Expert Knowledge and Partnership to Deliver Security Outcomes

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Cyber security consulting market grows as organizations seek expertise countering an evolving threat

Cyber Attack Trends

- **Enterprise software vulnerabilities** exploited widely and opportunistically
- **Ransomware** prevalence - focus on data theft for extortion
- **Supply chain** attacks undermine trust in digital economy
- **Cloud-based attacks** exploiting new architectures and technologies

Cyber security consulting market

- **2020**: 24
- **2025**: 39
- **+10% CAGR**

Source:

1. Management estimation based on various sources
Technical complexity and pace of change leaves clients struggling to deliver security outcomes

**TECH THEMES**

- **Cloud technology** has been implemented faster than organizational cultures can change
- **Security trailing DevOps / Agile** resulting in increased attack surface exposure.
- **Complicated legacy** of past mergers and acquisitions a major stumbling block

**EXPERTISE GAP**

- **Lack of adequate resources** – to drive value from cloud security tools and vulnerability management platforms
- **Zero trust** – key in security strategy but in practice closer to an abstract ideal

Source: 1 F-Secure Research, 2021
VERTICAL FOCUS CREATES DEEPER EXPERTISE AND PARTNERSHIP

F-Secure serves enterprises that are highly targeted, or for whom technology is central to their value proposition.

FINANCIAL SERVICES
Willing to invest in cyber security. Mature regulatory environment. Very strong existing client base and vertical expertise.

TECHNOLOGY
Organizations leveraging new technologies drive innovation and development of new capabilities and offerings.

COMMUNICATIONS
Telco, broadcasting, and media now critical infrastructure. Embracing new network technologies. Regulatory pressure growing.

MANUFACTURING
High safety and availability requirements. Cyber maturity varies. Increasingly targeted by attackers, especially ransomware.
STRONG AND RELIABLE EXISTING CUSTOMER BASE FOCUSED ON FINANCIAL SERVICES

Illustrative Solutions¹ business split by verticals

- Finance: 45%
- Technology: 8%
- Public Sector: 8%
- Communications: 14%
- Manufacturing: 7%
- Other: 18%

Illustrative consulting business split by customer type²

- New Customers: 12%
- Existing Customers: 88%

Based on management accounts
¹Consulting country operations and MDR
²Consulting country operations in H1/2021
PORTFOLIO AND EXPERTISE KEY TO WIN NEW CUSTOMERS

INCIDENT

• In 2019, NY-based customer under ransomware attack
• Engaged F-Secure Consulting for incident response

CHALLENGE

• Recognized that it would be more efficient to roll out the F-Secure host agent to support the investigation and remediation work

OPPORTUNITY

• Client has medium sized security team and needs support with threat analysis, investigations and dealing with alerts

SOLUTION

• F-Secure Countercept MDR is deployed to 42,000 endpoints
• Peacetime value to improve the client’s security posture

COMMITMENT

• Contracted MDR to an annual license worth of 1M$ - renewed ever since
• Ongoing relationship with F-Secure Consulting

PARTNERSHIP

• Another recent ransomware attack thwarted by MDR

PARTNERSHIP
PARTNERSHIP LEADS TO GROWTH AND CROSS-SALES IN FINANCIAL SERVICES

- PARTNERSHIP WITH A LEADING GLOBAL BANK BEGINS IN UK
- EXTENDING THE PARTNERSHIP TO OPERATIONS IN US
- LONG PARTNERSHIP UNLOCKS STRATEGIC ADVISORY ASSIGNMENTS
- CROSS SALES
- CLOUD PROTECTION FOR SALESFORCE
- ~15M€ ACCUMULATED CUSTOMER LIFETIME VALUE

Cumulative order value (EUR, million)


STRATEGIC - Security initiatives that help to deliver business objectives
TACTICAL - Client seeks our help solving a security challenge and is flexible about the solution
TRANSACTIONAL - Part of client’s ‘business as usual’ assurance activity
SUMMARY

• CYBER SECURITY CONSULTING MARKET PRESENTS GOOD GROWTH OPPORTUNITIES
• OUR EXPERTISE IN THREATS, ENTERPRISE TECHNOLOGIES AND VERTICALS OFFERS A COMPETITIVE ADVANTAGE
• PARTNERING WITH CLIENTS CREATES CROSS-SALES OPPORTUNITIES
• SERVITISATION OF SECURITY WILL BRING SYNERGIES AND NEW SERVICES THAT DELIVER SECURITY OUTCOMES