



The
Marketplace
Growth
Conference

SoftComply – How to Reach Regulated Industries on Atlassian

The growth of Risk Management in Jira from niche to mainstream



Agenda

01

SoftComply - where we come from

02

Does your Champion hold the budget?

03

Who cares about your product?

04

Customer Journey

05

Are you ConFluent?

06

Simple (yet important) stuff



SoftComply – where we come from

Background and Founders journey

SoftComply – Founders

Dr. Marion Lepmets , CEO



Matteo Gubellini, CRO



Margus Nael, CTO





SoftComply



Gold Marketplace Partner

RISK MANAGEMENT SOLUTION IN JIRA



3.9/4 ★★★★★



CLOUD FORTIFIED

BESTSELLER




Matrix with 3 Risk Characteristics: Severity, Probability, Detectability (125 options)

THEN

- Blogposts
 - Educational
 - Use cases
- Individual emails
 - Trials
 - Demos

NOW

- SEO optimised content
- Video first content
- Social
 - LinkedIn
 - Atlassian Community
- Listicles, comparison sites
- Automated sequence of Trial emails
- Automated “nurture” emails after demo



Does your Champion hold the budget?

- Knowing your customer
- Buying committee, budgeting, lead time

1st STEP TO LEAD GENERATION— KNOW YOUR CUSTOMER

Size:	2-20 users
Industry:	MedTech startup
Jira usage:	Software developers in Jira
Risk management:	Business critical, divided role
In-house Jira support:	Very limited

MISTAKES

COST

TIME

WINS

- Knowing your earliest customer helps define the **marketing content and channels**
- Since our solution is business critical, it sticks > **renewal rate more than 95%**
- **Marketplace effect**

CHALLENGES

- The startups are usually **very small** in terms of number of users in Jira
- The word-of-mouth is the most effective but a **slow process**
- **6 months** and longer lead time
- Talking to **multiple ICPs**

KNOW YOUR CURRENT CUSTOMER

Size:	60-600 users
Industry:	Several (Aviation, FinTech, Healthcare, Defense & Space, IT service providers)
Jira usage:	Most of the team in Jira
Risk management:	Business critical, specific role or team in place
Jira support:	Good in-house support

MISTAKES+COST= TIME

DISCONNECTED DATA

TRUST & SECURITY



Who cares about your product?

- Positioning

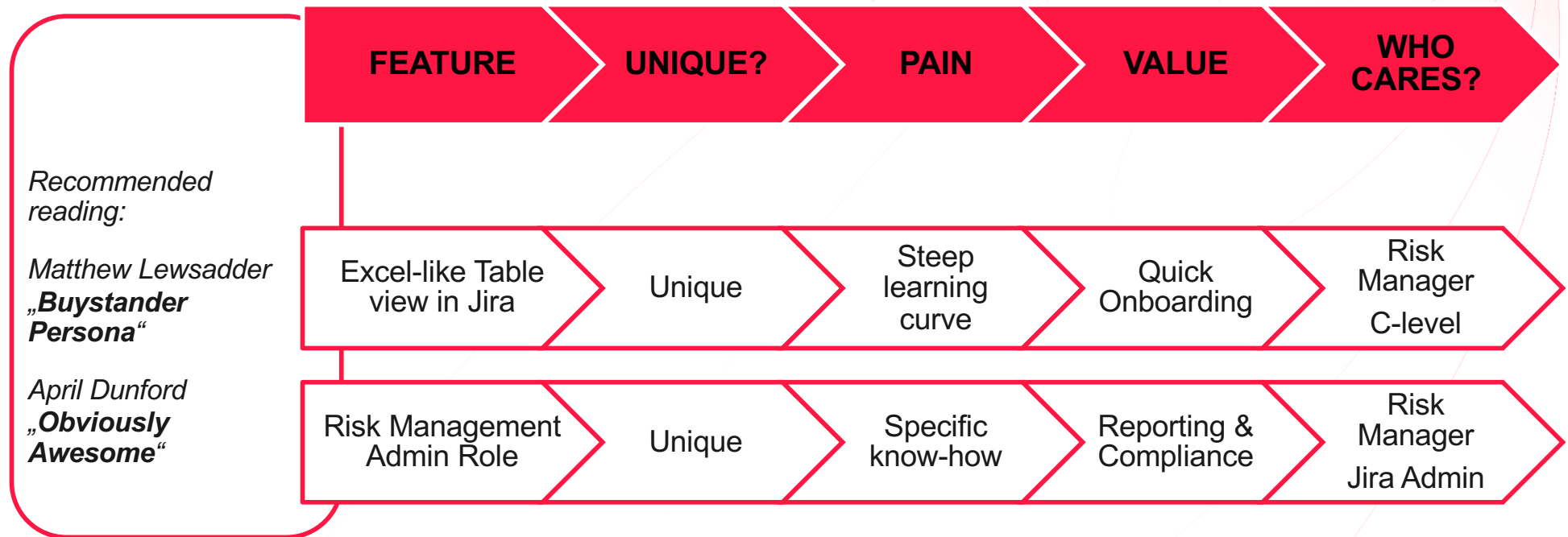


When doing positioning work, we need to be customer-obsessed but competitor-aware (and never the other way around).

April Dunford



2nd STEP TO LEAD GENERATION— KNOW YOUR DIFFERENTIATED VALUE



TIP:

Confluence Database is a great tool for this job

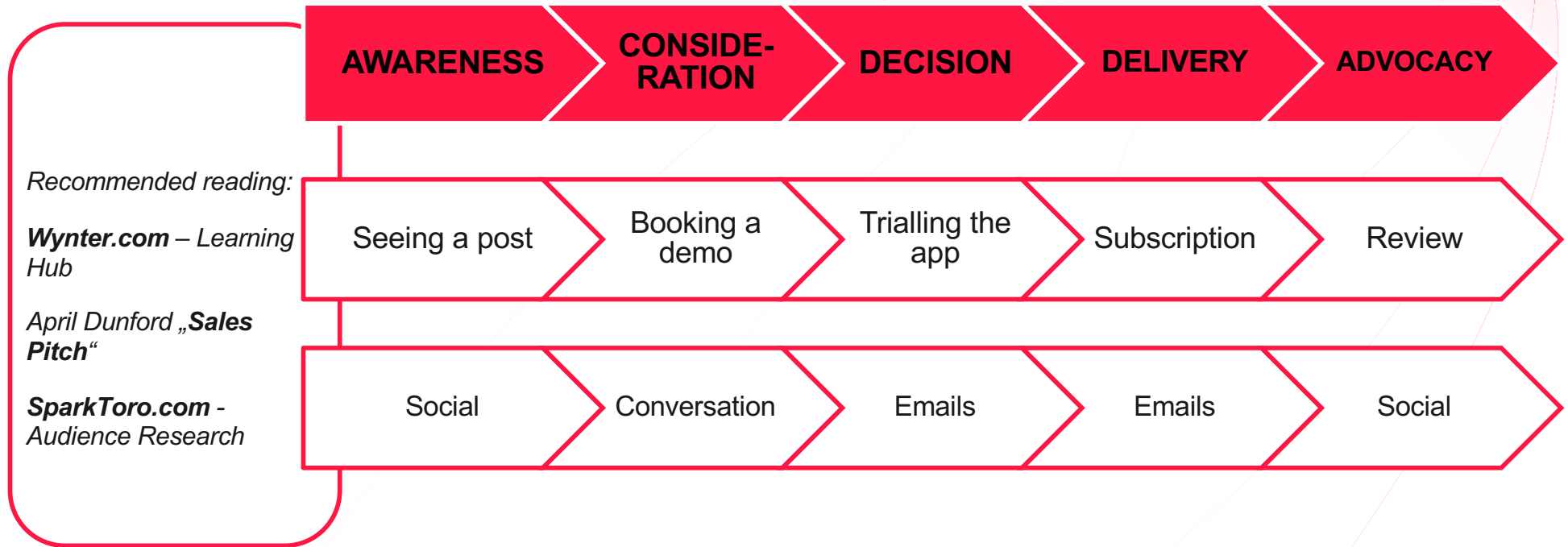
Aa FEATURE	Uniqueness	Value	Aa Customer pain	Who cares?	+
Excel-like Table view	UNIQUE	EASE OF USE	Implementing new tools can be time-consuming and create burden	C-LEVEL RIKS MANAGER	
Company-wide management templates	UNIQUE	REPORTING & COMPLIANCE VISIBILITY & TRACKING COMPANY WIDE RISK AWA...	Implementing company-wide risk assessment principles is time-consuming and takes a lot of time and effort	C-LEVEL RIKS MANAGER COMPLIANCE	
Management Admin	UNIQUE	EASE OF USE EFFICIENCY & SPEED	Testing new apps and building proof of concepts is very time consuming	RIKS MANAGER JIRA ADMIN	
Management Admin	UNIQUE	REPORTING & COMPLIANCE EFFICIENCY & SPEED	Configuring the models and tables requires both Jira and Risk Management specific knowledge. Asking a Jira admin to configure these, can lead to mismatch in expectations	RIKS MANAGER JIRA ADMIN	
Management Admin	UNIQUE	ADVANCED RISK MANAGEM...	Will it fit to our future needs? Different processes might need different risk assessment methods	C-LEVEL RIKS MANAGER COMPLIANCE DEPARTMENT HEAD	



Customer Journey

- Theory
- Reality

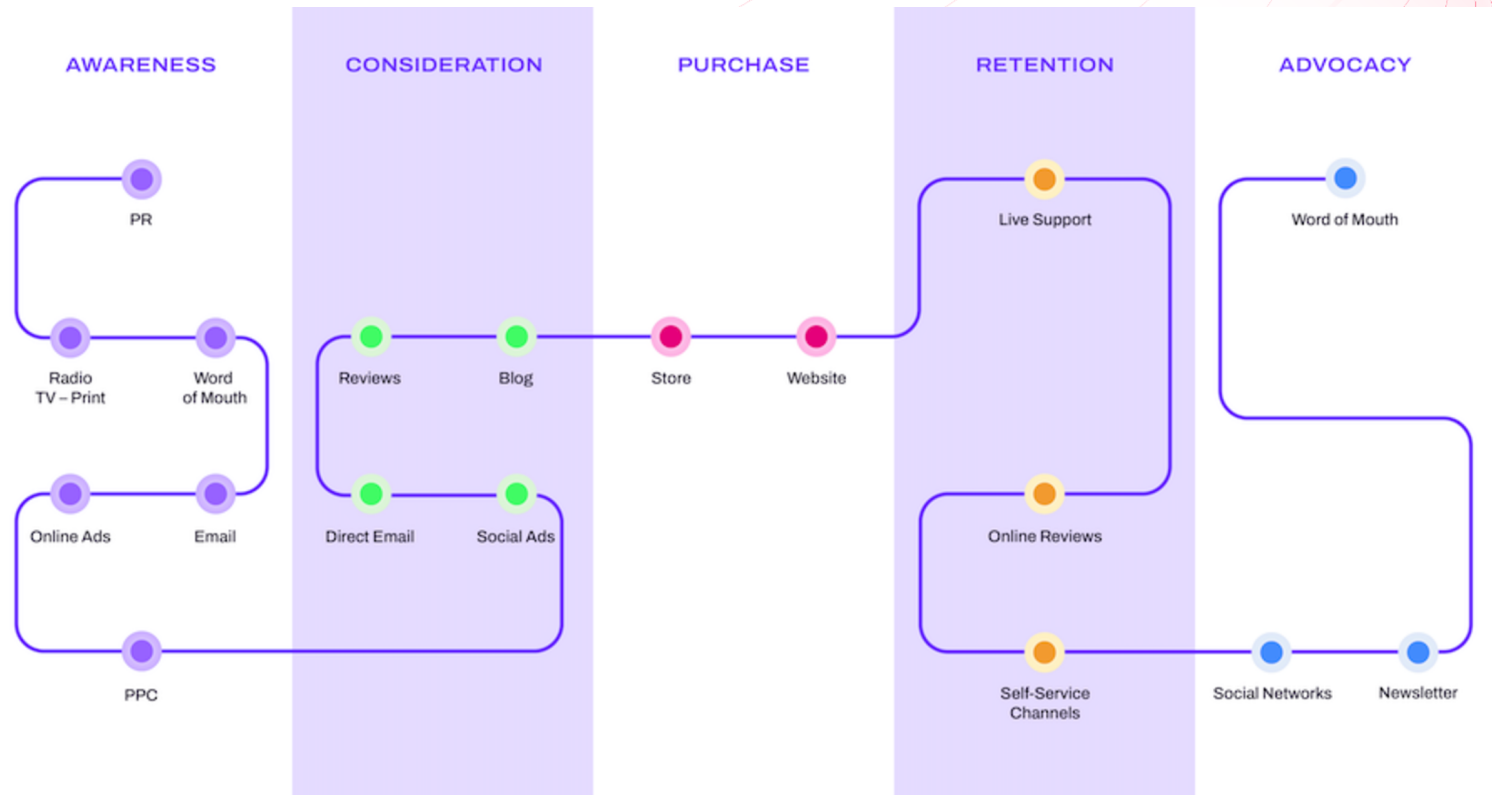
3rd STEP TO LEAD GENERATION— LEARN THEIR JOURNEY



Show & Tell – Journey in Reality (simplified)

Recommended reading:

Andrei Zinkevich
Co-founder
@Fullfunnel.io



<https://www.dialpad.com/blog/omnichannel-customer-journey/>



Are you ConFluent?

- Messaging



Don't do marketing until your team knows:

- *The top 3 big problems of your ICPs*
- *What's the value of solving those problems*
- *The channels ICPs use to learn more about your category of tools*

Peep Laja



4th STEP TO LEAD GENERATION – SPEAK THEIR LANGUAGE

*Recommended
reading:*

Wynter.com –
Learning Hub

Peep Laja

<https://www.linkedin.com/in/peoplaja/>





Simple (yet important) stuff

Respond to the customer – as quick as possible