TELEMETRY

Track the people associated with each SKC to be notified if and when action is to be or is taken on the SKC.

Brently George

Monitoring Dashboards? Dahsboards showing calendars of renewals and expirations, with highlights on potential impacts.

Brently George

Alerting options:
Allow users to configure preferences for email, text, push, teams, slack, discord, telegram, etc.

Brently George

Reporting:
Out of the box reports? Integration with PowerBi or other analytics apps? What types of reports?

Brently George

SECURITY

Do we store SKC or provide interface for customer to store their SKC on their own? - Start off by not storing SKC data.

Brently George

Federation for user account control so we don't store our own usernames and passwords.

Brently George

SOC 2 certification? Yes, companies that utilized this will want some security assurance.

Brently George

Permissions management? Allow users and groups to specific who has access and control to information about SKCs.

Brently George

ENGINEERING

Track SKC data such as: SKC description, expiration date, should be renewed, renewal process, effects if not renewed.

Brently George

IAC integration?
Chef, puppet, terraform, etc

Brently George

Controls to trigger actions to be performed for automated SKC renewal.

Brently George

Integration into cloud platforms? Azure, AWS, GCP

Brently George

Technology stack? Should this be a web app, SDKs, web API?

Brently George

KB integration?
Wiki, Confluence, OneNote, etc

Brently George

integration into ops management systems? devops? JIRA, ADO, ServiceDesk etc.

Brently George

BUSINESS

Has this been done already? if so, was it successful?

Brently George

Investigate potential Legal concerns. Can we be held responsible if the software fails to rotate an SKC causing some critical outage?

Brently George

Can this be profitable and if so, Determine Profit model. Freemium, Monthly Service or One-time fee? or others?

Brently George

Identify MVP features to have a quick rollout to help determine viability.

Brently George

Operating costs? Dependent on delivery method. Self hosted vs SaaS. Helps determine profitability.

Brently George

Open source or closed source? Depends on the profit model.

Brently George

SALES / MARKETING

How should the product be marketed?
A product to manage the SKCs of your application while maintaining efficiency.

Brently George

Why would a company choose to buy this product? Developer turnover, missed SKC rotation. SKC expiration issues.

Brently George

What type of product is this? Seems like a security product, but also a resiliency product in some sense. Also a knowledge product.

Brently George

What is the products main feature or benefit? Managing, monitoring, and tracking SKCs

Brently George

Target audiences? Admins, developers, application stakeholders

Brently George

Social media presence? Depends on target audience.

Brently George

Where to advertise? Where does our target audience live at, work at, and play at digitally?

Brently George