



Case study: PRPR & WatchGuard – A Strategic PR Partnership Built to Last

Watchguard x PRPR

Background

WatchGuard Technologies, a global leader in network security and intelligence, endpoint protection and secure Wi-Fi, has long recognised the importance of a strong public relations presence in the UK market. To support its growth and visibility in this region, WatchGuard partnered with PRPR, a specialist B2B tech PR agency known for its deep cybersecurity expertise and strategic storytelling.

The challenge

As WatchGuard expanded its portfolio and partner ecosystem, it needed a UK PR partner that could:

- Translate complex cybersecurity solutions into compelling narratives
- Build brand awareness in a competitive market
- Support channel partners with tailored communications
- Secure consistent media coverage in top-tier trade and business press

The Solution

PRPR became WatchGuard's trusted UK PR partner, delivering a full suite of services including:

- Media Relations: Securing regular coverage in key publications such as CRN, Microscope, SC Magazine, IT Pro, Technology Reseller, MSP Channel Insights, Digitalisation World, Comms Dealer and Business and Computer Weekly
- Thought Leadership: Positioning WatchGuard executives as authoritative voices on cybersecurity trends and threats

- Case Studies: Developing compelling customer success stories to showcase real-world impact and ROI
- Event Support: Amplifying WatchGuard's presence at industry events and partner summits
- Crisis Comms: Providing rapid-response support during high-profile cybersecurity incidents

Support for WatchGuard's MSSP Partner Offering

When WatchGuard launched its Managed Security Services Program globally, designed to equip MSPs with centralised multi-tenant management, flexible pre-pay point licensing and turnkey marketing kits. Seeing a clear demand in the UK channel market, PRPR spearheaded the local launch. Through targeted media outreach and executive interviews, PRPR secured features title such as Microscope, SC Magazine UK and Computing.co.uk, which focused on the programme's ease of deployment and partner-first billing model.

A Strategic Detour. Then Return to Trusted Partnerships

After five successful years of collaboration with PRPR and its partner agencies globally, WatchGuard made the strategic decision to consolidate its global PR efforts under a single international agency. The aim was to streamline communications and unify messaging across all regions. However, it soon became clear that this approach lacked the local insight, agility, and deep market understanding that had been hallmarks of the previous model.



Watchguard x PRPR

Recognising the value of regional expertise and trusted relationships, WatchGuard reversed course and re-engaged PRPR as its UK PR partner, alongside a network of similarly skilled local agencies. This return to a partnership-driven model, with a centralised point of contact, reaffirmed the importance of tailored, market-specific communications in driving brand relevance and media impact.

Background

Over the years, PRPR has helped WatchGuard:

- Achieve sustained media visibility across its key media
- Strengthen its reputation as a cybersecurity innovator and channel-first vendor
- Build a library of UK-based customer case studies that support sales and marketing efforts
- Supporting WatchGuard at key industry events, partner roadshows and organising media interviews
- Win industry awards and recognition for product excellence and partner engagement

Enduring Impact

The longevity of the partnership is a testament to PRPR's ability to evolve with WatchGuard's business, anticipate media trends and deliver measurable value. As cybersecurity threats grow more complex, PRPR continues to help WatchGuard cut through the noise with clear, credible, and compelling communications.

What WatchGuard say about PRPR

"Communications are all about people and PRPR is a great team of professionals who have been doing a good job for WatchGuard for many years. They are dedicated, flexible, innovative, committed to getting results, understand the technology we offer in the markets we operate in as well as having key relationships with the media and are always on time to deliver."

Toby Jones, Senior Field Marketing Manager, UK & Ireland, WatchGuard





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