FedRAMP® product applicability guidance white papers

Overcome sales resistance with trusted collateral that includes detailed analysis

FedRAMP is a journey – not just to authorization – but also to market success. As the industry leader for both third-party assessments and advisory services, Coalfire's experience applying FedRAMP to client environments is unmatched. Leverage that insight to tell the story of how your cloud services match up to, and support, FedRAMP compliance.

The FedRAMP journey

The traditional approach to becoming FedRAMP audit-ready is often estimated to cost more than $2 million and take more than 18 months. The last mile of that journey is effective communication of your product's value to customers who need FedRAMP compliance.

Our FedRAMP product applicability guidance (PAG) white papers inspire customer confidence and increase win rates.

Build, get ready, and sell

Every FedRAMP PAG begins with a determination that the product "can/may be successfully used in a compliance program." This statement is suitable for board members; governance, risk, and compliance (GRC); and IT stakeholders.

FedRAMP PAGs are based on a regulation-informed, scientific review of your product by our subject matter experts, who have extensive product engineering experience and practical insight into the nuances of compliance laws and regulations.

Per-requirement analysis maps your product's capacity to satisfy the FedRAMP technical controls.

In the technical sections of our FedRAMP PAGs, we communicate precisely how your product can help satisfy these controls and the customer responsibilities required to enable that outcome.

Common scenarios

After completing your authorization path, you have the unique opportunity to make strong claims and a clear case for your customers' success. Go-to-market pressure puts a premium on effective positioning and overcoming objections based on applicability and suitability.

If you're in an earlier stage of your journey, you can benefit from cogent explanations of your product's alignment to FedRAMP. This detailed approach to explaining value and projected conformance enables early stage sales efforts to proceed simultaneously with the FedRAMP authorization process.

If your relationship to FedRAMP is unique – for example, you're a FedRAMP-adjacent organization – you can have your situation explained by recognized experts. Detailed mapping and review of product capabilities to FedRAMP have additional tactical use cases that can be accommodated.

Coalfire has unmatched experience, a more efficient approach, and the strongest track record for FedRAMP Authority to Operate (ATOs).
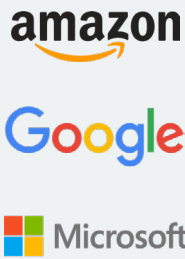
How Coalfire can help

Our custom framework for positioning your product in the FedRAMP marketplace offers multiple benefits:

- Useful context, including key facts about the FedRAMP program, and how your product fits into the federal space
- Clear descriptions of how your product matches up with FedRAMP controls, including ratings and details for full and partial support

- Control mappings, which simplify conversations about adopter responsibility
- Support for complementary services, including webinars, customer forums, press releases, and incremental updates

Our experience delivering detailed and targeted PAG white papers means your product's value for FedRAMP compliance will be clear and well-documented.

FedRAMP IaaS clients and partners	FedRAMP SaaS and PaaS clients	Experience with agency partners
amazon Google Microsoft	LogRhythm McAfee SailPoint scale SIEMENS UPTAKE VERACODE Wolters Kluwer	U.S. AIR FORCE U.S.ARMY DEPARTMENT OF DEFENSE DISA GSA NAVY VA U.S. Department of Veterans Affairs
Unrivaled insights on IaaS roadmaps and controls	*More than 200 advisory clients and over 100 assessments*	*Unparalleled knowledge of agency-specific risk acceptances and reciprocity*

Leverage Coalfire's industry-leading position to meet and beat sales resistance.

Learn more about Coalfire's product guidance white paper services.

Coalfire.com | 877-224-8077

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About Coalfire

The world's leading organizations – including the top five cloud service providers and leaders in financial services, healthcare, and retail – trust Coalfire to elevate their cyber programs and secure the future of their business. Number one in compliance, FedRAMP®, and cloud penetration testing, Coalfire is the world's largest firm dedicated to cybersecurity services, providing unparalleled technology-enabled professional and managed services. To learn more, visit **Coalfire.com**.

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