

# GO-TO-MARKET AND CATEGORY DESIGN FUNDAMENTALS

Jennifer Johnson

# About Me

- Over 15 years in enterprise software marketing
- Former CMO at Coverity (now Synopsys) and Tanium
- Former Partner at Andreessen Horowitz
- Currently a category designer in residence with Play Bigger Advisors

# How I Think About Marketing



> 2,000

Number of software companies that received venture funding  
between January and September 2016.

# 80%

Of these companies were early stage investments (Angel/Seed/Series A).

# 3

Number of software companies that went public during the same time frame.

Step 1: Have a POV.

What problem are you solving?



# Constructing your POV

- What is the founding insight? Is it a market or technology insight?
- Is this an existing problem with a bad solution (taxis vs. Uber) or a new problem people didn't know they had (hotels vs. Airbnb)?
- Who has this problem and what is causing this problem?
- What are the ramifications of not solving it?
- What is your unique vision and answer to solving this problem in a new and different way?
- What are the business and technology benefits of solving it this way?

# Provocative POVs



PRODUCTS

CUSTOMERS

PARTNERS

NEWS AND EVENTS

ABOUT US

SCHEDULE A DEMO

REQUEST A FREE TRIAL

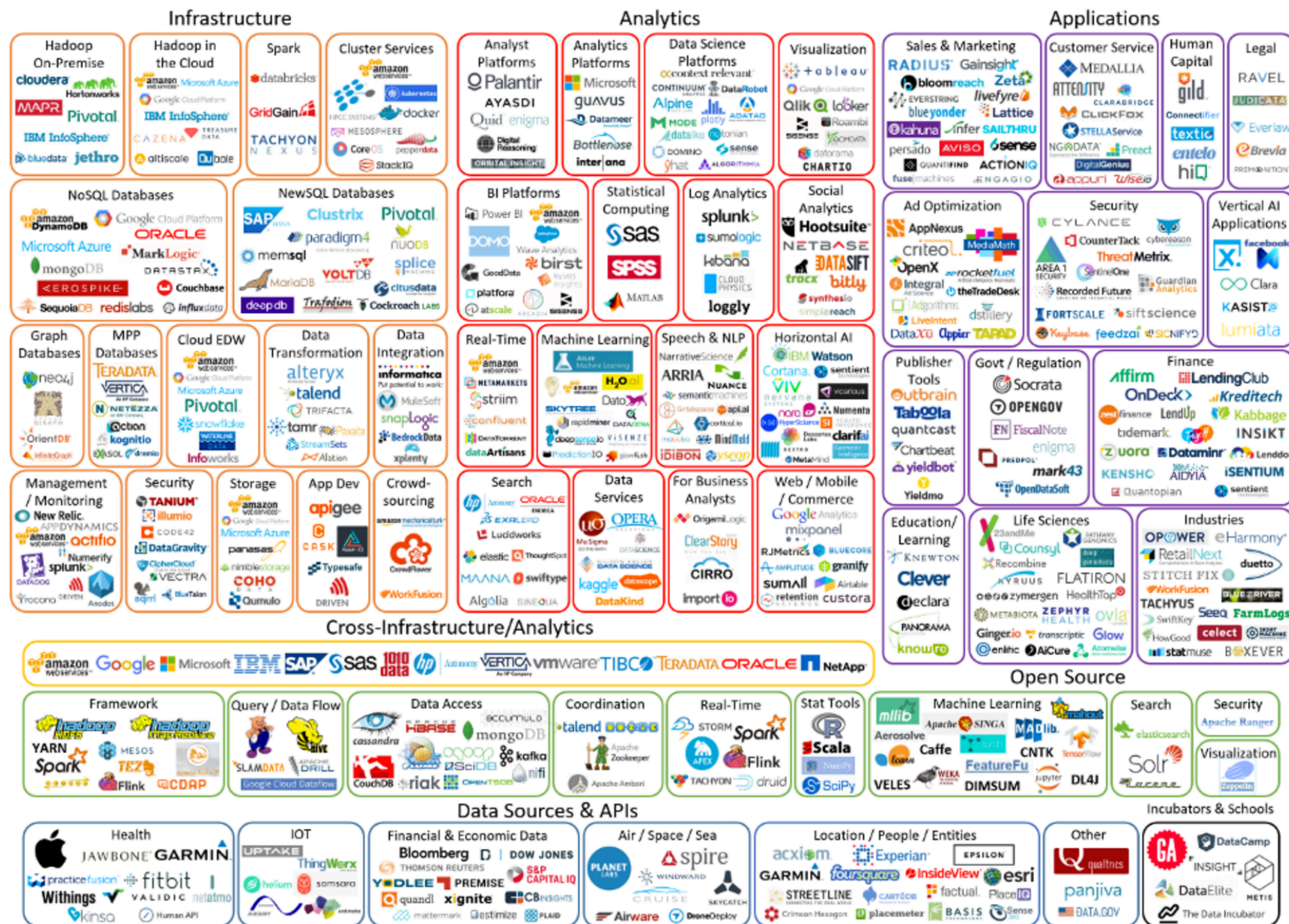
15-Second Visibility and Control Over Every  
Endpoint. Even Across the Largest Networks.

Impossible? Think again.

# Step 2: Define and Develop Your Category.

Are you reviving a stagnant category or defining a new one?

# Big Data Landscape 2016 (Version 2.0)



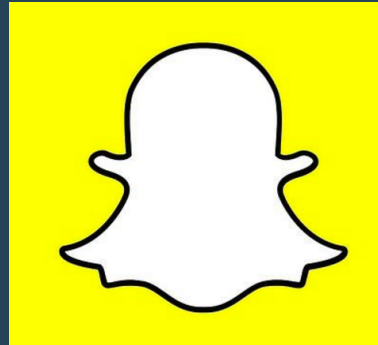


# Category Evolution Strategies

*Frame the Problem, Build a Base, Own the Control Point*



From ridesharing to  
transportation as a  
service



From a 'personal  
sharing' social  
network to a  
camera company



From developer  
collaboration tool to a  
platform which connects  
developers

# Analysts: Do They Matter?



## Limited to no influence with

- Large enterprises (Fortune 250)
- Individual users: developers, admins

## Where it matters

- Mid-range enterprise and mid-market companies for creating a short list
- Decision makers for strategic planning
- Procurement process
- Investor/financial due diligence

# Analysts and Category Design

Remember...

If you let the analysts dictate your category, someone else has set the agenda.

But that doesn't mean you shouldn't work with them.

- Multiple report types to gain awareness: cool vendor, hype cycle, market guide, etc.
- Analysts take inquiries all day long. Only 10% of what they know makes it into a report.
- Analysts are a two-way, long term relationship. Have realistic expectations.



Step 3: *Align the GTM Strategy.*

# Air War: Casting a Shadow

## Coverity Unveils Industry's First Development Testing Platform

Coverity, Inc., the enterprise ready core technology.

## Coverity Collaborates with HP to Bring Development Testing to HP Application Lifecycle Management

Coverity, Inc., the **development testing leader**, today announced the integration of its development testing platform with HP Application Lifecycle Management (ALM). **The combined solution** provides IT with a new

**Forbes**

## Coverity Gets Code Right 25% Faster

To stop software failures, a new software category -- called development testing -- is finding its way into corporate IT budgets. I spoke with the CEO Anthony Bettencourt of Coverity, the company leading this market, about its development testing technology and what's driving demand.



**Development testing** is a software **development** process that involves synchronized application of a broad spectrum of defect prevention and detection strategies in order to reduce software **development** risks, time, and costs.

[Development testing - Wikipedia](https://en.wikipedia.org/wiki/Development_testing)

[https://en.wikipedia.org/wiki/Development\\_testing](https://en.wikipedia.org/wiki/Development_testing)

# Ground War: Reach Every Audience



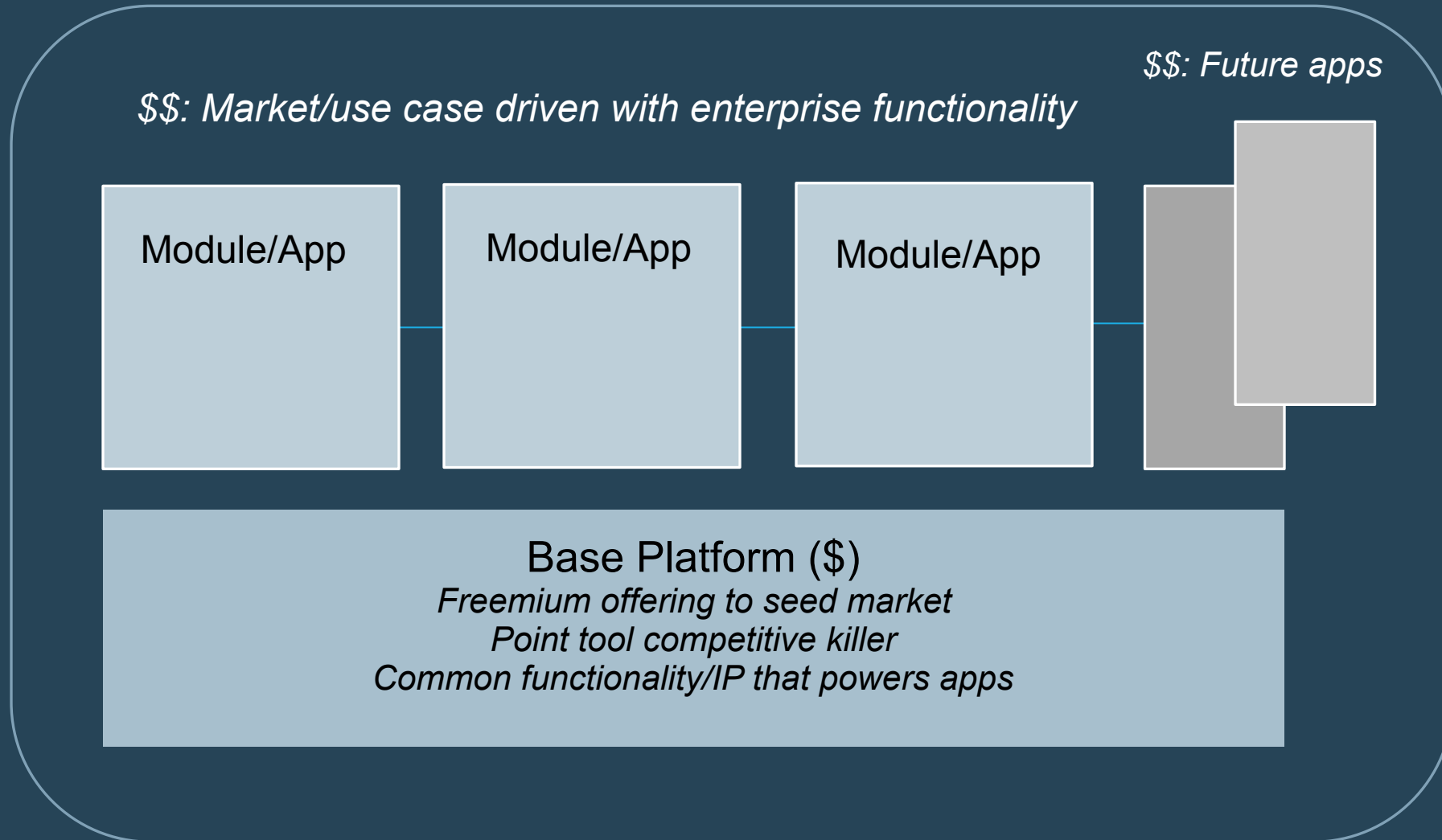
# The Enemy of Category Design



# Tool to Platform Evolution



*\$\$\$: Enterprise offering – aligned with category vision*

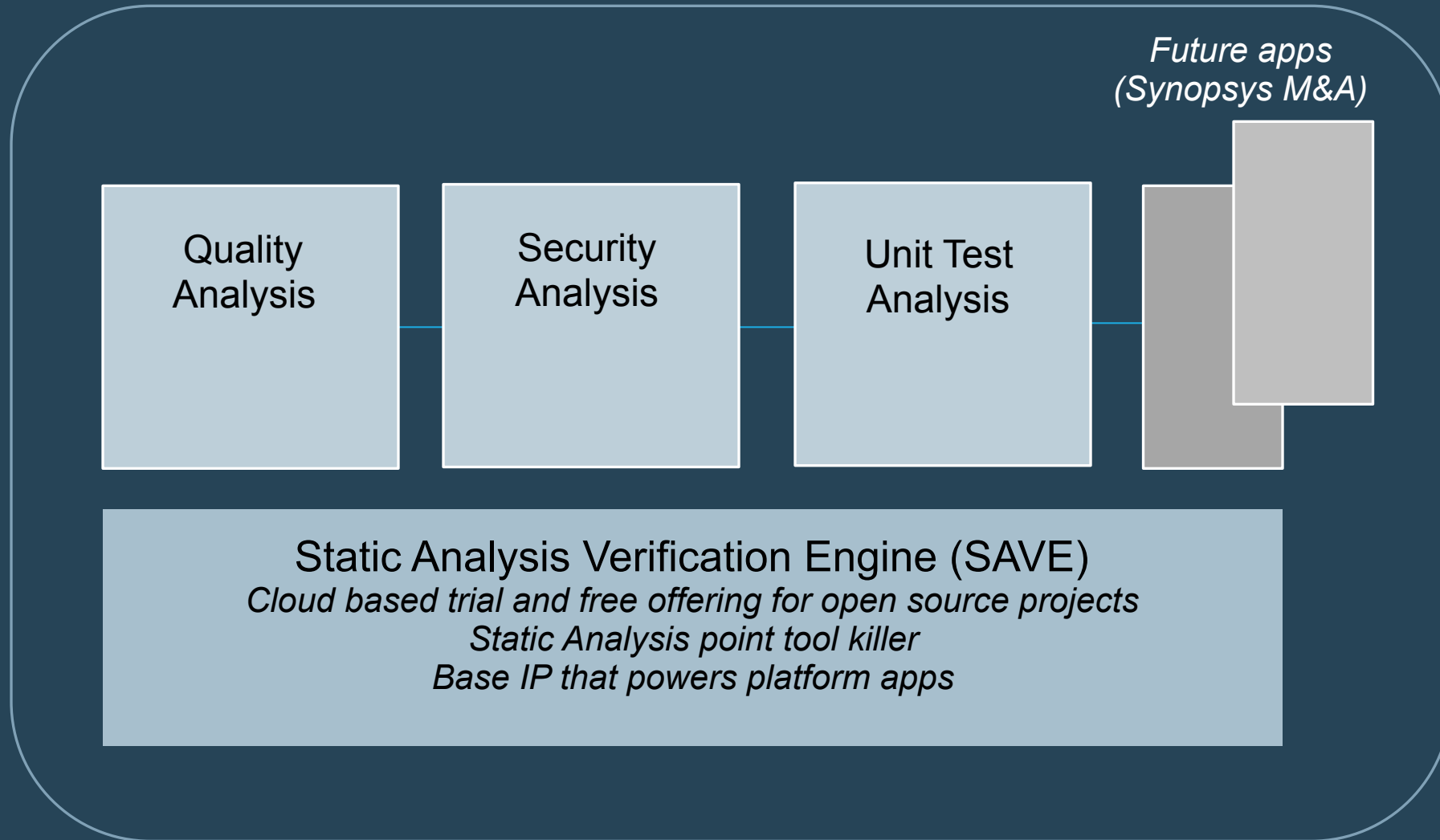


# Our Evolution at Coverity

Coverity 5: Static Analysis Suite  
(+Workflow Integrations, IDE support, Defect Impact)

Static Analysis Tool

# Coverity Development Testing Platform

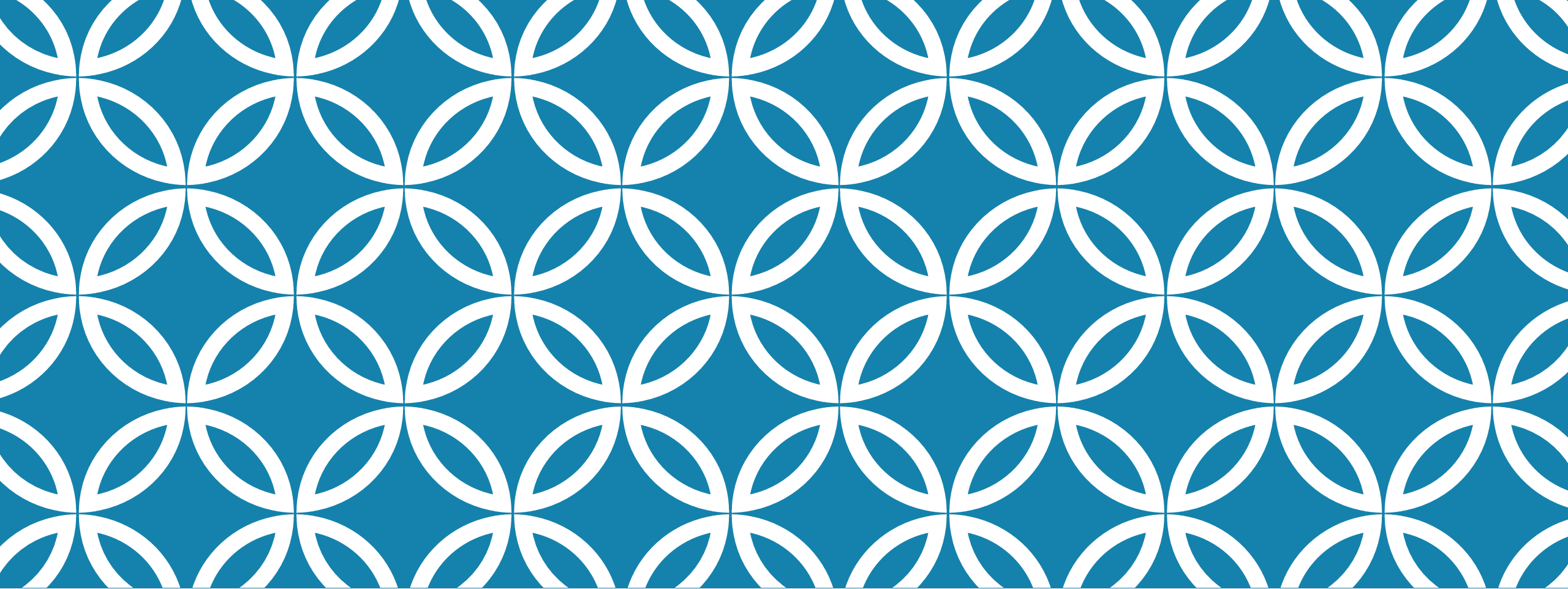




Frame the problem.

Have a differentiated POV.

It's a strategy, not a campaign.



**BE BOLD. BE BRAVE.  
THANK YOU!**

[jenniferjohnsonsf@gmail.com](mailto:jenniferjohnsonsf@gmail.com)  
[www.linkedin.com/in/jjcmo](https://www.linkedin.com/in/jjcmo)  
@jj\_cmo