinct buying motions, trigger-based discovery framework, the Pitwall Shakedown as the primary sales vehicle, sales guardrails, and the phased approach to channel expansion. Every member of the revenue team is expected to know this document and operate within its guardrails.

SECTION 1: MARKET OPPORTUNITY

The cybersecurity market has spent the last decade solving for coverage. Every new threat vector spawned a new category of product. Every new product category spawned a new vendor. The result is that mid-market enterprises now manage security stacks of 25, 50, even 100 controls, and the unintended consequence is a daily flood of alerts that buries the teams responsible for finding and responding to real threats.

The market's response has been to automate triage. AI SOC agents are being deployed to handle alert volume, and they help. But they are attacking the symptom, not the disease. The underlying problem is that many of those controls are misconfigured, generating false positives, or delivering no useful signal. That goes unaddressed.

No product exists today that gives SOC teams continuous, real-time visibility into how every control in their stack is actually performing. No product automatically diagnoses underperforming controls and recommends specific configuration changes. No product tells a CISO whether their \$40M security investment is working.

Pitwall is that product. Built by former SOC managers who lived this problem in finance and healthcare environments, Pitwall is the world's first AI-driven security stack effectiveness, monitoring, and optimization platform.

The opportunity is not to replace anything in the security stack. It is to make everything in the stack work better. Pitwall does not compete with CrowdStrike, Palo Alto, or any SIEM vendor. It makes all of them more effective. That framing eliminates the most common objection before it is raised.

SECTION 2: TWO BUYING MOTIONS

Pitwall serves two distinct markets with two distinct buying motions. They share a product but almost nothing else. Different buyers, different problems, different sales approaches, different success metrics. Conflating them is one of the most common GTM mistakes at this stage. They must be kept separate.

Bottom-up, trigger-based. The SOC Manager is the champion. They feel the pain daily, run the Shakedown without budget approval, and bring results to the CISO. Sales follows the trigger, not a scripted pitch. The goal of the first conversation is not to sell Pitwall. It is to sell the Shakedown.

Channel Motion: MSSPs and MSPs

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Top-down, relationship-based. The buyer is an MSSP owner, VP of Services, or practice lead. Their pain is differentiation and recurring revenue, not alert fatigue. Sales leads with the service revenue opportunity, not product features. Formally activated in Phase 2 once enterprise motion is proven.

Phase 1: Enterprise Direct (Current Focus)

Pitwall's immediate GTM focus is enterprise direct. This is the right call at this stage for three reasons:

- The feedback loop is tight. Direct enterprise customers talk to the founding team and sales directly. Product decisions get made with real signal, not filtered through a channel partner.
- The Shakedown is built for this motion. A SOC Manager can run it themselves without procurement, without IT involvement, and without executive approval. Self-serve trial drives self-serve conviction.
- Channel readiness requires infrastructure that does not exist yet: partner portal, deal registration, co-branded reporting, enablement materials, and a dedicated channel manager. Building that in parallel with enterprise sales is a focus killer.

Phase 2: Channel Activation (Milestone-Based)

The formal MSSP and MSP channel program launches when three conditions are simultaneously true:

- The enterprise motion is repeatable. A sales rep can run a full cycle without a founder in the room. Deals close in a predictable timeline.
- The product supports multi-tenant deployment. MSSPs run Pitwall across dozens of customer environments simultaneously. That requires infrastructure not needed for single-tenant enterprise.
- A dedicated channel manager is in place. Not a sales rep doing double duty. Someone who has run MSSP programs before and understands how partner economics work.

The MSSP and MSP design partners who participated in Pitwall's early development are not yet a formal channel. They are valued relationships that will become the first formal channel partners when Phase 2 activates. With that in mind, treat them as valued relationships, not active channel partners. Keep them close and informed of the roadmap.

SECTION 3: ENTERPRISE MOTION AND TRIGGER-BASED DISCOVERY

Unlike a product with multiple distinct use cases, Pitwall solves one problem: security stack ineffectiveness. Every prospect has the same underlying problem. What varies is what brought them to the conversation today. The discovery motion is about identifying the trigger, not the problem category.

Sales does not lead with a pitch. Sales leads with questions. The trigger shapes the entire first conversation, the Shakedown setup, and the way results get framed for the CISO. Get the trigger right and the rest of the motion follows naturally.

<p>The Burn Trigger Champion: SOC Manager</p>	<p>SOC team is exhausted. Turnover is starting or imminent. The SOC Manager is losing good analysts to burnout and the CISO is worried about coverage gaps. The human cost of alert noise has become a leadership problem.</p> <p>Opening: <i>Your team is working harder than they should have to. A lot of what they're investigating every day shouldn't exist. We can show you exactly which controls are generating the noise. We fix them.</i></p>
<p>The Incident Trigger Champion: CISO</p>	<p>Something got through. A ransomware event, a near miss, or an audit finding exposed a gap. The CISO needs to show the board they are being proactive. The question being asked internally is how did this happen with the stack we have.</p> <p>Opening: <i>When something gets through a fully deployed stack, the question is never whether the team worked hard enough. It is whether the controls were tuned to catch it. Pitwall tells you the answer and shows you how to prevent the next one.</i></p>
<p>The Budget Trigger Champion: CISO</p>	<p>Renewal season is approaching. The CISO needs to justify the stack spend to the board or CFO. The question being asked is whether the organization is getting value from the products deployed. Nobody has a data-driven answer.</p> <p>Opening: <i>When the board asks whether the security investment is working, most CISOs have to answer with confidence rather than data. Pitwall gives you the data. We can show you exactly which controls are delivering value and which ones need attention.</i></p>
<p>The AI SOC Agent Trigger Champion: SOC Manager or CISO</p>	<p>The prospect is actively evaluating AI SOC agent vendors for triage automation. They are interested but something feels incomplete. Pitwall positions as the missing piece. You can automate triage all day, but if the underlying controls are generating bad signal, you are just automating chaos.</p> <p>Opening: <i>AI SOC agents are a smart investment. They work better when the alerts they are triaging are worth triaging. Pitwall makes sure they are.</i></p>

SECTION 4: THE PITWALL SHAKEDOWN

The Shakedown is the entire first half of the sales cycle. Sales does not sell Pitwall in the first conversation. Sales sells the Shakedown. Everyone on the revenue team operates by this rule.

The Pitwall Shakedown is a 14-day, no-obligation assessment of up to 20 security controls. It requires no infrastructure changes, no dedicated internal resources, and no procurement process. A SOC Manager can initiate it themselves with a few configuration and threshold settings.

At the end of 14 days, Pitwall automatically generates a boardroom-ready report showing exactly how the assessed controls performed, which ones fell outside accepted standards, what the likely causes are, and what specific configuration changes are recommended.

Why the Shakedown Works

- Zero risk entry point. No budget approval required for a free trial. The SOC Manager can start it today.
- Real results in real environments. The Shakedown runs against live controls, not synthetic data. The results are specific to the customer's actual stack.
- The report does the CISO sell for you. The SOC Manager brings a data-driven document to the CISO that makes them look proactive and informed. The sales team does not need to be in that room.
- It filters for fit. A prospect who will not run a free 14-day trial with no strings attached is not a serious buyer. The Shakedown surfaces real intent quickly.

Shakedown Sales Motion

1. Discovery call: identify the trigger, qualify the fit, close the Shakedown.
2. Shakedown setup: SOC Manager selects 20 controls, configures thresholds, goes live. Sales assists but does not drive.
3. 14-day run: Pitwall monitors, identifies anomalies, auto-diagnoses issues. Weekly check-in with SOC Manager.
4. Report delivery: boardroom-ready output delivered automatically. Sales schedules debrief with SOC Manager and CISO.
5. Close: CISO approves based on their own environment's data. The case is already made.

SECTION 5: CHANNEL MOTION, MSSPS AND MSPS

The channel motion is different from enterprise direct in every way that matters. The buyer is not a SOC Manager or CISO. It is an MSSP owner, VP of Services, or practice lead whose primary concern is business differentiation and recurring revenue, not alert fatigue.

The MSSP Value Proposition

- **Revenue:** A differentiated service offering that most competitors cannot match.
- **Service:** Stack effectiveness monitoring and optimization as a managed service, delivered under the MSSP brand.
- **Reporting:** Boardroom-ready reporting the MSSP co-brands and delivers to their customers.
- **Expansion:** A conversation starter with existing customers that surfaces upsell opportunities for additional managed services.

How the Shakedown Works in the Channel

In the enterprise motion the SOC Manager runs the Shakedown themselves. In the MSSP motion, the MSSP runs the Shakedown on behalf of their customer as a proof of value exercise. It is a service they offer, not a product they are evaluating. The co-branded report becomes a deliverable in their managed service engagement.

Channel Sequencing

- Regional MSSPs first. More agile, more relationship-driven, faster to onboard than national players.
- National MSSPs in Phase 2 once the partner program is formalized and the product supports scale.
- MSPs via master MSSP. Pitwall is a monitoring and optimization tool, not an investigation platform. That makes it relevant to MSPs who are not running a full SOC. The master MSSP channel keeps the motion manageable without building a direct MSP sales team.

SECTION 6: CHANNEL CONFLICT RULES

Channel conflict will happen. The rules below exist so that when it does, there is no ambiguity about how it gets resolved. These rules are decided now, before the first conflict, not after.

- **Rule 1:** If an enterprise prospect is already a customer of an active Pitwall channel partner, the channel partner owns the opportunity. Sales notifies the partner and supports from the background.
- **Rule 2:** If a channel partner brings a net new enterprise opportunity to Pitwall, the partner owns that deal for 90 days from registration. If the deal does not progress within 90 days, it reverts to direct.
- **Rule 3:** If Pitwall direct sales identifies an opportunity at a company the channel partner already serves, the channel partner is notified within 48 hours and given right of first engagement.
- **Rule 4:** Deal registration is required within 5 business days of first contact. Unregistered deals are not protected.
- **Rule 5:** All exceptions to these rules require VP of Sales approval. No exceptions are made in the field.

SECTION 7: SALES GUARDRAILS

These guardrails apply to every member of the revenue team in every customer or prospect interaction. They are not guidelines. They are operating rules.

Enterprise Motion Guardrails

SALES CAN	SALES CANNOT
Lead with discovery. Identify the trigger before discussing the product	Pitch the full platform in the first meeting
Close the Shakedown in the first conversation. That is the only ask	Lead with features before understanding the trigger
Let the Shakedown report make the CISO case	Imply the prospect made bad purchasing decisions
Reference the 45% false positive reduction from early adopters	Suggest their team is not working hard enough
Position Pitwall as making the existing stack work better	Claim 100% false positive elimination or exaggerate outcomes
Use operator language. Peer to peer, no vendor speak	Position Pitwall as a replacement for anything in the stack
Bring the SOC Manager and CISO into the debrief together	Use cybersecurity jargon or generic vendor language

Channel Motion Guardrails

SALES CAN	SALES CANNOT
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Lead with the service revenue and differentiation opportunity	Lead with product features in partner conversations
Position the Shakedown as a managed service the MSSP delivers	Bypass the partner to sell direct to their customer
Co-brand all customer-facing materials with the partner	Promise channel economics before the program is formalized
Let the partner own the customer relationship	Onboard national MSSPs before regional motion is proven
Focus on regional MSSPs until the formal program is built	Allow partners to operate without deal registration

SECTION 8: THE COMPOUND MOTION

The two GTM tracks are not independent. They feed each other in ways that build Pitwall's market position over time.

- Enterprise wins generate proof points. Every Shakedown result is a potential case study. Every false positive reduction number strengthens the enterprise narrative and the MSSP service story.
- MSSP deployments generate scale data. An MSSP running Pitwall across 50 customer environments generates more telemetry, more anomaly patterns, and more configuration insights than direct enterprise alone. That data improves the product for everyone.
- Vertical wins open vertical channels. An enterprise win in financial services creates a credible story for regional MSSPs serving financial services clients. The same win opens the door to the industry-specific conversations that drive MSSP adoption.
- The analyst community creates bottom-up pull. Security analysts who experience Pitwall through their employer or their MSSP talk about it on Reddit and Discord. That peer validation generates inbound interest that costs nothing and converts faster than any outbound motion.

The goal of the first 12 months is not revenue alone. It is to build a body of evidence: specific, quantified, customer-validated proof that Pitwall works. Every subsequent sale gets easier. Every channel conversation gets more credible.