SfyLabs

Project 1a: SfyLabs website

Summary

1) Objective
2) Requirements
3) Draft example
4) Next steps
5) Planning

Objective

A website that make SfyLabs visible through an simple and intuitive interface for mid-february.

Some information about the company, the core values and our motivations, some details about the products and an easy way to get in touch.

- Single language website (English)
- Limited number of pages (straight to the point)
- Simple interface (it's just a display)
- Compatible with mobile browser
- Color/style matching the SfyLabs template (single identity)
- Matching specific search terms (make people get to know the brand)
- SEO compatibility with old site (avoid breaking old links)

Target audience (per priority):
1) CISO / Head of threat intelligence / CERT manager / etc..
2) Analysts / Security specialists / Fraud specialists / etc..

So first and most important information = high-level story, service description, keywords
Technical details come afterwards!

Requirements

Limited number of pages
- Main page (1)
  - SfyLabs core values and blabla
  - Overview of product lines
  - Summary of last (2) blog posts?
  - About us
  - LinkedIn/Twitter/etc (footer)
- Product pages (2)
  - Intelligence
  - CSD
    - Web
    - Android
- Contact page (1)
  - Postal address (map)
  - List of events we participate too
  - Contact form
- Blog pages (2)
  - List of blog articles
  - Blog article page (*)
- Partners (1)
  - List of SfyLabs' partners

Draft example

Main page

Draft example

Product page

SfyLabs

Intelligence + CSD
Total coverage picture

Intelligence

Intel related picture

High level description of service
Statistics and trends
What problem it solves
Later on, customer feedback

Want to know more

CSD

CSD related picture

High level description of service
Statistics and trends
What problem it solves
Later on, customer feedback

Want to know more
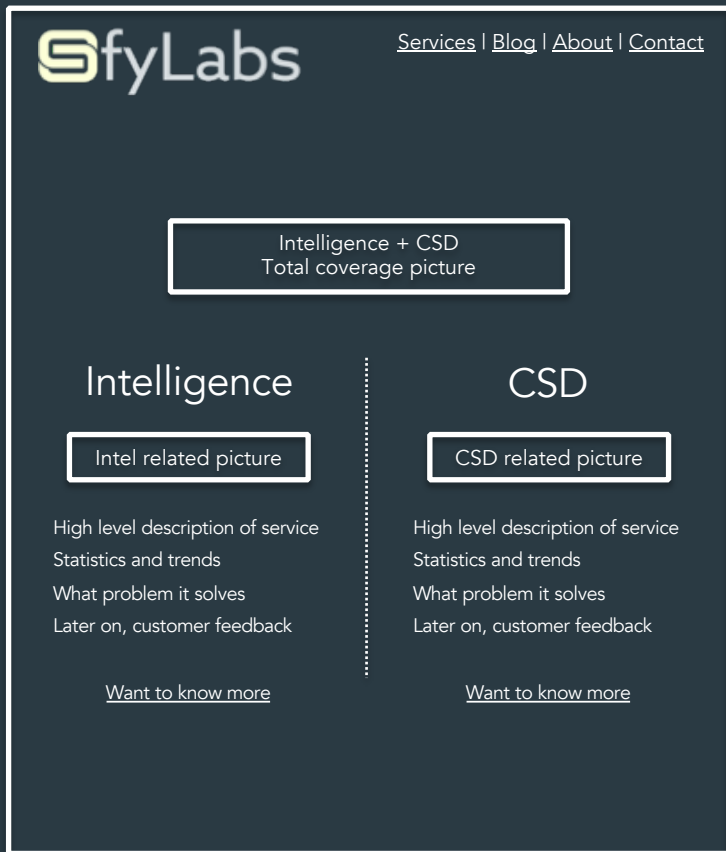
Draft example

Product page Intelligence

SfyLabs   Services | Blog | About | Contact

Intelligence

Blabla about:
What is intelligence

Chart + stats

Why we focus on Android
How threat-landscape evolved

Criminal change picture

How we help you being protected against risk
How our intel can help you make decisions…

Attack types, malware features Decision making process

Features of the service

Platform screenshot?

Want to know more

Draft example

Product page: CSD

$fyLabs   Services | Blog | About | Contact

CSD – Client Side Detection

Introduction of the CSD concept
High-level details: Support for decision making, dashboard, risk based approach, managed service

Pic: centralized solution Web + Mobile

Behavior based detection
Solution:
- On premises
- In Cloud

CSD Android picture

CSD Web picture

High level description of service
Statistics and trends

Later on, customer feedback

High level description of service
Statistics and trends

Later on, customer feedback

Platform screenshot

Want to know more

Draft example

Contact page

SfyLabs

Services | Blog | About | Contact

Contact

Map

SfyLabs B.V.
Postal address
Email address
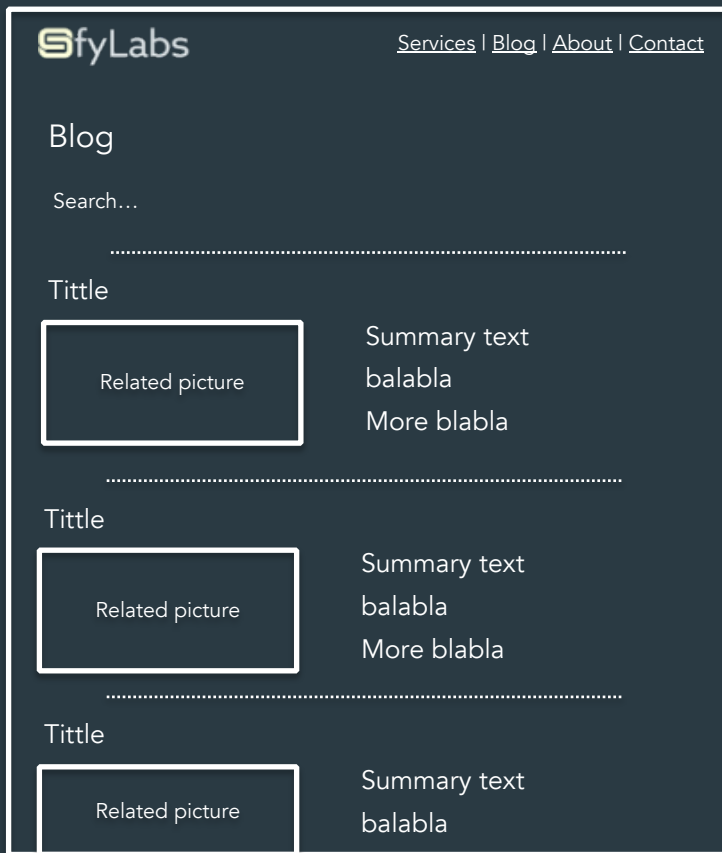Phone number?

Events

Date/Time
Location
Topic presentation

Request a demo
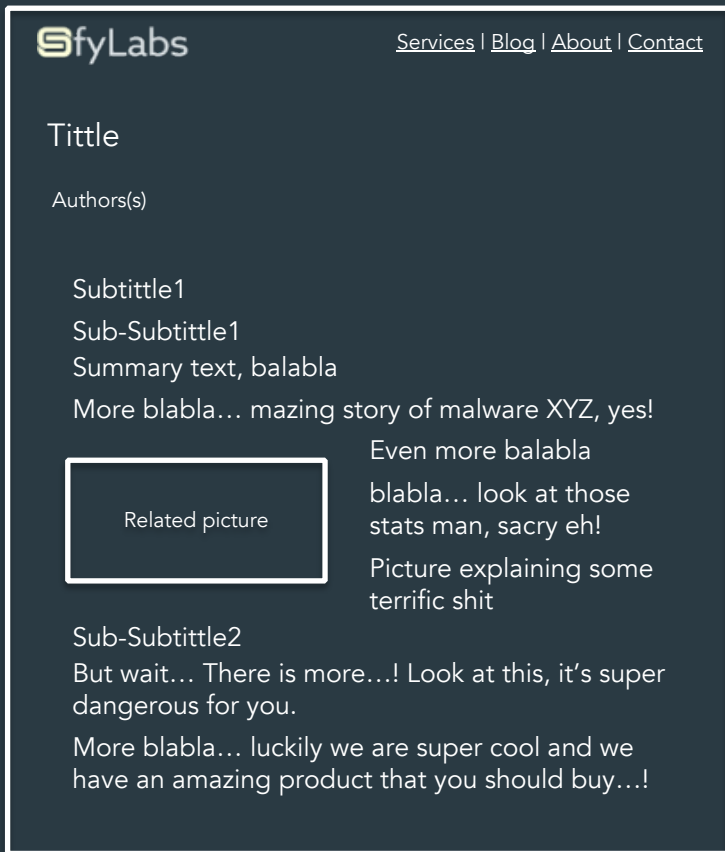
Name
Email address
Company

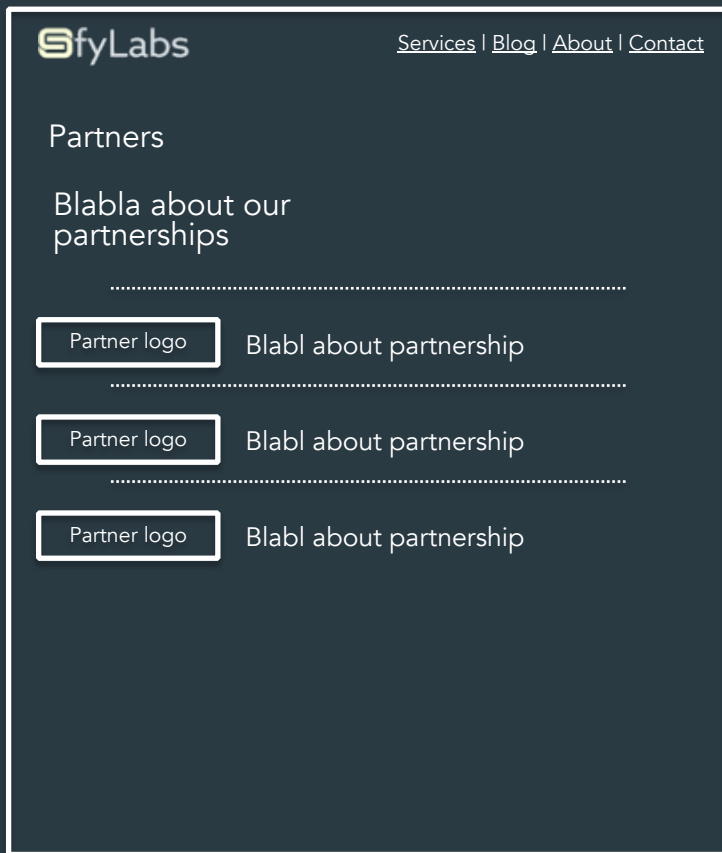Message

Draft example

Blog list page

Draft example

Blog page

Draft example

Partners page

Partners

Blabla about our
partnerships

....

Partner logo   Blabl about partnership

....

Partner logo   Blabl about partnership

....

Partner logo   Blabl about partnership

Next steps

1) [Ext] Discuss the need/requirements
2) [Ext] Get a pricing proposal
3) Make the planning/milestones
   - [Int] Redaction of content (SfyLabs)
   - [Ext] Creation of web pages
   - [Ext] Drafting of pictures
   - [Ext] Regular meetings to avoid scope creep
4) [Ext] Final delivery (upon signed agreement)
5) [Int] Put the website into production environment
6) [Int] Make the domains match relevant pages
7) [Int] SEO link matching between sites
8) [Int] Communication campaign around the new site (announce the intelligence product creation)

Planning

Q4 2017	Q1 2018	Q2 2018

Capture of need

Building

Prod

Release / campaign

Appendix -

1) Colors:
   - Dark Grey background: #2A3A43
   - Green letters – title: #BACD59
   - Grey background: #668296

We need to build a complete palet of colors matching the actual style colors.

1) Links to competitors websites (only to show our competition environment look & feel):
   - https://www.flashpoint-intel.com/
   - https://intel471.com/
   - https://www.crowdstrike.com/
   - https://www.s21sec.com/en/