

# 2023 Case Study

Addressing the state of the current & emerging cybersecurity markets

By Hello Security LLC



# The problem

## The Cyber Markets

The cybersecurity landscape is continuously evolving, with emerging threats and market trends reshaping the industry almost daily. The introduction of complex systems such as AI and remote work has introduced even more variance and attack vectors to the market.

## Context

This case study highlights the current state and future outlook of the cybersecurity market based on actual facts and market research.

Within we will address the current status of the market and the emerging market as well as outline some beneficial steps forward.

## Problem statement

Keeping up with & staying at the forefront of a consistently evolving cyber landscape & maintaining the cost effective & defensive advantage has become more and more of a daily challenge for organizations worldwide.

# Challenges deep-dive

## Cost Effectiveness

### **Making Cyber Affordable**

One of the biggest concerns of the cybersecurity market is the sheer cost of implementing it within an organization.

## General Availability

### **Making Cyber Available To All Organizations**

The second challenge the market faces is the lack of overall availability

- Cyber has become highly sought after as the value of the market increases.

## Growing Attack Surface

### **Covering The Growing Attack Surface**

The third challenge the market faces is a growing attack surface as technology evolves. AI and similar technology has brought a new attack surface forward.

# Solution

Invest in vCISO  
(Virtual Chief Information  
Officer) services & agencies

A vCISO agency like Hello Security LLC addresses cybersecurity market concerns by offering affordable and accessible virtual CISO services. They stay updated on evolving threats, helping businesses mitigate risks effectively and overcome challenges of affordability, availability, and an expanding threat landscape using a wide array of solutions such as SaaS, SEIMs, and open-source & affordable Enterprise stacks.

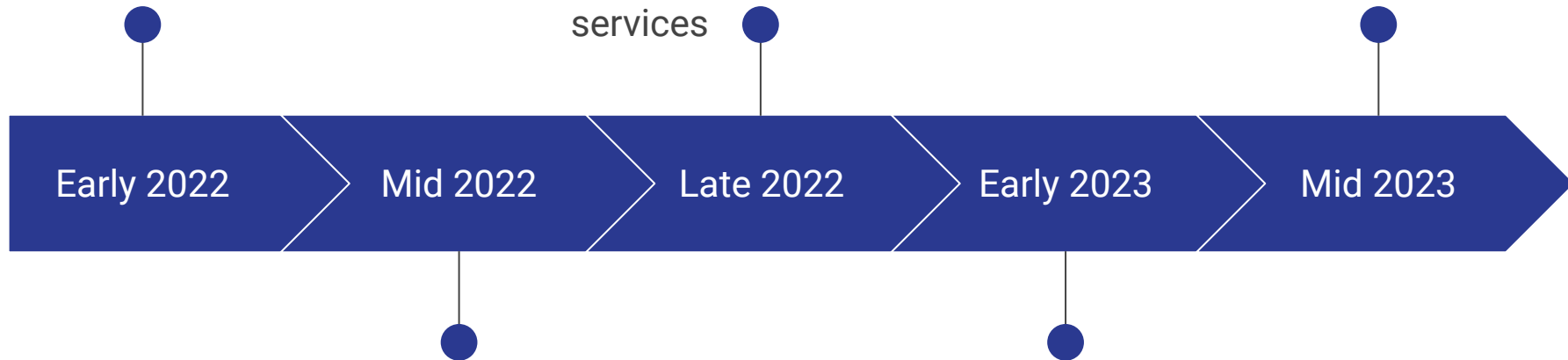
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# Implementation

Address the market.  
Invest in vCISO and  
remote cybersecurity  
solutions

Streamline &  
encourage public  
facing vCISO and  
remote cybersecurity  
services

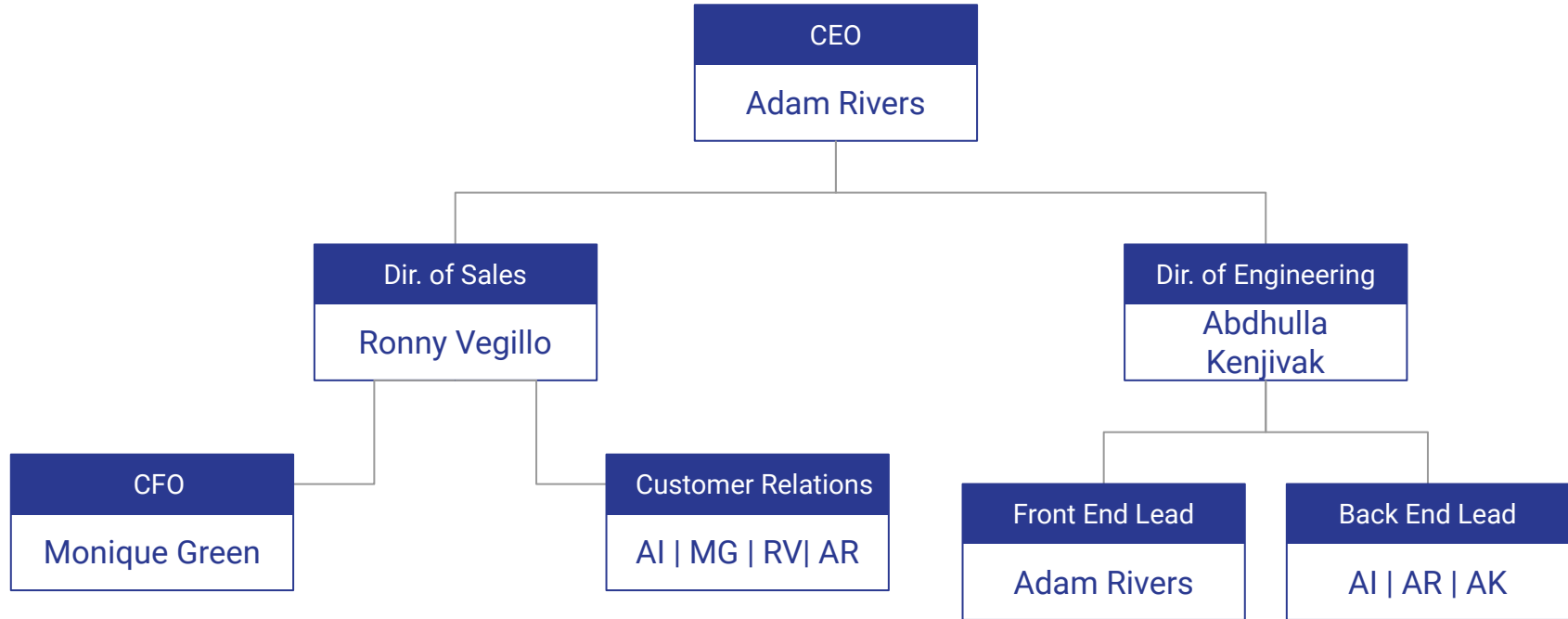
Ensure compliance  
and cybersecurity  
affordably, whilst also  
addressing availability.



Make vCISO services &  
accompanied SaaS  
available to the SMB &  
Enterprise markets

Re-Address the market  
and ensure the vCISO  
solution is working.  
Refactor if needed.

# The team



# Impact

## COST, SECURITY POSTURE, & FUTURE EXPENDITURE

The global cybersecurity market is projected to reach \$352.25 billion by 2028, growing at a CAGR of 10.6% from 2021 to 2028.

According to a 2021 study by Deloitte, the average annual cybersecurity budget for medium-sized organizations (250-999 employees) is approximately \$1.5 million. Larger organizations with 1,000 or more employees tend to allocate significantly higher budgets, often exceeding \$5 million per year. This can be often times be almost halved with a vCISO or vCISO agency.

