
HashiCorp's 'Zero Trust Networking & Security' Whiteboard Video

Focus Group & Impact Analysis

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Executive Summary

HashiCorp “Zero Trust Networking and Security” Whiteboard Video: Focus Group Review and Impact Analysis

Background

ActualTech Media focus group tested HashiCorp’s “Zero Trust Networking & Security” whiteboard session video with a group of 20 senior IT professionals (both decision-making managers and IT executives) to determine the efficacy and message resonance of the concepts detailed in the video.

Analysis from ActualTech Media’s technical marketing experts is also provided in this report to assist in creating takeaways and action points that can be used by HashiCorp in future marketing collateral and videos.

A little over half of the focus group audience said they had heard of HashiCorp prior to the discussion, and over 95% were previously somewhat familiar with the term ‘Zero Trust’.



[Video Link](#)

Focus Group Notes

- A little over half of the focus group audience said they had heard of HashiCorp prior to the discussion, and over 95% were previously somewhat familiar with the term ‘Zero Trust’.

- Over 85% have also deployed (or are in the process of deploying) cloud-centric infrastructure.
- All had some level of decision-making status within their IT organization. (See more focus group details in section 1 of the Appendix.)

Goals

Particular effort was made to determine the answers to the following questions:

- **Does HashiCorp's video succeed in clearly explaining the 'problem' that's being solved via the 'Zero Trust' approach?**
- **Are there gaps in the way this problem is communicated, defined and addressed?**
- **Is it easy to understand the value HashiCorp's products add to securing infrastructure?**
- **Is the way that HashiCorp structures their thesis around the 'four pillars' helpful?**
- **Does the target audience agree that comparing the "old" way vs. "the future" is a good way to convey the value of HashiCorp's products?**

Results/General Summary

The focus group results clearly demonstrated that, while there are some gaps in the messaging that may be helpful to fill in, the video does an excellent job of explaining the problem at hand: that the typical legacy model of inside/outside IP-based trust does not translate well to cloud-centric infrastructure deployments and isn't a sufficient strategy even for fully on-premises deployments.

Perhaps more importantly, the audience also agreed that deficiencies described in the video with regard to legacy security architectures are accurate and have been experienced in their own environments. As such, they felt that HashiCorp understands the pain they've experienced with the IP-based access model's drawbacks.

The focus group results clearly demonstrated that, while there are some gaps in the messaging that may be helpful to fill in, the video does an excellent job of explaining the problem at hand.

The 'Four Pillars' Thesis and 'Old' vs. 'New' Analogy

The audience felt that the 'Four Pillars' thesis was well-explained, making it easy to understand the concepts of identities and interactions.

Feedback showed that they came to agree that the legacy model is flawed and leaves them open to unacceptable risks and concluded that modern approaches are needed to address security in today's environments.

In fact, many of the respondents were observed adopting the language used in the 'four pillars' explanation to expand on their own comments and feedback, demonstrating that they had synthesized the explanation and were adopting the terminology as their own – a highly desirable outcome, indicating that HashiCorp hit the mark with their explanation.

Is HashiCorp's Value Clear?

Feedback consensus indicated that HashiCorp approach to Zero Trust security was indeed seen as an effective solution when compared to perimeter-based IP-based security approaches.

At the same time, however, there were doubts and concerns raised about the security of the vault itself and a (likely never-ending) need to convince those who feel their existing 'old way' works well enough.

This was demonstrated by their expressed desire to learn more about HashiCorp's products, far beyond what was discussed in this video alone.

Many of the respondents were observed adopting the language used in the 'four pillars' explanation to expand on their own comments and feedback.

"I would have liked to see some intro to the products/solutions associated with each pillar."



Hanns, Principal
Security Architect

Propensity to Take Action

In focus group tests like these, ActualTech Media also evaluates what we call the respondents “Propensity to Take Action” after viewing the asset being reviewed. In this case, the ‘propensity to take action’ level is quite high as shown in the charts below.

To quantify this, we ask respondents how likely they would be to take two specific levels of action after watching the video being tested:

1. How likely would you be to request a demo or trial after watching this video?

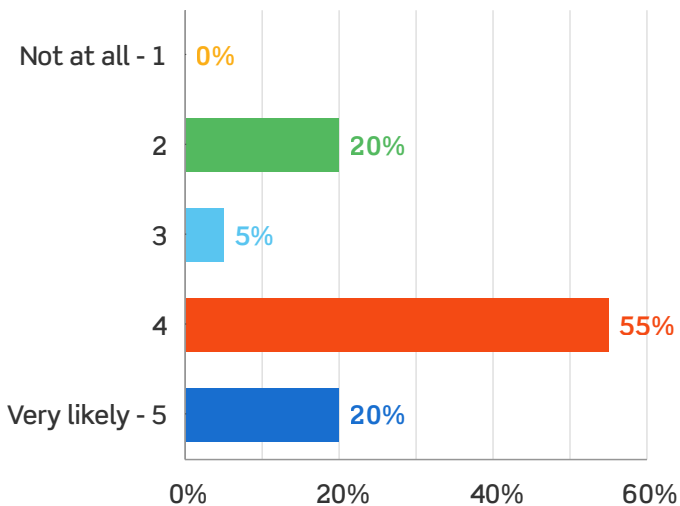
- a. Have they seen enough to pique their interest and compel them to learn more?

2. How likely would you be to forward this video to a colleague?

- a. Do they trust you enough after watching the video to share what they’ve seen with someone important to them, and/or do they find the content valuable and relevant enough to their environment to share it with the rest of their buying team?

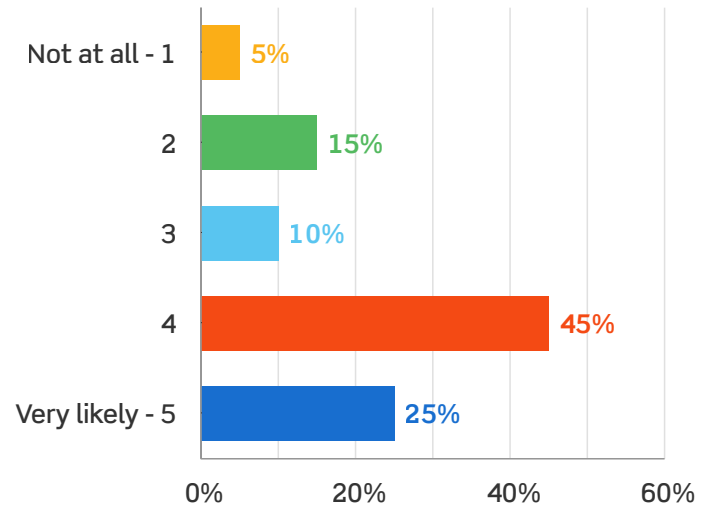
How likely would you be to request a demo or trial after watching this video?

20 responses



How likely would you be to forward this video to a colleague?

20 responses



Summary & Action Steps

*See report **Conclusion** for full checklist of recommended action steps.

The Good:

- The problem is well defined in the video and aligns with the real-life experiences and concerns that the target audience has or has had in the past
- The level-set of familiarity with the 'Zero Trust' security concept is very strong and shows that HashiCorp is speaking to the audience at the right technical level in the video (see **Appendix**)
- The 'four pillars' and 'old vs. new' approaches explain the concepts very well and are understood and assimilated by the target audience quickly
- There was a strong affinity toward believing that HashiCorp can help solve this problem with a new Zero Trust solution
- There is a high propensity for viewers to move toward lower-funnel actions after watching the video, including trials or personal demo requests

Doubts and Concerns:

Feedback shows that viewers had some doubts or questions that may be useful to address in future videos or marketing materials.

For instance:

- **Why is this better than what I have in place now?**
 - Eg. Some viewers had trouble determining the value with the Zero Trust approach compared to up-to-date firewalls, VPNs and cloud ACLs. They may not be grasping the value of a one-stop solution to all of this vs. having to maintain properly implemented and managed traditional approaches
- **Is vault a single point of failure if it's compromised? Am I trading one set of smaller vulnerabilities for another large one?**
- **Smaller IT organizations questioned whether HashiCorp had a solution for them as well**
- **Viewers were eager to see a demo integrated into the video somehow to further explain how HashiCorp helps**

"I would have loved to see the same presentation while watching a live Demo of the product. Explain a bit then run packet trace show what you are talking about or the filters doing what you mentioned."



Yaser, IT Systems
Manager

✔ Action Steps for Addressing Prospect Doubts and Concerns

Why is this better than what I have in place now?

- ❑ Briefly explain how a single point of management can reduce risk and management workloads, even if your current IP-based model seems to be working well.

Is vault a single point of failure if it's compromised? Am I trading one set of smaller vulnerabilities for another large one?

- ❑ Add a sentence or two that explains how the vault is secured and why they don't need to worry about it being compromised.

Smaller IT organizations questioned whether HashiCorp had a solution for them as well.

- ❑ Add a sentence to copy or scripts indicating what size of organizations can benefit from implementing HashiCorp solutions. For instance, "Even if your environment is %x amount% small, you can still receive %x benefits%

Viewers were eager to see a demo integrated into the video somehow to further explain how HashiCorp helps.

- ❑ Try creating hybrid video where truncated explanations of the concepts are combined with a screenshare demo that shows how HashiCorp addresses each of the four pillars.

✔ Action Steps for the Video Format:

- ❑ Add a call to action at the end of the video encouraging the viewer to try a demo or take some other key step
- ❑ Introduce HashiCorp product mentions with a quick one-liner (or two) explaining what the product being discussed is/does before referencing them- don't assume the viewer is familiar with the products
- ❑ Consider using different marker colors to emphasize the key elements being discussed, in particular, the HashiCorp product or solution which needs to stand out from the general session.

"Yes, but I also feel that I have already forgotten a lot of the talking points as they were just quickly written on the whiteboard."

Hanns, Principle Security Architect

- ❑ Because the video is somewhat long, consider adding review points and quick summaries at key break points in the video or between topic changes
- ❑ At the end of the video, add a 'what have we covered and what to do next' review of key points and nudge to learn more

Individual Focus Group Highlights & Impact Analysis

In this section of the report, you'll find selected responses from the focus group on seven key questions we posed to meet the goals of the review. These are representative responses that we feel provide the most useful and actionable feedback. The complete responses are available in the appendix.


1 Articulating the Problem

The focus group results clearly demonstrated that the video does an excellent job of explaining the problem at hand: that the typical legacy model of inside/outside IP-based trust does not translate well to cloud-centric infrastructure deployments and isn't a sufficient strategy even for fully on-premises deployments.

QUESTION

After watching the video, what problem do you think HashiCorp's technology is trying to solve?

"HashiCorp's Zero Trust technology is trying to solve security concerns and potential risks that arise when companies and organizations migrate from on-prem to the cloud. It seems this solution is targeted towards the security of an organization's infrastructure and applications when migrating."

 *Alexandra, IT Systems Analyst*

"It seems like they are trying to solve the idea that there is a 'perimeter'. With the evolution of cloud the perimeter has dissolved and no longer exists."

 *Tom, Vice-President*

"Providing different methods of authentication (certificates, SSO) instead of using traditional username/passwords for everything whether you are inside or outside of the private network."

 *Greg, Network and Systems Manager*

"Creating a scalable, useable, and secure cloud security structure that will help keep threat actors out of your environment or make their activity easier to spot sooner."

 *Ellen, Global Threat Intelligence Analyst*

2 HashiCorp's Ability to Demonstrate Knowledge of the Prospect's Pain Points

If the viewer can't clearly see a familiar pain or problem being solved, they're much less likely to want to learn more about the potential vendor solution being presented.

As seen from the responses to this question, the audience also agreed that deficiencies described in the video regarding legacy security architectures are indeed accurate and have been experienced in their own environments. As such, they felt that HashiCorp understands the pain they've experienced with the IP-based access model's drawbacks.

QUESTION

Did this video identify a problem or concern that you have had in the past?

"The speaker went into various problems that I and many others came across and shows how HashiCorp has a solution to address these. I think that came over quite well, even though the product names do not stick in one's mind as they are not highlighted through the whiteboard approach and were just another black marker line."

 *Hanns, Principal Security Architect*


"Yes, integrations have always been an issue. Trying to tie everything together is always complex and difficult. With multiple repositories of credentials, it can get very confusing very quickly."

 *Tom, Vice-President of IT*

"Yes, this video spoke to a problem that I've encountered, probably more than one problem I've encountered. Instead of recalling a specific event, I'm going to speak to the 'overall'.

I have been employed with multiple companies during times of migration; migration is scary, stressful and often dreaded - one of the reasons being is the topic of this video: all the new/ additional areas now needing to be secured. How are these new things going to be secured? Can we use 1 product/method for everything? Do we need to buy more software? Hire consultants? What's our budget? And so on.


HashiCorp's video on Zero Trust Security almost silenced a lot of those worries and concerns that typically would come to my mind. Although the way that HashiCorp's solution works is a bit complex, I now feel that the complexity is handled for me, which simplifies the points I touch."

 *Alexandra, IT Systems Analyst*

QUESTION

Did this video identify a problem or concern that you have had in the past? (cont.)

"Yes, by explaining the machine-to-machine pillar well, it helped me address the concerns I had over botnets/DDOS attacks from Mirai/Zeus/Brickerbot,etc. That piece for me is the trickiest part to address in current WFH scenario."

 *Ashish, Director of IT*

Food for Thought...

"To be honest, not really. The firewall we have in place (Open-Source) has been serving very well. We also make sure all our VPN accesses and Cloud FW rules are up to date with weekly reviews in place. So, I am not really sold."

 *Yaser, IT Systems Manager*

"My organization has a dynamic infrastructure, and the video gave me a comprehensive view on identity management and the vault's use cases. More specifically, I'm interested in data protection and how the vault works to protect sensitive data with centralized key management and simple APIs for data encryption. That said, I was also interested in learning how the vault works and how it enables fine grained authorization of which users and applications are permitted access to secrets and keys."

 *Brian, IT Manager*

3 Understanding the Prospect's Needs

Does the prospect feel that that HashiCorp understands the challenges they are currently facing? If the answers indicate 'yes', the level of trust between the brand and the prospect increases significantly and they are more willing to consider the brand's solution to their pain. Any gaps or doubts in this area can be addressed in future content and copy, leading to more effective marketing assets.

"I definitely got the impression they know what I'm dealing with."



Michael, Data Systems Manager

QUESTION

After watching the video, would you feel like HashiCorp understands your needs with regards to securing your cloud, hybrid cloud or on-premises infrastructure?

"Yes. Because we are at the point that HashiCorp is describing. We are primarily on-premises and are you the "old-way". We have just begun to use cloud widely and we realize that our security methods are old and need to be updated with changing technology."



Gary, Systems Engineer

"Absolutely - HashiCorp did a really good job on covering the primary, common concerns that all of us IT professionals share when we think about securing our valuables, especially in migrations. They did a good job on speaking like "we've been there, we get it, we understand, and we can help!"



Alexandra, IT Systems Analyst

"I would. It seems they have found a niche that most companies haven't thought about when it comes to security."



Matt, Architect

"Yes, this high-level explanation is good enough to explain the use of HashiCorp's services and products to secure IT infrastructure (both on-prem and in the cloud)"



Jideofor, IT Manager, Enterprise Cloud Solutions Architect

QUESTION

After watching the video, would you feel like HashiCorp understands your needs with regards to securing your cloud, hybrid cloud or on-premises infrastructure? (cont.)

“Absolutely. HashiCorp highlighted the shift to dynamic infrastructure and the need for a change from IP-based approach to identity management solution. The video has helpful and highlighted how my organization can better manage secrets and protect sensitive data which works to secure, store and tightly control access to tokens, passwords, certificates, encryption keys for protecting secrets and other sensitive data using a UI, CLI, or HTTP API.”

 *Brian, IT Manager*

Food for Thought...

“Yes. However, I see this more for enterprise networks and I am not sure how this will benefit small to midsize organizations without learning more about the products, implementation and pricing. As an MSP, we deal with a variety of clients, and most are in the small and medium business class.”

 *Ed, Sr. Network Engineer*

“Yes, they really know their stuff and what they are implementing but they aren't providing me anything more than what I have. Amazon and AWS IAM is very sufficient at this point, so I am not sold on what more they are offering here.”

 *Yaser, IT Systems Manager*


4 Identifying Key Points that Resonated

It's always interesting to uncover which particular talking points resonated with the target audience. Understanding these key points can inform the messaging used in all kinds of technical marketing content.

QUESTION

Did anything covered in this video really resonate with you?

"The human identity, again, was an example that resonated with me due to the amount of different services/accounts the users had. Also, the certificate-based machine identity showed a great example of adding an extra layer of security around confidential information"

 *Greg, Network and Systems Manager*

"Yes. After watching this I believe our company needs to revisit our current security stance and look into this solution."

 *Matt, Architect*

"Absolutely. My organization wants to implement a service mesh which is a way my organization could simplify our networking by moving it from a ticket-based, ITIL-style interaction to an agile, self-service interaction. In addition, I liked learning how Consul can act as the central control plane, where we could define the central routing rules."

 *Brian, IT Manager*

"The really elegant way in which they have explained the Machine-to-Machine pillar; especially given we are now seeing many ransoms and other malicious botnets attacking enterprises (including via DDOS attacks today). In all those cases like Mirai Botnet/Brickerbot it was very difficult to pinpoint which lot devices belonged to Enterprise networks, and which were foreign so as to decide defense & mitigation strategies effectively."

 *Ashish, Director of IT*

"Whiteboarding conveys that the speaker knows his stuff, so that resonated well. I liked the examples for each pillar and how HashiCorp approaches each on"

 *Hanns, Principle Security Architect*

"Employing a ZERO Trust model is a goal to achieve."


 *Harry, Chief Information Security Officer*

5 The Efficacy of the ‘Four Pillars’ Thesis


QUESTION

Is the way that HashiCorp structures their thesis around the ‘four pillars’ helpful? Why or why not?

“The Four Pillars are completely helpful to me, as it does break down on what they are trying to accomplish. The four pillars will also make it easier to explain this model to Partners or Management teams when trying to get approval for why this is needed within a company.”

 *Robert, IT Director*

“It is helpful because instead of saying, old vs. cloud you are breaking "cloud" into four methods that are easy to understand. It resonated with me because I knew about considering the user aspect, but I did not consider breaking it down further.”

 *Gary, Systems Engineer*

“Absolutely, by clearly specifying the Machine ID and User ID pillars; we are able to isolate all kinds of threat actors (human as well as machine like) as well as ensure all governance & compliance mandates are met effectively.”

 *Ashish, Director of IT*

Food for Thought...

“On the one hand, yes, if network design is the main topic. On the other hand, no, because it lacks explanation of security enforcement point.”

 *Naoto, IT Manager*

6 The 'New vs. Old Way' Analogy

QUESTION

Do you think comparing the "old" way vs. "the future" is a good way to convey the value of HasiCorp's products? Explain

"Yes and no. I think they are headed in the right direction. They explained the shortcomings of the old way but didn't really explain how they address similar issues with the 'new' way."

 *Tom, Vice-President*

"The 'old' way only took up a few minutes and I think it is a good idea to set a common point of reference to show where HashiCorp differentiates itself from that approach."

 *Hanns, Principle Security Architect*

"I feel that comparing the old security methods to the new or the future has been a successful approach for a while now - with that being said, it's a bit overused, in my opinion. It's easy to point out the flaws of old methodology, in any area.

However, I still find value in comparing the old vs. the new because that's a constant "vs." we will always see and it is important to understand what makes the new, well, "new". Long answer short, although this is an 'easy selling method', comparing the old and new way is necessary in any product overview, but it should not be the main argument or 'selling point!'"

 *Alexandra, IT Systems Analyst*

Food for Thought...

"Yes, but there's a problem. The terminology is nearly identical to Azure - the idea of vaults, for example, and a few prepared visuals might help clarify and distinguish differences."

 *Michael, Data Systems Manager*

"Yes and no. It helps show the power of the product but also make it seem like it is only good because it is the 'future' and doesn't exactly explain why this is the future."


 *Ellen, Global Threat Intelligence Analyst*

7 Understanding the HashiCorp Value Proposition

QUESTION

Is it easy to understand the value HashiCorp's products add to securing infrastructure? Explain

"Yes, the explanation of the need to move from internal and external boundaries to using identity to perform authentication in zero trust environments is a good explanation. However, it could be improved on by providing the advantages of using HashiCorp's products and services as well as typical ROIs."

 *Jideofor, IT Manager \ Enterprise Cloud Solutions Architect*

"Yes. I like how you took the 'four pillars' principle and applied a product to it. I realize that this is an introductory video, but it would be helpful if you expanded a bit more on each product. For instance, instead of saying, vault will solve this problem, expand on what vault is."

 *Gary, Systems Engineer*

"The value that HashiCorp's products bring to securing infrastructure is easy for me to understand, but I'm an IT Professional. The terminology and topics covered in the video are terms and topics that I hear and speak every day in my job. Is the value of the products easy to understand for someone on the business side?"

 *Alexandra, IT Systems Analyst*

Food for Thought...

"Yes, but I would need to understand how they protect the vault and their brokers to make sure they cannot be compromised. The concept of multiple layers of protection goes away in this new model. But as we know from past experience, that didn't work so well back when firewalls were the 'be-all, end-all'. We had to add additional layers because we found out firewalls couldn't stop everything. I just wonder what is waiting in the wings to compromise this new solution."

 *Tom, Vice-President*

QUESTION

Is it easy to understand the value HashiCorp's products add to securing infrastructure? Explain (cont.)

Food for Thought... (cont.)

"By breaking it down into four individual pillars it is easy to see the value each solution of HashiCorp brings to each one. The problem I see is that none of the products were really introduced prior to mentioning them. On pillar one suddenly there is talk about Vault, what's that?"

 Hanns, Principle Security Architect

"It needs a little bit of work because the assumption is based on the "fact" that firewall rules won't be always up-to-date or there will be some kind of missed patch in the system or an unauthorized person damaging.

This is not always the case specially for smaller companies where changes can be done and in place quicker than larger corporations where there is a long, complicated change management protocol in place."

 Yaser, IT Systems Manager

Conclusion

HashiCorp has done an excellent job in articulating a problem that concerns many technical decision makers who have, or are in the process of, moving workloads to the cloud. The ideas conveyed, analogies used and solutions presented all resonated well with the focus group of IT decision makers resulting in an impactful video asset.

Below is a checklist of action steps that can be used by HashiCorp to address and alleviate prospect doubts by adding a few key copy or script lines to future marketing materials.

Additionally, a few recommended action steps are provided to help improve the effectiveness of the whiteboard video itself.

✔ Action Steps for Addressing Prospect Doubts and Concerns

Why is this better than what I have in place now?

- ❑ Briefly explain how a single point of management can reduce risk and management workloads, even if your current IP-based model seems to be working well.

Is vault a single point of failure if it's compromised? Am I trading one set of smaller vulnerabilities for another large one?

- ❑ Add a sentence or two that explains how the vault is secured and why they don't need to worry about it being compromised.

Smaller IT organizations questioned whether HashiCorp had a solution for them as well.

- ❑ Add a sentence to copy or scripts indicating what size of organizations can benefit from implementing HashiCorp solutions. For instance, "Even if your environment is %x amount% small, you can still receive %x benefits%

Viewers were eager to see a demo integrated into the video somehow to further explain how HashiCorp helps.

- ❑ Try creating hybrid video where truncated explanations of the concepts are combined with a screenshare demo that shows how HashiCorp addresses each of the four pillars.

✔ Action Steps for the Video Format

- ❑ Add a call to action at the end of the video encouraging the viewer to try a demo or take some other key step
- ❑ Introduce HashiCorp product mentions with a quick one-liner (or two) explaining what the product being discussed is/does before referencing them- don't assume the viewer is familiar with the products
- ❑ Consider using different marker colors to emphasize the key elements being discussed, in particular the HashiCorp product or solution which needs to stand out from the general session
- ❑ Because the video is somewhat long, consider adding review points and quick summaries at key break points in the video or between topic changes
- ❑ At the end of the video, add a 'what have we covered and what to do next' review of key points and nudge to learn more

What Would You Like to Test Next?

This report is just one example of the range of marketing and technical messaging that ActualTech Media can help you generate feedback and analysis for.

Here are some other recommended marketing touch points you can work with us to test:

- **Videos**
- **Webinar presentation recordings**
- **Web Pages and Landing Pages**
- **Data Sheets**
- **Whiteboard Video Sessions & more!**

Contact Your ActualTech Media representative to discuss the possibilities!



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Appendix

Methodology

Often, the best way to determine if your marketing messaging is resonating is to directly ask the target audience for feedback.

ActualTech Media's large audience of IT professionals with expertise in various IT disciplines and installed technologies allows us to pull together qualified reviewers to provide feedback as to whether marketing messaging is effective at capturing interest, communicating value, and prompting desired actions.

The feedback is often candid and frank but is extremely helpful in realizing how effective a particular piece of marketing is.

For this report, we engaged 20 IT managers to:

Provide feedback on their reactions to the concepts explained and messaging used in the HashiCorp 'Zero Trust Networking & Security' whiteboard session video.

ActualTech Media's Role

As part of the review process, ActualTech Media analysts comb through the respondent data to condense the feedback down to the comments that most accurately reflect the sentiments that showed up repeatedly in the remarks of IT reviewers. This ensures you have an accurate snapshot of the key points in consensus feedback.

Focus Group Make-up

20 vetted IT professionals with decision-making capability, both technical managers and executives.

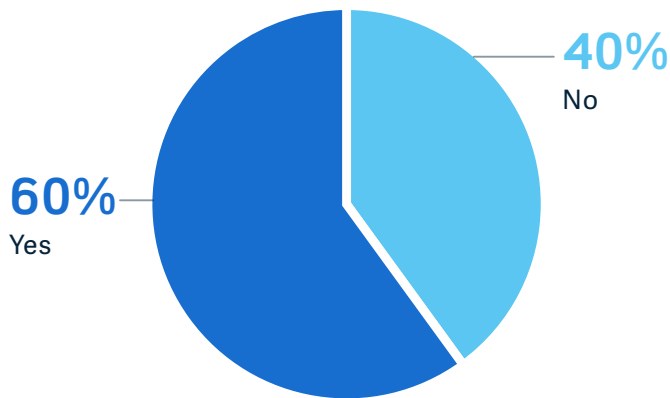
Sample of Focus Group Testers:

NAME	TITLE	ORGANIZATION SIZE
Hanns S.	Principle Security Architect	10k+
Robert L.	IT Director	101-500
Alexandra H.	IT Systems Analyst	501-1000
Tom N.	Vice-President	51-100
Yaser A.	IT Systems Manager	501-1000
Gary B.	Systems Engineer	101-500
Ed F.	Sr. Network Engineer	50+
Brian T.	IT Manager	1001-2500

Questions & Complete Responses

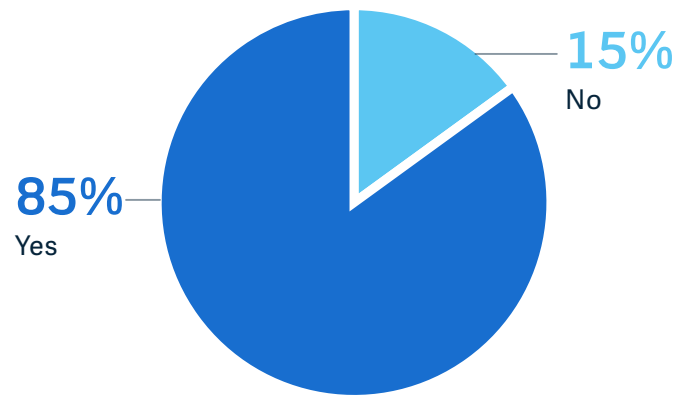
Prior to today, have you ever heard of HashiCorp?

20 responses



Are you currently deploying or planning to deploy any kind of cloud-centric infrastructure?

20 responses



QUESTION

What problem do you think HashiCorp's technology is trying to solve?

"HashiCorp Vault, Consul, and Boundary paired with a human authentication and authorization (SSO, etc.) provider can build a Zero Trust Network while ditching the traditional IP address for a dynamic solution that works with the cloud and the super networks that are constructed therein (SD-WAN, VPN overlay, direct connect, express route, etc.)."

"HashiCorp's Zero Trust technology is trying to solve security concerns and potential risks that arise when companies and organizations migrate from on-prem to the cloud. It seems this solution is targeted towards the security of an organization's infrastructure and applications when migrating."

"I think Hashicorp is trying to increase the security in moving the control away from the "firewall" or hardware device to the use of Identity. Which i believe would work 100% better because there is not much changes and easier to manage."

"Trust based on I/P address = NOT effective"

"HashiCorp is trying to modernize the way we approach network security. Specifically, it is attempting to expand from the traditional method of an on-premise firewall to include cloud infrastructure."

"Moving away from an IP based security approach to an identity based one."

"Creating a scalable, useable, and secure cloud security structure that will help keep threat actors out of your environment or make their activity easier to spot sooner."

QUESTION

What problem do you think HashiCorp's technology is trying to solve? (cont.)

"How to secure applications and infrastructure in the cloud."

"Internal and external network and application security, especially in the cloud environment that many organizations are moving to."

"The problem is that cybersecurity has become siloed and stratified(if you get inside the DMZ/perimeter) you can do anything you want in the Enterprise"

"HashiCorp's Zero Trust technology is trying to solve security concerns and potential risks that arise when companies and organizations migrate from on-prem to the cloud. It seems this solution is targeted towards the security of an organization's infrastructure and applications when migrating."

QUESTION

Is the way that HashiCorp structures their thesis around the 'four pillars' helpful? Why or why not?

"I think the four pillars were well explained as well as how HashiCorp approaches each on. The only issue I saw here is the whiteboard approach, while it conveys that the speaker knows his stuff, it is difficult to read and reference. I prefer cleaner layout, such as slides or some animation to make it easier."

"The Four Pillars are completely helpful to me, as it does break in down on what they are trying to accomplish. The four pillars will also make it easier to explain this model to Partners or Management teams when trying to get approval for why this is needed within a company."

"Yes. The way it is laid out, machine to machine and human to machine, makes it easier to picture what you are trying to accomplish with Zero Trust Networking and how Consul and Boundary help you lock down network and application access"

"Yes, in general I understood what they were trying to convey. However, as an old school IT guy, I still note that the vault is the single point of contention. If the vault can be compromised the whole environment is exposed."

"It is helpful because instead of saying, old vs. cloud you are breaking "cloud" into four methods that are easy to understand. It resonated with me because I knew about considering the user aspect, but I did not consider breaking it down further."

"Yes, because it gives you an overview of the different methods of certificate authentication and how they can be implemented."

QUESTION

Is the way that HashiCorp structures their thesis around the 'four pillars' helpful? Why or why not? (cont.)

"Yes, it is. Basically, it simplifies their methodology on how to make the network more secure by making separation. Kind of gives the same concept of VLANs. They are physically all there connected but at the same time can be isolated."

"Yes if network design is the main topic. No, because it lacks explanation of security enforcement point."

"Absolutely, by clearly specifying the Machine ID and User ID pillars; we are able to isolate all kinds of threat actors(human as well as machine like) as well as ensure all governance & compliance mandates are met effectively."

"The four pillars that HashiCorp uses to structure their thesis is very helpful, yes. Breaking down the different critical areas of security into 4 sections makes it easier for not only technical professionals to understand, but more importantly, the 4 pillar-approach simplifies the importance of securing environments to the business. I think it's valuable and notable that the pillars cover the identification aspect."

"Yes. Takes away the cumbersome on-prem needs for Firewalls, IDPs, WEB Content Filter, etc. and moves the logic to the cloud for a more secure protection. Able to centrally store, access, and distribute dynamic secrets like tokens, certificates, etc. across the cloud environment"

"Absolutely. It removes the complexity surrounding the Zero Trust Security solution by simplifying it into easier to understand terms making it more substantive and qualitative. Moving away from the IP, the Zero Trust setting is much more dynamic through the cloud environment(s) which includes the Machine Identity, Human Identity, Machine to Machine, and Human to Machine pillars, respectively."

QUESTION

Do you think comparing the "old" way vs. "the future" is a good way to convey the value of HashiCorp's products?

"The 'old' way only took up a few minutes and I think it is a good idea to set a common point of reference to show where HashiCorp differentiates itself from that approach."

"I think comparing the Old way to the new Future way is a great approach as i know some IT admins like to see the comparison. Most users are happy with the Old approach but by see the way explained may be overwhelming but it shows how safe this new way is and the benefits of it is."

QUESTION

Do you think comparing the "old" way vs. "the future" is a good way to convey the value of HashiCorp's products? (cont.)

"Yes, IP based is the old way and it doesn't apply with the future where there are so many more cloud implementations that you may have limited on no control of IP addresses when using NAT, etc. Identity based authorization resolves those issues."

"Yes, I provides the current state of things, the future state and also the road map to get there."

"Yes and no. I think they are headed in the right direction. They explained the shortcomings of the old way but didn't really explain how they address similar issues with the new way."

"Yes, because it is true. "Cloud" is the future. Cloud will eventually replace all physical hardware. It is necessary to re-design network security around cloud. The "old-way" still has value, but over time, it will become part of the basic principals of network security."

"Old way' could be insulting (especially to us over 50), and could set up an implicit negative bias. Perhaps 'current way' might be a better phrase."

"Yes, since the "old" way (username/password) is a lot easier to crack due to insufficient passwords policies and/or the user has an excessive amount of credentials which inclines the user to use simpler or duplicated credentials vs. certificate-based authentication which has access granted based on the users' role in the company, usually by an administrator, but it also allows an extra layer of protection/ encryption when setting up an additional gateway, such as the "vault" in the video."

"Yes, but there's a problem. The terminology is nearly identical to Azure - the idea of vaults, for example, and a few prepared visuals might help clarify and distinguish differences."

"Yes in my honest opinion. You need to present a problem (old way) to be able to offer a solution (the future)."

"Yes, because veteran network guys will have hard time understanding the idea."

"Yes and no. It helps show the power of the product but also make it seem like it is only good because it is the 'future' and doesn't exactly explain why this is the future."

"Yes simply because the old way does not effectively capture changing threat scenarios as WFH and IoT Devices increase in proliferation across the corporate/enterprise network."

QUESTION

Do you think comparing the "old" way vs. "the future" is a good way to convey the value of HashiCorp's products? (cont.)

"I feel that comparing the old security methods to the new or the future has been a successful approach for a while now - with that being said, it's a bit overused, in my opinion. It's easy to point out the flaws of old methodology, in any area. However, I still find value in comparing the old vs. the new because that's a constant "vs." we will always see and it is important to understand what makes the new, well, "new". Long answer short, although this is an 'easy selling method', comparing the old and new way is necessary in any product overview, but it should not be the main argument or 'selling point'."

"Yes. By showing how we can move these cumbersome and ineffective technologies to the cloud in a single pane of glass."

"To begin, yes, it's a good way to convey the value of HashiCorp's products by highlighting why the old way is a flawed model and the two critical assumptions it's based upon of perfection and how the old way never contemplates an insider threat. Conversely, the future of Zero Trust Networking and Security wants to hang the controls on identity versus IP controls. The four pillars of identity controls were comprehensive and highlighted how it's a better or more future way and the value of HashiCorp's products."

QUESTION

Is it easy to understand the value HashiCorp's products add to securing infrastructure?

"By breaking it down into four individual pillars it is easy to see the value each solution of HashiCorp brings to each one. The problem I see is that none of the products were introduced prior. On pillar one suddenly there is talk about Vault, what's that?"

"Yes, the approach of breaking it down to the pillars and explaining them and also at the same time giving examples are to what they focus on."

"Yes, The way the presentation was laid out made it easier to visualize how identity based authorization can be implemented and secured using the HashiCorp products"

"Yes, the explanation of the need to move from internal and external boundaries to using Identity to perform authentication in zero trust environments is a good explanation. However, it could be improved on by providing the advantages of using HashiCorp's products and services as well as typical ROIs."

QUESTION

Is it easy to understand the value HashiCorp's products add to securing infrastructure? (cont.)

"Yes, but I would need to understand how they protect the vault and their brokers to make sure they cannot be compromised. The concept of multiple layers of protection goes away in this new model. But as we know from past experience, that didn't work so well back when FWs were the be all end all. We had to add additional layers b/c we found out FWs couldn't stop everything. I just wonder what is waiting in the wings to compromise this new solution."

"Yes. I like how you took the four pillar principal and applied a product to it. I realize that this is an introductory video, but it would be helpful if you expanded a bit more on each product. For instance, instead of saying, vault will solve this problem, expand on what vault is."

"Yes, the presenter did a good job explaining the different identity methods that are offered. I would possibly add a few real-world or hypothetical examples that explain how their product helps protect the client."

"To a point. Granted, this approach takes a lot of the DIY out of cloud structure, which is good. It needs a little bit work to sell because it is assumption is based on the "fact" that Firewall rules won't be always up-to-date or there will be some kind of missed patch in the system or an unauthorized person damaging. This is not always the case specially for smaller companies where changes can be done and in place quicker than larger corporates where there is a long, complicated change management protocol in place."

"Yes and No. Little explanation of the importance on why we cannot trust trusted/internal network anymore."

"Yes, it does. They show how HashiCorps products can be used for creating a user-friendly cloud security posture that will helpfully contribute to lowering alert fatigue."

"Yes, very much; I loved the 4 pillars security strategy very much. It took care of all the concerns I have when it comes to dealing with current cybersecurity issues in the Enterprise."

"The value that HashiCorp's products bring to securing infrastructure is easy for me to understand, but I'm an IT Professional. The terminology and topics covered in the video are terms and topics that I hear and speak everyday in my job. Is the value of the products easy to understand for a business professional (someone working in any other non-technical role)?"

"Maybe not. I think 'dumbing the pitch down' may be beneficial when thinking about selling to the business. At the end of the day, all of us in an IT role are the ones that vet, implement, deploy and manage any technical solution, yes - but selling shouldn't be targeted at the 'IT Audience'; the business should be the target market or audience, as the business usually makes final calls on purchasing software, tools, etc. and the business is the internal client for the IT Professionals, ultimately making the business the client."

QUESTION

Is it easy to understand the value HashiCorp's products add to securing infrastructure? (cont.)

"Yes. I thought our on-prem infrastructure was secure, not taking into account of the internal threats. This solution seems more bulletproof."

"Yes. The video segment made it easy to understand how HashiCorp's products work to the shift to managing secrets and protecting data in dynamic infrastructure. This made it easy to understand the value by understanding the move away from traditional approaches to Static Infrastructure(s) to the Vault approach with Dynamic Infrastructure(s)."

QUESTION

Did this video identify a problem or concern that you have had in the past?

"The speaker went into various problems that I and many others came across and shows how HashiCorp has a solution to address these. I think that came over quite well, even though the product names do not stick in one's mind as they are not highlighted through the whiteboard approach and were just another black marker line."

"It did as we have just come away from the "old way" and moved to a cloud infrastructure and are trying to increase security the way that was defined in the video."

"Yes. With VPN or SSH based authentication, there are many steps required for managing and securing IP based connectivity with networks and firewalls, and other access restrictions. With more companies moving to cloud based solutions, the old ways of securing your internal network no longer apply"

"Yes, we've had issues in the past where compromised entities existed in the network and moved laterally without notice once they have breached the network boundary evading notice."

"Yes, integrations have always been an issue. Trying to tie everything together is always complex and difficult. With multiple repositories of creds it can get very confusing quickly."

"Yes. We are currently employing the "old method" because most of our resources are on-premises. We are in discussions in moving from traditional firewall security to identity based security. This fits our situation well."

"Employing a ZERO Trust model should not be considered 'optional'."

"Yes, the human identity was a big one due to the amount of different services/accounts the users had."

"Oh, yes. I deal with these things every day, and I have to say this did make me look at some things differently."

QUESTION

Did this video identify a problem or concern that you have had in the past? (cont.)

"To be honest, not really. The firewall we have in place (Open-Source) has been serving very well. We also make sure all our VPN accesses and Cloud FW rules are up-to-date with weekly reviews in place. So I am not really sold."

"Yes, firewall configuration can be near perfect but won't prevent from security incidents. It identified the concern I have about trying to identify attacker behavior in our cloud environment even with the changing/remote work force."

"Yes via explaining the Machine to Machine pillar well, it helped me address the concerns I had over botnets/DDOS attacks from Mirai/Zeus/Brickerbot,etc. That piece for me is the trickiest part to address in current WFH sceanario."

"Yes, this video spoke to a problem that I've encountered, probably more than one problem I've encountered. Instead of recalling a specific event, I'm going to speak to the 'overall'. I have been employed with multiple companies during times of migration; migration is scary, stressful and often dreaded - one of the reasons being is the topic of this video: all the new/additional areas now needing to be secured. How are these new things going to be secured? Can we use 1 product/method for everything? Do we need to buy more software? Hire consultants? What's our budget? And so on. HashiCorp's video on Zero Trust Security almost silenced a lot of those worries and concerns that typically would come to my mind. Although the way that HashiCorp's solution works is a bit complex, I now feel that the complexity is handled for me, which simplifies the points I touch."

"Yes, as mentioned above. We have all of the protection that I thought we needed but with this solution, makes ours seem archaic and ineffective."

"My organization has a Dynamic Infrastructure and the video gave me a comprehensive view on identity management and the vault's use cases. More specifically, I'm interested in data protection and how the vault works to protect sensitive data with centralized key management and simple APIs for data encryption. In addition, I was also interested in learning how the vault works and how it enables fine grained authorization of which users and applications are permitted access to secrets and keys."

QUESTION

Did anything covered in this video really resonate with you?

"Whiteboarding conveys that the speaker knows his stuff, so that resonated well. I liked the examples for each pillar and how HashiCorp approaches each one."

"Definitely how it is broken down and the use of Identity rather the IP based. I love the usage of Vault."

QUESTION

Did anything covered in this video really resonate with you? (cont.)

"Being a managed service provider, we supported many client during COVID with transitioning to a remote work force. Securing access to internal resources from an external source can be difficult"

"Yes, the need to move away from traditional internal and external boundaries of a network to using identities to provision access control and management."

"Yes, I can see the value but still worry about the "what ifs". I'd need to really sit down and think about it and ask questions to get a better fell. It looks pretty good on the surface."

"What I liked about the presentation was the simplicity in which the information was conveyed. Networking security is not my primary job function, so I was able to learn information I was unfamiliar with."

"Employing a ZERO Trust model is a goal to achieve."

"The human identity, again, was an example that resonated with me due to the amount of different services/accounts the users had. Also, the certificate-based machine identity showed a great example of adding an extra layer of security around confidential information/

Same answer as above. When you do these things every day, you lose sight of the big picture."

"The whole concept is amazing, and I relate but as mentioned above it doesn't really offer anything new to me or my company personally. When it comes to introducing a product, a Whiteboard kind of presentation is not going to bring new customers if that's the point. A real live demo would have a much better impact."

"The really elegant way in which they have explained the Machine-to-Machine pillar; especially given we are now seeing many ransomwares and other malicious botnets attacking enterprises (including via DDOS attacks today). In all those cases like Mirai Botnet/Brickerbot it was very difficult to pinpoint which IoT devices belonged to Enterprise networks, and which were foreign so as to decide defense & mitigation strategies effectively."

"The "Zero Trust" ideology resonated with me. At the risk of being a bit untraditional, I'll speak to this with a tattoo that I've had for years. This tattoo that I have says "trust no one". I got this tattoo for a variety of reasons, but when I got it was when I found my interest in Cyber Security and studying for the CompTIA Security+ exam/certification. Trust should be earned, not given; this especially must ALWAYS be applied when thinking about the infrastructure, the network, the applications, the core of a company's technology - privilege (when speaking of access) is termed appropriately. It's like the old saying "It's a privilege, not a right."

QUESTION

Did anything covered in this video really resonate with you? (cont.)

"Yes. I believe that our company needs to revisit our current security and look into this solution."

"Absolutely. My organization wants to implement a service mesh which is a way my organization could simplify our networking by moving it from a ticket-based, ITIL-style interaction to an agile, self-service interaction. In addition, I liked learning how Consul can act as the central control plane, where we could define the central routing rules."

QUESTION

After watching the video, would you feel like HashiCorp understands your needs with regards to securing your cloud, hybrid cloud or on-premises infrastructure?

"Yes, but I also feel that I have already forgotten a lot of the talking points as they were just quickly written on the whiteboard. (GC: review at key points in a long video)"

"Absolutely, i think they hit the nail on the head on what companies are looking at doing to securing not just the cloud-based infrastructure but also on-prem infrastructure."

"Yes. However, I see this more for enterprise networks and I am not sure how this will benefit small to midsize organizations without learning more about the products, implementation and pricing. As an MSP, we deal with a variety of clients, and most are in the small and medium business class."

"Yes, this high-level explanation is good enough to explain the use of HashiCorp's services and products to secure IT infrastructure (both on -prem and in the cloud)"

"Yes. Because we are at the point that HashiCorp is describing. We are primarily on-premises and are you the "old-way". We have just begun to use cloud widely and we realize that our security methods are old and need to be updated with changing technology."

"I feel that they do especially since technology is evolving and the "old" ways of authentication will slowly be going away as "newer" methods are implemented."

"I definitely got the impression they know what I'm dealing with."

"Yes, they really know their stuff and what they are implementing but they aren't providing me anything more than what I have. Amazon and AWS IAM is very sufficient at this point, so I am not sold on what more they are offering."

QUESTION

After watching the video, would you feel like HashiCorp understands your needs with regards to securing your cloud, hybrid cloud or on-premises infrastructure? (cont.)

"For network design, yes. Enforcing security measures in this new design, not sure."

"Yes, to an extent."

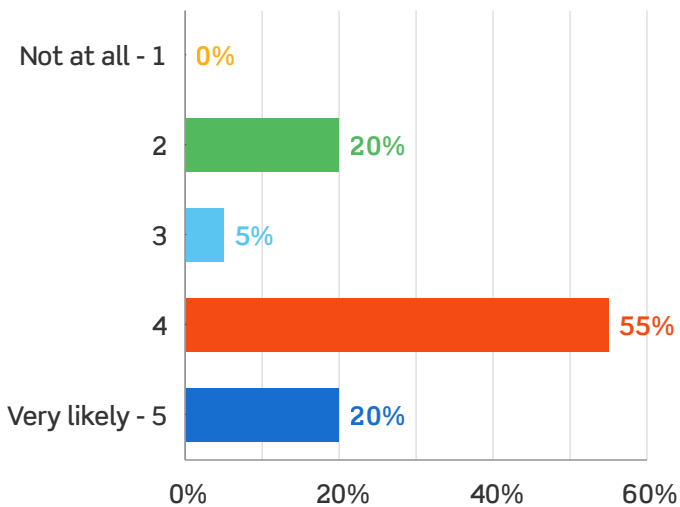
"Absolutely - HashiCorp did a really good job on covering the primary, common concerns that all of us IT professionals share when we think about securing our valuables, especially in migrations. They did a good job on speaking like "we've been there, we get it, we understand, and we can help"."

"I do. It seems they have found a niche that most companies haven't thought about when it comes to security."

"Absolutely. HashiCorp highlighted the shift to dynamic infrastructure and the need for a change from IP-based approach to identity management solution. The video has helped and highlighted how my organization can better manage secrets and protect sensitive data which works to secure, store and tightly control access to tokens, passwords, certificates, encryption keys for protecting secrets and other sensitive data using a UI, CLI, or HTTP API."

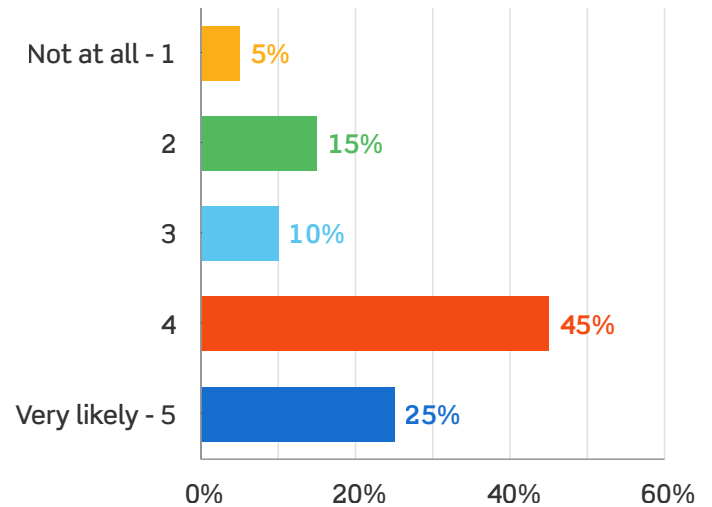
How likely would you be to request a demo or trial after watching this video?

20 responses



How likely would you be to forward this video to a colleague?

20 responses



QUESTION

Was there anything you feel wasn't mentioned that should have been? Or anything that was unclear?

"I would have liked to see some intro to the products/solutions associated with each pillar. They feel tagged on; but I assume this was just to introduce HashiCorps 4 pillar philosophy and not a product pitch."

"The only thing that I would have like to have known is how it is deployed with in the infrastructure, is it software or hardware based. Just at a high level does not have to go into too much detail."

"Yes, they should have provided more explanation and use cases for both on-prem, cloud and hybrid use of identity for IdA management."

"I would like to understand how the service discovery knows what is ok and what is not. If a rouge service is already on the network - does it get access?"

"The one thing that you could expand on is give more background inflation on each product (such as vault) that is attached to each pillar."

"Authorization relies more heavily on credentials, but the hackers know that, and are in 'hot pursuit' of them. Perhaps something about the need for protecting credentials."

"Being that we are primarily an on-premise environment, it was very informational for me, so I feel the topic was discussed quite thoroughly."

"As I said before, it's difficult to deal in generalities when cloud structure is so branded. Maybe breakouts for the differing platforms would help."

"Security measures should be moved from network gateway to the endpoints."

"No this video was very clear. But the writing on the white board was a little un-interactive. Might've been more engaging on an digital white board with graphics."

"A little more coverage on compliance /governance strategies and how hashicorp addresses it would have been helpful"

"I thought the video covered every area of concern and more. I would like more detailed information on the Human Access and auth."

"The video was very informative, presented in a comprehensive manner and contained valuable, qualitative data. The video is great as is, in my opinion, and is not missing any information nor was it unclear. Great job!"

QUESTION

Any additional feedback or comments? Let us have it!

"The room and whiteboard make the video look cheap. There is no color or excitement. It feels like a black & white type production made in a small broom closet; roll in the whiteboard and I'll film you real quick. Speaker was solid though!"

"I think it was a great high-end overview of the product and hit all the may key points to spark people's interests into going that next step on getting a demo and talking pricing."

"This was a very well laid out presentation that could be understood by client without having a lot of technical background. Great job by the presenter"

"I enjoyed the video because it was not overly technical but it wasn't simplistic to the point of being useless."

"It was very good, I liked it. Not necessary, but to "liven up" the board, maybe use the red marker for the attacker when explaining how they may access the system. Very enjoyable video."

"I would have loved to see the same presentation while watching a live Demo of the product. Explain a bit then run packet trace show what you are talking about or the filters doing what you mentioned. This way is kind of boring. Sorry to say! I had to watch it twice to be honest because I kept getting distracted. It is like sitting in a class. Not really enjoyable. Yes informative, educational but in a boring way. Sorry but this is an honest feedback. no additional comments"

"I think the content was really good but it could've been more engaging in another format, possibly an interactive online presentation with graphics."

"Would be nicer if the video was broken down into smaller 5 minutes segments capturing the entire essence of the 4 pillars strategy."

"I think this was a very informative video and well-made! I do think broadening the target market would be beneficial. Another thing that I would include, which goes with broadening the target audience, would be things like 'how did the attacker get into my network?' or 'what is happening in the business that brings the need for a solution like this?'. Although explained very well, in good depth with a short amount of time, from the point of view of someone that doesn't have the context that this solution is primarily designed for securing the infrastructure during a migration, it might be unclear as to the purpose of the solution. Great video and very eye opening."

Your Notes: