



CYBER INTELLIGENCE 4U

Case Study

One of the World's Largest Telco's Utilizes our Program
to Tackle the Challenges of Cybersecurity Selling

Cyber Intelligence 4U

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Client & Scope

The client is an American multinational telecommunications conglomerate and a corporate component of the Dow Jones Industrial Average. They have over \$130 billion in revenue and over 150 million customers, and multiple subsidiaries. They have over 3,000 sales people globally with a small specialized cybersecurity product team of over 70 people.

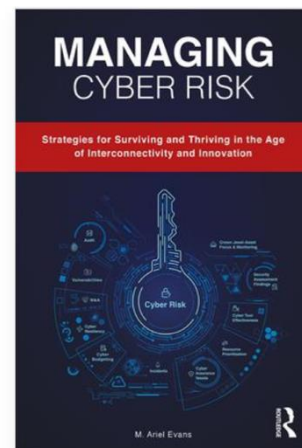
As part of a rebranding into a Tel-tech, the company has been developing and acquitting a series of cybersecurity offerings. The client has over 60 offerings (product and services) in this space. These include but are not limited to Managed Security Services, Risk Reporting, Threat Hunting, PCI services, Mobile Device Management (MDM), and DDoS offerings across the NIST cybersecurity framework pillars of Identify, Protect, Detect and Respond and Recover. The sales team focus was on selling telecommunication products and services. The security product team was charged with the daunting task of tripling cybersecurity sales in the following fiscal year. The client understood that they had to up the level of cybersecurity understanding to elevate the conversations of over 3,000 sales personnel into a role of trusted advisor with their clients. They came to Cyber Intelligence 4U to make that happen.

Program Offering

The course is based upon three years of research with the Fortune 1000 and the cyber insurance industry and uses a digital asset approach to understand cyber risk and how business can be more cyber resilient. 'Managing Cyber Risk', the textbook used for the course is the result of that research. From the customer - "Managing cybersecurity risk in the context of Enterprise risk is one of the fastest growing and critical disciplines companies are looking to build proficiency in. Connecting security technologies to outcomes that are relevant for the Enterprise is becoming a necessity that no Executive can ignore in light of increasing pressure to demonstrate cyber maturity. "Managing Cyber Risk" is the perfect textbook to commence such a transition."

The client's sales team is distributed across the global with a focus in the United States. We began with a pilot of our cybersecurity sales training program. The pilot would allow us to tailor the training around the products the teams will sell.

The client pilot team was 60 individuals across a variety of business units with a low level of cybersecurity understanding. Over a 2-day period, a series of 4 courses were filmed with the initial pilot team. After some minor editing the course was rolled out to over 350 students in the pilot.



*Figure 1:
Managing Cyber Risk*

These courses included:

- **The Evolution of Cybersecurity** which focuses on how cyber is no longer an Information Technology (IT) issue, rather it is a business issue. Introduces cyber strategy and terms. Discusses the history of cybersecurity, cyber risk, breaches, incidents, cyber consequences, cyber trends and spending, and cyber roles.
- **Cybersecurity Basics** focuses on the attack surface, advanced terminology and statistics, enterprise cyber risks of today, regulation and cybersecurity programs.
- **Cybersecurity Tools** discusses policies, tool purposes and usage, and aligns them to the maturity of customers across 25 domains including but not limited to company and cyber team size, industry, tools, governance model, board involvement, risk, teams across 5 mappings: Unaware, Tactical, Focused, Strategic and Pervasive.

Level 1 Unaware	Level 2 Tactical	Level 3 Focused	Level 4 Strategic	Level 5 Pervasive
Spreadsheets and no data consistency	No business Sponsorship - IT in charge	Business funding for cyber risk on BU level	Business funding for risk on enterprise level	Level 4 plus
One-off Reports	Limited info based on spreadsheets	Cyber Insurance	Deployed automated Cyber Risk Mgt Tool	Vendor Cyber Risk Mgt
Looking at vulnerabilities only	Vulnerabilities and incidents only	Beginning to understand they don't know what they don't know	Board Mgt of cyber	Advanced analytics for cyber insurance, and prioritization
Generally no cyber people, process or tools	Minimal cyber people, process and tools	Standard cyber tools, cyber team and processes	Mature cyber tools, dedicated cyber team and processes	Very mature cyber tools, dedicated cyber team and processes

Figure 2: Cybersecurity Maturity Matrix

- **Security Selling = Maturity Selling** discusses all the customer's security offerings and how they are mapped to the maturity matrix for the identification of the best prospects. It includes a deep dive into the top 10 offerings with several role-playing activities.

The course includes the textbook, instructional videos, PowerPoint decks of the materials, weekly team calls for Q&A, quizzes and assignments. Students are required to do a data breach case study and map one of their prospects to the maturity map and write an introductory letter aimed to obtain a prospect meeting.

Program Results

The pilot demonstrated that the client was able to increase sales by 11% in the first month and set up an average for each salesperson of 8 validated meetings each with key decision makers (CSO, CISO, CRO, CEO). The results were unprecedented. Over 500 qualified meetings were scheduled with decision makers. Below are some survey results:

- Used my knowledge to close a security opportunity
- Uncovered an opportunity to sell a security solution
- Initiated customer conversations about security
- Sent emails to initiate security conversations
- Researched accounts to target for security solutions
- Improved security acumen for internal customers
- NONE of the above

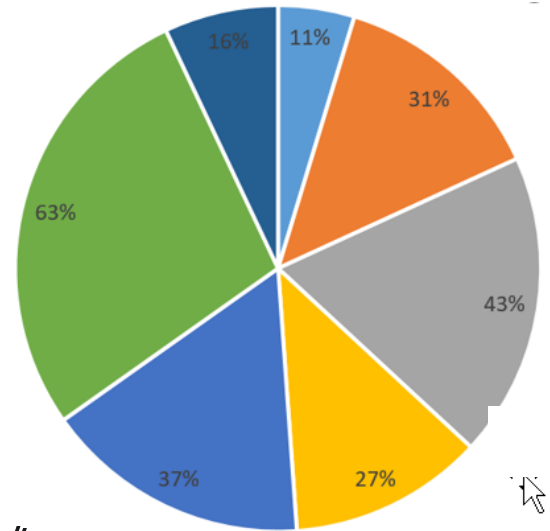


Figure 3: CIU Cybersecurity Program Results

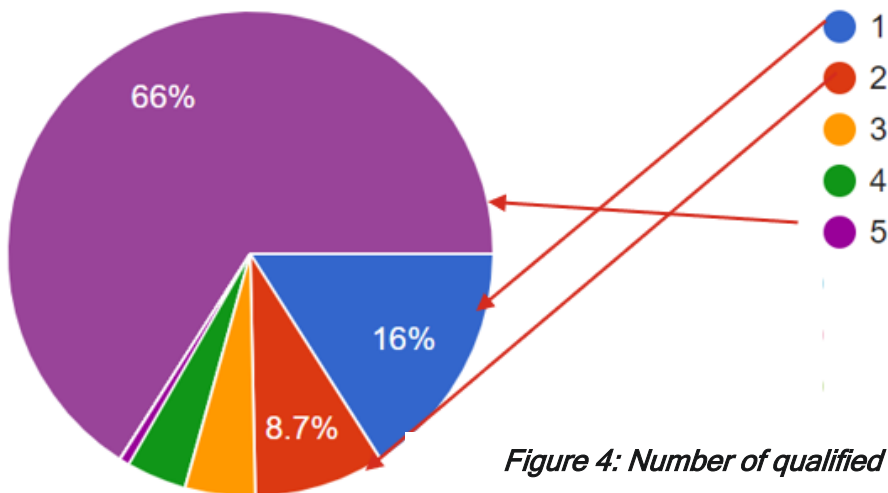


Figure 4: Number of qualified client meetings set up

To date, over 2000 students have graduated from the program and over 80% have increased security sales by over 20% in a 3-month period. The program is wildly successful and is being incorporated into their on-boarding program for individuals in sales roles.