Report on Cyber Fusion

Course Code: BUS 402

Course Title : Business Entrepreneurship Lab

Prepared By:

Mohammad Enan Al Harun Sahan,

Reg No. 20101095

Section: B2

MD. Asadujjaman Noor,

Reg No. 20101101

Section: B2

Sheikh Nafez Sadnan,

Reg No. 20101106

Section: B2

Presented to:

Towfiq Ahmed

Lecturer,

Department of BBA, University of Asia Pacific.

The Business Name: Cyber Fusion- a remote SOC (Security Operation Center) service.

The problem and the solution:

The problem: Cyber-attacks are becoming more sophisticated and common in today's digital world, putting organizations of all sizes at serious danger. For a variety of reasons, many companies find it difficult to properly monitor, detect, and respond to these cyber threats:

- **Lack of In-House experience**: It is common for small and medium-sized companies to be without the means and know-how necessary to create and manage a strong Security Operations Center (SOC) in-house.

- **Limited resources:** Many firms may not have the funds to invest in the infrastructure, technology, and qualified individuals needed to build and maintain an internal SOC.

- **Evolving threats:** The landscape of cyber threats is always changing, making it difficult for enterprises to stay up to date on the newest attack methods, strategies, and vulnerabilities.

- **24/7 surveillance:** Cyberattacks may happen at any moment, thus it's important to have 24/7 monitoring and response capabilities, which might put a pressure on internal resources.

- **Compliance Requirements:** Strict regulatory compliance requirements pertaining to data security and privacy apply to many businesses, requiring extensive monitoring and incident response capabilities.

The solution: Cyber Fusion wants to help companies of all kinds overcome these obstacles by offering complete and reasonably priced remote SOC services. Our unique strategy delivers unmatched protection against cyber-attacks by fusing state-of-the-art technology, knowledgeable cybersecurity professionals, and proactive threat intelligence. Among our SOC-as-a-Service's salient features are:

- **Remote Monitoring and Detection:** To quickly identify suspicious activity and any security issues, our SOC continually monitors network traffic, logs, and security events in real-time.

- **Threat information Integration:** To keep ahead of new threats and proactively spot weaknesses and attack trends, we make use of threat information feeds and analysis.

- **Incident Response and Mitigation:** Our SOC quickly looks into, assesses, and

reacts to security incidents in order to limit harm, contain threats, and effectively resume regular operations.

- **24/7 Availability:** Our SOC is open around-the-clock, providing security and assistance to quickly handle cyber-attacks at any time of day or night.

- **Compliance Support:** We offer thorough reporting, audit trails, and documentation of security events and responses to help firms comply with regulatory obligations.

Target Audience and Market Gap:

Target Audience: The target audience for Cyber Fusion's remote SOC services encompasses a wide range of businesses and organizations across various industries. These may include:

- ✓ Small and Medium-sized Enterprises (SMEs)
- ✓ Large Enterprises
- ✓ Bank & Financial Institutions
- ✓ Healthcare Providers
- ✓ Educational Institutes
- ✓ Government Agencies
- ✓ E-commerce and Online Businesses etc.

Cyber Fusion's target audience is, in general, any business looking to outsource its SOC responsibilities to a reliable and competent partner in order to improve its cybersecurity posture, reduce risks, and safeguard its assets and sensitive data against changing cyber threats.

Market Gap: There are no SOC service providers that provide remote solutions. We provide complete cybersecurity solutions right to their digital doorstep by utilizing cutting-edge technology and a team of knowledgeable experts. By removing the need for expensive infrastructure expenditures and guaranteeing round-the-clock protection, this novel strategy makes cybersecurity affordable and effective for companies of all sizes.

Competitive Landscape (Competitors and how we are different):

Competitive Landscape:

1. **SOC Services in Bangladesh**:
    - Backdoor, Trustaira, Aspire Tech, ColoCity, etc. SOC service providers offer various cybersecurity solutions, catering to the needs of businesses in Bangladesh.

- While they provide valuable services, they primarily focus on on-premises SOC solutions or lack the innovative approach of remote SOC services.

Differentiation:

- Cyber Fusion sets itself apart by pioneering remote SOC services, a unique offering that provides unparalleled accessibility, scalability, and affordability for businesses in Bangladesh.

- Our remote SOC service ensures round-the-clock protection and assistance by delivering complete cybersecurity solutions straight to our customers' digital environments through the use of cutting-edge technology and qualified people.

- We also surpass in proactive threat intelligence, ongoing development, and customized service delivery, which strengthens our value offer and establishes new benchmarks for SOC services in Bangladesh.

Unique Selling Proposition:

Excellence in Remote SOC Service: We are delivering affordable, scalable, and easily available cybersecurity solutions straight to subscribers' digital surroundings through the development of remote SOC services.

All-inclusive Managed Security Solution: Proactive threat identification and incident response are made possible by real-time monitoring of network traffic, logs, and security events, making use of SIEM (Security Information and Event Management) technology to provide thorough threat analysis and detection.

Vulnerability Assessment and Penetration Testing (VAPT) Service: We carry out comprehensive vulnerability assessments to find and fix security flaws in the network applications and infrastructure.

Advanced Threat Detection and Response: For an improved security posture, we use cutting-edge technology like PAM (Privileged Access Management), XDR (Extended Detection and Response), and EDR (Endpoint Detection and Response).

Expert Compromise Assessment and Digital Forensics: In the case of a security issue, we offer professional analysis and investigative services to determine the degree of compromise.

Application Threat Modeling: In order to preventatively detect and address any security threats in software applications, we offer application threat modeling implementation.