



## Security for Service Providers' Value Propositions

As cloud services reach \$225.5B in the next five years with cloud representing 7–30 percent of IT budgets, security is the number one concern of IT and CEOs. With always on and always available from any device as the trend, security evaluation and risk mitigation are critical to a successful implementation.<sup>1</sup>

ACG's Security Research and go-to-market programs provide independent qualitative analysis, quantitative data and expertise to help you and your organization make key decisions about product development, pricing, market entry strategies, and competitive positioning.

ACG's provides the expertise to help a service-based organization enhance its capabilities through projects and workshops, which assess, remediate and develop the profile of a secure cloud on premise or hybrid environment. Our goal is to help you figure out which new technologies and best practices that are right for your business.

<sup>1</sup> Everything Channels and Google Cloud Services Market Webinar 2010

### Security Services

- **Strategic Planning and Go-To-Market Services Workshops:** Starting at \$10,000
- **Market Research:** Custom and specific, pricing based on technologies, architectures and service offerings
- **Training Services:** One-day workshop on Security and business practices supporting your unique needs
- **Customized Projects:** Custom and specific pricing based on need

## Strategic Planning Services

ACG Research assists organizations with developing their strategic plans for security profile, thought leadership and adoption of security profiles. We work with you to establish thought leadership to help you identify business models and establish processes and expertise. These services consist of executive presentations, market landscape reviews, scenario impact modeling, organizational consensus development, vendor selection/negotiation and internal change management, updated sales and channel tool kits as well as services pricing models for monetizing security to your customers.

## Workshops

### 1. Security Business Imperative Workshop

**Description:** One-day high-level overview on security that provides a detailed picture of the security risk landscape, market drivers and challenges through the identification of specific security technologies that could potentially benefit your organization.

**Goal:** Increase sales, consultants, and decision makers' knowledge on security. Define high-level security strategy and roadmap, and new business model opportunities to improve sales and channel efficiency.

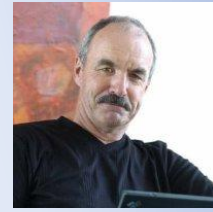
#### Topics:

- Security business imperatives detailed
- Definition of security profile
- Reality, drivers and risks
- Security models and their respective pros and cons
- How to select a security service provider
- Security knowledge sources and resources

### 2. Security Business Strategy Workshop

**Description:** Identify the value of security solutions and how they can benefit (or not) your organization based on IT infrastructure and business process assessments.

**Goal:** Define high-level security strategy and business roadmap for new business model opportunities and/or new internal/external security services.



**Neils Johnson**  
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### Why Security Market with ACG Research?

- Globally respected analyst dedicated to each service; our analysts are experts in their segments, not backend administrators without field knowledge. ACG's analysts have multiple areas of expertise and are able to address technology, strategy, business issues, and key executive issues in the service provider space.
- ACG has worked with service providers in the industry to promote innovative strategy and vision for its largest customers worldwide.
- ACG has several key relationships with and is well respected by major Wall Street financial firms.
- ACG's main focus is on the service provider space, and because of this focus we provide penetrating value.
- Customer service is ACG's top priority and we value your business. We are a responsive team that provides timely answers and solutions.

**Topics:**

- Company vision, strategy and competitive assessment
- IT infrastructure analysis
- Business processes analysis
- SWOT analysis
- Security computing ecosystem review and Industry best practices
- What your competition is doing
- High-level requirements to pursue security profile strategy
- Security strategy and roadmap reports

### 3. Security Solution Assessment Workshop

**Description:** Identification of specific security technologies that can benefit your organization.

**Goal:** Assessment of current situation and recommendation of roadmap for a stronger security posture.

**Topics:**

- Company competitive analysis and industry best security practices
- Business and technical dependencies assessment
- Impact of migration to security on business and technical operations
- Selection of 3–4 security projects that can benefit your organization
- Risks and benefits assessment
- Initial ROI and TCO analysis
- Strategic roadmap of potential opportunities

### 4. Security Profile Readiness Assessment Workshop

**Description:** Workshop provides service provider selection, roadmap, metrics and tools as well as business model recommendations. Additionally, we provide recommendations for moving from a system (hardware) centric to an information centric model.

**Goal:** Ready your organization for security profile initiatives and prioritize steps to migrate to secure profile.

**Topics:**

- SLA requirements for security services to be implemented
- Security and compliance assessment
- Dependencies/integrations with existing IT services
- Architecture design
- CSP identification, review and benchmark to satisfy SLA, security and compliance requirements
- Workload assessment and project plan
- Metrics establishment
- Maintenance and support strategy
- Roll out strategy

- Training plans

## 5. Sales and Channel Assessment and Recommendations Workshop

**Description:** Sales and channel tool kit assessment and business model creation for improved sales and channel efficiency when selling security services. We deliver training in solution selling versus selling point products.

**Goal:** Understanding of go-to-market capabilities and sales capabilities by partners and sales teams.

**Topics:**

- Survey worldwide sales force on targeted market segment
- Establish decision makers state of minds
- Sales SWOT analysis and recommendations
- Survey key channel partners
- Establish channel partners needs
- Channel SWOT analysis and recommendations
- Establish competitive landscape based on sales and channel assessments
- Sales tools improvement: relevant case studies, update company presentations, Security Demo

## 6. Security Services Go-to-Market Strategy and Planning

**Description:** Provides an assessment of current successes and challenges to create new tools and go-to-market capabilities to meet the market opportunities.

**Goal:** Understand the challenges your partners and sales teams face as they sell your service and create a design of tools to support faster closure of business.

**Topics:**

- Sales and channel assessment (interviews)
- Key customer and partner interviews
- Business model definition and security services pricing model
- ROI, TCO analysis and time to market case studies
- Security demo design
- Sales tool kit redesign
- Channel tool kit redesign
- Sales training
- Channel/customer loyalty program design

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## Market Research Services

These services provide an overview of the market (drivers, challenges and key players), a detailed understanding of security technologies and solutions available, identifying their strengths and challenges. We also examine industry best practices and case studies, including efficiency measurements.

## 1. Security Market Overview

**Description:** This module provides two reports on the cloud market and delivers a detailed analysis of the drivers, challenges and trends that the industry is facing and a map of the key players by market segments. These reports can be also customized according to your needs.

## 2. Technology Watch

**Description:** This quarterly report monitors and targets a specific area of expertise of the security industry.

## 3. Deep Dive on Security Service Providers

**Description:** This report outlines a company's profile, its security strategy and offering, strengths and weakness. We also analyze the business model and pricing. This type of material is ideal if you want to establish a sales strategy on a specific account.

## 4. Industry Best Practices

**Description:** This report tracks the best security practices that have been implemented. You can use this report to attain business efficiency or to generate new business models by delivering security services internally or externally.

## 5. Sponsored White Paper

**Description:** Based on a predefined subject, the white paper will increase your awareness and visibility of products, solutions or services. In addition to our website traffic and our broad reach through our channel, we leverage your public relations company to communicate your vision and products/solutions strategy.

## 6. Sponsored Case Studies

**Description:** We bring our expertise and skills to create compelling and relevant case studies. Through different ROI and TCO metrics, we provide measurable data on process and efficiency improvements. These case studies are a must-have sales and PR tool.

## 7. Security Services Benchmarking

**Description:** We benchmark security services or solution against your competition. Our methodology includes customers' feedback as well as assessing the solution's robustness against your top competitors' solution.

### Service Package Options:

- Company profile, security strategy, security offering strengths and weaknesses, business models and pricing
- 2 reports per year on predefined criteria
- Quarterly reports on predefined criteria
- Customized report on targeted industry verticals; how business models have changed by using security offering or services
- Executive paper focusing on predefined topic
- ROI analysis, TCO analysis and customer testimonies; packages may include 2, 5, 10 studies

- Customized security services benchmarks against competition and published results through PR campaign
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## Training Services

One-day workshop on security, the Risk Landscape and business practices to enhance your ability to share the thought leadership on security as an educational series or topic to enhance relationships in a strategic way with your internal teams, service provider teams or VARs and system integrators. This package can include:

**Sales Training:** Specifically designed to gear up your sales force knowledge on security profile or offers.

**Marketing Training:** Trains marketing personnel on how they can leverage security solutions to be more effective and increase productivity and customer reach.

**IT Training:** This module trains IT people on business practices and processes, showing how security solutions/services help them be part of the business equation.

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## Service Packages

One-day high-level overview course on security

Training for IT resources on business processes and industry best practices

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## Customized Services

Select those cuts you want and we will quote you a price to meet your unique business opportunities for your security initiatives.

**Identification & Validation of Goals:** This step involves gaining an understanding of business operation needs (typically facilitated or workshop approach is best to determine how the work is actually done by those doing it) as well as the security: standards, regulations, results of the risk assessment or profile for action plan.

**Mapping of Current Status (gap analysis):** This step involves gaining an understanding of the current security environment within the organization. Focus is on areas that fall short of the goals, bloat, undue restrictiveness, and difficulties.

**Formalization of Requirements:** Identification of exactly what the client needs in the form of abstracts and checklists that can be taken to vendors and consultants to ensure that clients receive exactly what they require to accomplish their goals.

**Research of Commercial off the Shelf Solutions:** (Academia Solutions, Custom Solutions)

ACG Research can help with escalating research services to help clients find solutions. Is there something off the shelf that will work? Does it require anything special? Is there any work going on in academia that could be useful? Is a completely new technology required? Our service provides 1) discovery, 2) contract review with a COTS provider, and 3) assume liaison role working with your teams

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to deliver new concepts.

**Development:** ACG Research provides services that address security considerations associated with 1) product development, 2) products implemented within infrastructure and 3) tools developed in-house or by a third party.

**Documentation:** ACG Research can provide and lead documentation efforts for standards and regulatory compliance, training documents, sales presentations or other resources for your teams and sales staffs.

**Implementation:** ACG Research communicates with engineering pools and CXO types to ensure that high-level security concerns are heard and implemented and to help secure resources that implementations may require.

**Maintenance:** ACG Research can provide significant value to the process of staying on top of evolving threats, including helping you refine incident response with advice on how to minimize and contain threats that affect the client.

**Process of Continual Improvement:** ACG Research can assist in the development of quantitative metrics to evaluate challenges, bottlenecks, and other operational difficulties in the existing security structure as well as identify priorities for future refinements.

These customized options can be added to your sales tool kit. We design security demos: surveying your sales force, your channel and your target customers and market segment analysis.

#### **Neils Johnson, Consulting Strategist, ACG Research**

Neils Johnson has over 20 years in the industry with over 16 years at Symantec where he continues to present, teach and offer security expertise to sales, CXOs and partners focusing on security for their customers. Mr. Johnson has been a security analyst to CISO, Orange, ZFS, L-3 and KPMG. He is also an expert in addressing security issues for boutique defense, telecoms, and healthcare data organizations.

He has provided thousands of hours in education and strategy on security and security issues, including discussing the potential benefits of managed security services.

"As threats to information assets increase in number, frequency, and complexity, organizations are looking for ways to balance risk management objectives with resource constraints," says Johnson. "Managed security services can help close this gap by detecting, analyzing, and responding to security threats in real time, freeing organizations to focus on core business issues."

**Contact:** [Sales@acgresearch.net](mailto:Sales@acgresearch.net) to have one of our security specialists to help you with your needs.

*ACG focuses on providing market analysis and consulting to help service providers and vendors monetize their existing infrastructures and increase operational efficiency and profitability. Through ROI and TCO*

*analysis, product and service message testing, and business model review, reports and forecasts, [ACG](#) gives you strategic and tactical advice, services and products, and timely answers so that you can better understand market dynamics and grow your telecom.*

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