Cyber Catalyst by Marsh^{SM}
Vendor Application – Information Requirements and Questions

The application for cybersecurity vendors to submit products and services to Cyber Catalyst for evaluation by leading cyber insurers asks for certain information from vendors, and encourages the submission of supporting materials.

These are listed on the following pages, to help you prepare the information in advance:

1. **Vendor organization – background, profile**

2. **Product or service profile**

3. **Results and Performance**

4. **Supporting Materials**

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Application Questions

Firm Background Information

1. Firm name

2. State/country of incorporation

3. Business address

4. Review and signature of the participation agreement (required to progress)

5. Website URL

6. Key contact information (Name/Title/Email)

7. Brief history of the firm

8. Key sponsors/investors of the firm

9. Annual revenues

10. Firm ownership

11. Total number of current customers

12. Documentation required: brief biography of all key members of the firm or the relevant product/service team

Product/Service Profile

13. Product/service name

14. Brief description of offering

15. Number of customers currently using the product/service

16. Typical customer profile (client size/industry/geo)

17. Average size/duration of customer contract for product/service

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Application Questions

Product Results and Performance

18. Describe the mechanics/output of the product/service, including characteristics such as expected impact, efficacy, accuracy, signature update frequency, etc.

19. Describe the unique and distinguishing benefits of your offering

20. What key components of cyber risk are addressed by the offering?

21. Describe the process to install or successfully implement the product or service? How can a successful implementation be confirmed?

22. What are the key product performance metrics, e.g. Time to Detection etc?

Supporting Materials

23. Current marketing materials where available

24. Case studies

25. Supporting materials – e.g. independent studies/ reviews

26. Independent product reviews (Forrester Wave, Gartner Magic Quadrant, or other)

*50MB max – PDF, DOC/DOCX, CSV/XLS/XLSX, JPS/PNG

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Thank you for your interest in Cyber Catalyst^{SM}!

The vendor application will reopen with the 2020 cycle of the Cyber Catalyst program. When open, it can be found on the vendor information page, here: