DEEPWATCH™
Always Watching. Always Protecting.™

CUSTOMER SUCCESS STORY

How Xactly® Achieved a 39% Reduction in Quantified Cyber Risk with Deepwatch CTEM and NEXA™

"In less than three years, within the same budget envelope, we achieved a 92% improvement in maturity and a 39% reduction in quantified annualized loss expectancy."

— Matt Sharp, CISO, Xactly

CHALLENGE

From Risk Reporting to Risk Governance

Matt Sharp, CISO at Xactly, approaches cybersecurity as a business function, not a technical silo.

"If I have a conversation with my CFO and it lands flat, I don't get additional resources. However, if it succeeds, I will."

Security, in Sharp's view, must influence capital allocation and enterprise priorities.

As Xactly scaled, its attack surface and security considerations evolved as well. To prioritize investments that support value creation and reduce drag on business performance, Sharp and his team created a clear mapping of revenue streams to technical assets. Then they automated asset scoring, revealing a clear link between risk and business-critical assets. At the same time, they applied Cyber Risk Quantification (CRQ) within a control framework, enabling risk to be modeled using annualized loss expectancy, and then prioritizing investments accordingly.

To execute on the important projects, alignment across Product, Engineering, DevOps, SRE, and IT teams required coordination. As stakeholder complexity increased, so did friction between risk insight and enterprise action.

"We had information about vulnerabilities impacting business-critical assets, but moving from awareness to delegated action required tighter alignment."

The solution was clear. What was required was not more tools, but faster decision velocity and stronger cross-functional execution.

ENTERPRISE DETAILS

Industry: Enterprise Software / SaaS

Services:
Sales Performance Management
Revenue Intelligence

Headquarters: San Jose, CA

Ownership: Vista Equity Partners (Private)

Employees: ~600–700

Global Reach:
Worldwide Enterprise Customers

SOLUTION

Deepwatch CTEM + NEXA to Operationalize Exposure Intelligence

Xactly implemented Continuous Threat Exposure Management (CTEM) powered by NEXA to transform exposure data into action-ready intelligence.

Democratized Access to Risk Intelligence

Different teams require different views. Engineering needs structured detail. Executives need business context.

"Democratizing means making information available for stakeholders that they actually need, without coming to me for a meeting."

By enabling natural-language interaction with structured security data:

- Stakeholders accessed exposure insights directly.
- Coordination meetings decreased.
- Decision cycles accelerated.

Compressed Decision Cycles

Previously, exposure identification triggered discussions about sequential alignment.

With Deepwatch CTEM + NEXA:

- Critical exposures surfaced in business context.
- Stakeholders engaged in real time.
- Delegation occurred faster.

"Am I going to the CFO saying I can give you back a percentage of our requested budget? No, but am I realizing first-hand that this is way more efficient than in the past? Absolutely."

Capability Building, Not Blind Automation

Xactly's AI strategy emphasizes disciplined adoption.

"Part of the reason we invested in building a machine learning pipeline is not that I think we can build better pipelines than anyone else. It's because I want to know how to build it, and understand how it works, so that we can secure it."

AI is used as an augmentation, with human-in-the-loop governance, secure architecture decisions, and practical ROI measurement.

DEEPWATCH™

OVERVIEW

Measurable Risk Reduction in a High-Growth SaaS Environment
As a PE-backed SaaS company, Xactly operates with disciplined capital allocation and high expectations for operational efficiency. Security investments must demonstrate measurable impact, not just technical advancement.

In less than three years, while continuing to scale its platform and innovation footprint, Xactly:

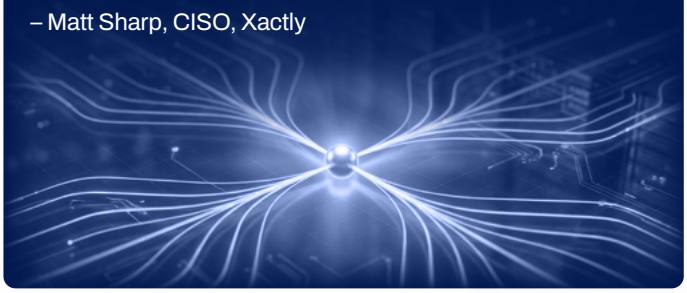
- Improved cybersecurity maturity by 92%.
- Reduced quantified cyber risk (annualized loss expectancy) by 39%.
- Achieved these milestones within the same overall budget envelope.

This was not remediation. It was a structured optimization in an increasingly complex threat landscape.

CUSTOMER TESTIMONIAL

"CTEM + NEXA helped us compress feedback loops, democratize risk intelligence, and accelerate action across the enterprise. The result wasn't theoretical improvement, it was measurable reduction in annualized loss expectancy within a disciplined capital framework. That's how security supports enterprise growth."

– Matt Sharp, CISO, Xactly



CYBER OUTCOMES

Financially Disciplined Risk Compression

39% Reduction in Quantified Annualized Loss Expectancy
Through exposure-based prioritization and continuous measurement, Xactly reduced modeled cyber risk by nearly half during a period of growth and expanding digital complexity.

This reflects:

- Improved prioritization accuracy.
- Faster remediation of business-critical exposures.
- Better alignment between security and engineering.

92% Improvement in Security Maturity
Process rigor, governance alignment, exposure tracking, and operational integration advanced materially. Security evolved structurally, not just technically.

Same Budget, Greater Output
As a PE-backed organization, Xactly did not rely on headcount expansion.

"We can't infinitely grow this. The path forward is becoming a manager of agents."

The model evolved toward:

- Agent- assisted exposure analysis.
- Stakeholder-enabled remediation.
- Leadership focused on governance and capital strategy.

This is operational leverage, not increased spend.

Strategic Impact: Security as a Value Protector
By tying CTEM-driven insights to financial modeling and executive reporting, security conversations shifted from theoretical exposure to measurable enterprise risk reduction.

Security became:

- A contributor to enterprise value protection.
- A quantifiable risk governance function.
- A disciplined steward of capital.

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ABOUT DEEPWATCH

Deepwatch® is the leader in Precision MDR powered by AI and humans. We amplify human expertise with AI insights to reduce the risks that matter most to your business. Our protection is proactive, preemptive and responsive, tuned to your business, with no black boxes, and watched by experts 24/7/365.

CONTACT US

GET STARTED

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