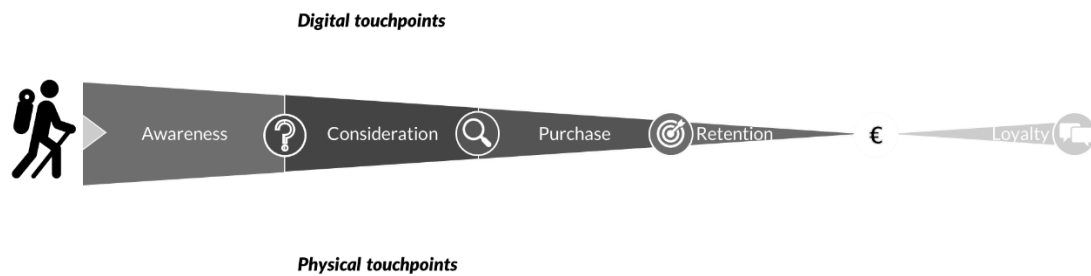


Market adaptation and customer journeys for Seculyze

Keywords: Customer journey, cyber security, SaaS, market and competitor analysis, CRM tool

Seculyze, a cyber security SaaS company, want to reach out to even more customers as we believe that we can optimize their SIEM system. Our target customers are CISOs in companies that already have chosen the Microsoft security suite and especially Microsoft Sentinel. Being roughly 3 years old, already 15.000 companies are using it around the world.



The users of the software are cyber security professionals that are scarce world-wide while the industry at the same time see an increase in cyber-attacks.

The purpose of this project is to get closer to the potential customers and users of the software and combine knowledge of market and competitors to design a world-class customer journey map and other relevant recommendations to increase the world market penetration for Seculyze.

Parts of the project could be:

- A** Competitor analysis e.g., a two axes graph comparing two key distinction factors or a blue ocean strategy canvas
- B** Market analysis e.g., through Porters five forces
- C** Customer journey mapping to ensure that customers are guided to a purchase or a simple “two click” demo
- D** Based on these three items and/or other tools, present concrete recommendations for increased market adaption e.g., how to ease onboarding, provide better information, create communities, etc. The recommendation should include a recommendation for CRM system based on price, quality, and market requirements



Who and what is Seculyze?

Seculyze is a SaaS cybersecurity start-up with the vision to simplify cybersecurity (www.seculyze.com). With our software, cyber security professionals can be more efficient because false alerts are tuned out which focuses their attention to the most critical.

Our birthplace: Experience within incident response, security analytics and advisory. We have seen some bad SIEM implementations resulting in alert fatigue. We are building our experience with configuring, enhancing and tuning Microsoft Sentinel into a SaaS so customers can save time and provide the grounds for better decisions.


We are 6 employees around Europe. In Denmark, we are at Schillerhuset in Nannasgade 28, 2200 Copenhagen N.

Are you interested?

If you think the project is interesting, please reach out to Alex. This is a project proposal. If there are items that you do not feel fits your profile and path – or if you have some other ideas - we are very open for discussions and for changing the proposal.

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