



Expert Services

Description of Services

When business or project requirements call for more in-depth support, Securosis has a set of expert services to engage with clients on a more custom project basis.

Content Licensing

We publish our research on our website for free. At the end of any research project, we can package up the content and offer it for licensing. Alternatively, potential licensees may propose white paper topics to drive Securosis primary research. Either way research projects are always consistent with the Securosis research agenda and covered without bias while providing value to the end user community. Licensees receive redistribution rights through their sales channels (include language translations -- to be performed by licensees) for one year. The licensee's logo will appear on the 2nd page of the report.

In accordance with our [Totally Transparent Research process](#), the research will be developed on the Securosis blog where it will be open for public review. At the end of the content development process, Securosis then creates the final whitepaper, which will also be hosted for free in the Securosis Research Library and available for download without registration. Upon release, Securosis will promote the paper via the Securosis blog and Twitter.

Licensing fees range from \$15,000-\$50,000+. Papers can be bundled with a webcast at a discounted rate.

Objectivity Limitations

Content will be created independently of the licensee with no obligations for payment. Once content is complete, any licensee has a 3 day review period to determine if the content meets corporate objectives. If the content is unsuitable, the licensee will not be obligated for any payment and Securosis is free to distribute the whitepaper without branding or seek additional licensing agreements. *This approach maintains Securosis objectivity while limiting the risk to potential licensees.*

Strategic Advisory Days

These are single-day engagements to address specific projects, strategy reviews, or other short term needs. They are often used for:

- Product strategy
- Market strategy
- User interface review
- End user architectural review
- Technology and security management education
- Security program structure and strategy reviews

These are typically on-site, but we will also engage remotely via teleconference or video, as necessary. On-site days are priced at \$10,000 per analyst. With sufficient advance notice, travel expenses included for U.S. travel. Discounts for retainer clients or multiple-day packages (such as a quarterly or semi-annual commitments) are available.

Strategy Consulting

Strategy Consulting projects are scoped-engagements with specific deliverables. Pricing varies based on the project, and these programs are restricted to internal advisory work and cannot be used for public-facing deliverables such as whitepapers or webcasts.

All projects must still comply with Securosis objectivity policies, but are otherwise extremely flexible in nature. Since we are analysts, not consultants, we may not always have availability, and will restrict ourselves to projects within areas of our subject matter expertise where we can provide unique value.

Projects are scoped on a fixed-price basis, depending on deliverables.

External Speaking

Securosis analysts are well-known professional speakers, and can our research content adds value to any external marketing or sales training activity. Our standard pricing model to prepare and deliver a 30-45 minute presentation for a webcast or on-site event is:

- **Webcast** - \$7K/event
- **On-Site Event** - \$9K/event

Securosis offers a “Buy 3, Get 1 Free” bundle for those clients planning a series of events around Securosis content. With sufficient advance notice, travel expenses are included for U.S. travel.

Investor Services

Securosis frequently works with various members of the investment community. Services include technical and market due diligence evaluations, M&A assistance, and other research services. Our services are available in conjunction with deep product assessments with our research partners. We do a lot of work in this area, and while we would love to show you a bunch of happy customers, this is some of the most confidential work we do. If you need references, we can arrange confidential discussions.

About Securosis

Securosis, LLC is an independent research and analysis firm dedicated to thought leadership, objectivity, and transparency. Our analysts have all held executive level positions and are dedicated to providing high-value, pragmatic advisory services. Our services include:

- **Primary research publishing:** We publish the vast majority of our research for free through our blog, and package the research as papers that can be licensed for distribution on an annual basis. All published materials and presentations meet our strict objectivity requirements, and follow our Totally Transparent Research policy.
- **Cloud Security Project Accelerators:** Securosis Project Accelerators (SPA) are packaged consulting offerings to bring our applied research and battle-tested field experiences to your cloud deployments. These in-depth programs combine assessment, tailored workshops, and ongoing support to ensure you can secure your cloud projects better and faster. They are designed to cut months or years off your projects while integrating leading-edge cloud security practices into your existing operations.
- **Cloud Security Training:** We are the team that built the Cloud Security Alliance CCSK training class and our own Advanced Cloud Security and Applied SecDevOps program. Attend one of our public classes or bring us in for a private, customized experience.
- **Advisory services for vendors:** We offer a number of advisory services to help our vendor clients bring the right product/service to market in the right way to hit on critical market requirements. Securosis is known for telling our clients what they NEED to hear, not what they want to hear. Clients typically start with a strategy day engagement, and then can engage with us on a retainer basis for ongoing support. Services available as part of our advisory services include market and product analysis and strategy, technology roadmap guidance, competitive strategies, etc. Though keep in mind, we maintain our strict objectivity and confidentiality requirements on all engagements.
- **Custom Research, Speaking and Advisory:** Need a custom research report on a new technology or security issue? A highly-rated speaker for an internal or public security event? An outside expert for a merger or acquisition due diligence? An expert to evaluate your security strategy, identify gaps, and build a roadmap forward? These defined projects bridge the gap when you need more than a strategy day but less than a long-term consulting engagement.

Our clients range from stealth startups to some of the best known technology vendors and end users. Clients include large financial institutions, institutional investors, mid-sized enterprises, and major security vendors. For more information about Securosis, visit our website: <http://securosis.com/>.

The Securosis Team

Rich Mogull, Analyst/CEO

Rich has twenty years experience in information security, physical security, and risk management. He specializes in data security, application security, emerging security technologies, and security management. Prior to founding Securosis, Rich was a Research Vice President at Gartner on the security team where he also served as research co-chair for the Gartner Security Summit. Prior to his seven years at Gartner, Rich worked as an independent consultant, web application developer, software development manager at the University of Colorado, and systems and network administrator. Rich is the Security Editor of *TidBITS*, a monthly columnist for *Dark Reading*, and a frequent contributor to publications ranging from *Information Security Magazine* to *Macworld*. He is a frequent industry speaker at events including the RSA Security Conference and DefCon, and has spoken on every continent except Antarctica (where he's happy to speak for free -- assuming travel is covered).

Prior to his technology career, Rich also worked as a security director for major events such as football games and concerts. He was a bouncer at the age of 19, weighing about 135 lbs (wet). Rich has worked or volunteered as a paramedic, firefighter, and ski patroller at a major resort (on a snowboard); and spent over a decade with Rocky Mountain Rescue. He currently serves as a responder on a federal disaster medicine and terrorism response team, where he mostly drives a truck and lifts heavy objects. He has a black belt, but does not play golf.

Mike Rothman, Analyst/President

Mike's bold perspectives and irreverent style are invaluable as companies determine effective strategies to grapple with the dynamic security threatscape. Mike specializes in the sexy aspects of security, like protecting networks and end-points, security management, and compliance. Mike is one of the most sought after speakers and commentators in the security business and brings a deep background in information security. After 20 years in and around security, he's one of the guys who "knows where the bodies are buried" in the space.

Starting his career as a programmer and a networking consultant, Mike joined META Group in 1993 and spearheaded META's initial foray into information security research. Mike left META in 1998 to found SHYM Technology, a pioneer in the PKI software market, and then held VP Marketing roles at CipherTrust and TruSecure -- providing experience in marketing, business development, and channel operations for both product and services companies.

After getting fed up with vendor life, he started Security Incite in 2006 to provide the voice of reason in an over-hyped yet underwhelming security industry. After taking a short detour as Senior VP, Strategy and CMO at eIQnetworks to chase shiny objects in security and compliance management, Mike joins Securosis with a rejuvenated cynicism about the state of security and what it takes to survive as a security professional.

Mike published ["The Pragmatic CSO"](#) in 2007 to introduce technically oriented security professionals to the nuances of what is required to be a senior security professional.

Adrian Lane, Analyst/CTO

Adrian is a Security Strategist and brings over 25 years of industry experience to the Securosis team, much of it at the executive level. Adrian specializes in database security, data security, and software development. With experience at Ingres, Oracle, and Unisys, he has extensive experience in the vendor community, but brings a pragmatic perspective to selecting and deploying technologies having worked on "the other side" as CIO in the finance vertical. Prior to joining Securosis, Adrian served as the CTO/VP at companies such as IPLocks, Touchpoint, CPMi and Transactor/Brodia. He has been invited to present at dozens of security conferences, contributed articles to many major publications, and is easily recognizable by his "network hair" and propensity to wear loud colors. Once you get past his windy rants on data security and incessant coffee consumption, he is quite entertaining.

Adrian is a Computer Science graduate of the University of California at Berkeley with post-graduate work in operating systems at Stanford University.

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