



6 Considerations

for Marketing to OT Security Decision Makers

1



Emphasize OT-IT Convergence

The fusion of Operational Technology (OT) and Information Technology (IT) has transformed manufacturing, creating opportunities and vulnerabilities. Marketing should address this by showcasing solutions that integrate OT and IT security strategies:

- Bridge gaps between OT and IT environments
- Provide unified visibility across the entire ecosystem
- Implement adaptive security measures respecting OT requirements
- Mitigate risks without compromising operational efficiency.

Use real-world examples to illustrate vulnerabilities created by OT-IT integration.

2



Address Ransomware Threats in Industrial and Critical Infrastructure

Highlight how cybersecurity solutions defend against ransomware attacks targeting the manufacturing sector:

- Advanced threat detection for OT environments
- Rapid incident response to minimize disruption
- Robust backup and restoration processes
- Employee training to combat social engineering

Include case studies of recent ransomware incidents to demonstrate impact and solution effectiveness.

3



Use Persona-Centric Marketing

Tailor messaging to diverse audiences:

For CISOs and executives:

- Focus on risk mitigation and business continuity
- Highlight regulatory compliance (e.g., NIST, CIS, ISA 62443)
- Demonstrate long-term ROI of proactive security investments

For OT security professionals and engineers:

- Emphasize real-time monitoring and asset visibility tools
- Showcase OT-specific risk management features
- Highlight ease of implementation and integration

Leverage industry leader insights for credibility.

4



Accentuate Total Cost of Ownership and Scalability

Address solution scalability across distributed OT landscapes:

- Seamless scalability from single-site to multi-national deployments
- Unified management interfaces
- Flexible deployment options
- Long-term cost benefits, including reduced incident response times

Emphasize comprehensive deployment, maintenance, and operational efficiencies

5



Champion Proactive, Risk-Based Security

Underscore the shift from reactive to proactive security strategies:

- AI-driven predictive threat detection
- Automated vulnerability management
- Comprehensive incident response tools
- Continuous risk assessment and mitigation

Incorporate thought leader insights on performance-based security metrics.

6



Leverage OT-Specific Events & Thought Leadership

Position your brand as a trusted adviser:

- Host webinars and workshops with real-world case studies
- Participate in manufacturing and industrial cybersecurity conferences
- Produce whitepapers on pressing industry challenges
- Collaborate with industry associations and standards bodies
- Engage a marketing partner to deliver 1st party intent data on ready-to-purchase leads

Showcase expertise from industry professionals to provide actionable insights.

Conclusion

Effective OT cybersecurity marketing must address unique industry challenges and the evolving threat landscape. Focus on OT-IT convergence, ransomware threats, scalable solutions, and proactive security. Ground messages in real-world examples and expert insights to enhance impact and credibility.

Let's talk about how ISMG Products and Solutions align with your OT cybersecurity marketing.

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