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CUSTOMERS

MOBISSEC GENERAL CONTEXT

Reference: <https://www.linkedin.com/company/mobisec-italia-srl/?originalSubdomain=it>

- Mobile Applications Security
- Mobile Defense Security
- BYOD
- Mobile Applications
- Mobile Business
- Device Security
- Business Intelligence
- Unified Endpoint Management
- Data monitoring
- Anti-fraud
- Predictive Analysis
- Big Data
- IoT, VAPT/WAPT (Vulnerability/Web Application Assessment & Penetration Testing)

CUSTOMER PROFILE

WHO

- IT Managers
- CTOs (Chief Technology Officers)
- Information Security Officers
- Network Administrators
- Certifications like CISSP (Certified Information Systems Security Professional) or CompTIA Security+.

WHAT

- Mobile Device Management (MDM)
- Security Policies
- Incident Response

WHY

CUSTOMER FEATURES

WHAT

- Aware of risk profiles
- Digital Maturity
- Startup/Big Company size
- CTOs (Chief Technology Officers)
- Information Security Officers

CUSTOMER COMMUNICATION

COMMUNICATION CONTEXT

- 1) To drastically increase brand awareness
 - a. Presence on the main B2B social channel (LinkedIn)
 - b. Identification and staffing of a series of trade fairs and industry events for the current year, while creating gadgets
 - c. Creation of a simple website is in progress while awaiting the release of the final version using external companies
 - d. Communication with UniPD
 - e. Identification and participation in events, while creating content plans
- 2) To increase Mobisec's authority in the cybersecurity sector

COMMUNICATION TACTICS

CUSTOMER COMPANIES

- Businesses and Financial Institutions
 - Unicredit
 - Intesa Sanpaolo
 - Sara
 - Cattolica
 - ING
 - Mooney
 - Flowe
 - AMMAN
- Startups and Incubators which can foster Mobisec
 - H-FARM
 - LVenture Group
 - Nana

SIMILAR COMPANIES AND PARTNERS

- [Check Point Software Technologies](#)
- Zimperium
 - <https://www.zimperium.com/partners/>
 - <https://www.zimperium.com/channels/>
- [Trend Micro](#)
- [Pradeo](#)
- [Cylance/Blackberry](#)
- [NowSecure](#)
- [Randorisec](#)

PRODUCTS

MOBISec DSA – DYNAMIC SECURITY ANALYSIS

WHAT

- Data monitoring, measurement, management and security
- Help enterprises to secure, supervise and manage IoT devices, apps, users and data

WHO

- Mobile app developers
- Tech startups
- Financial institutions
- E-commerce sites
- Government agencies

WHY IT IS UNIQUE

MOBISec HIWAVE

WHAT

- Data monitoring, measurement, management and security
- Help enterprises to secure, supervise and manage IoT devices, apps, users and data

WHO

- IoT Device Manufacturers
- Smart Home Solution Providers
- Automotive industry
- Industrial Automation Companies
- Retailers

WHY IT IS UNIQUE

MOBISec UEM

WHAT

- Comprehensive solution for managing and securing corporate devices.
- Addressing challenges related to device configuration, employee monitoring, and balancing user experience with security
- Thorough evaluation of business needs, user profiles, and available apps
- Complete security and risk assessment
- Remedial solutions to ensure maximum security
- Ongoing security maintenance through regular updates and reviews

WHO

- Businesses facing challenges in device management and security.
- Companies requiring in-depth security and risk assessments.
- Organizations looking for solutions in device configuration and employee monitoring.
- Any entity seeking a reliable and secure approach to address device-related risks and threats.

WHY IT IS UNIQUE

APP SCRAPING

WHAT

- Tool to see what active trends are, seeing where the market having gaps or could be used also to see where the next app advancements would be going towards.
- Marketing and development firms can use this service to stay ahead in the highly competitive app market by understanding consumer behavior and emerging trends

WHO

- Market Research Firms
- App Development Firms
- Venture Capitalists
- Game Development Studios

WHY IT IS UNIQUE

CYBERSECURITY TRAINING

What:

- Beneficial for any organization that uses digital systems to have trained staff to mitigate the risk of cyber incidents, reducing potential financial and reputational damage

Who:

- Corporate IT Departments
- Human Resources
- Educational Institutions
- Government Entities

WHY IT IS UNIQUE

SUMMARY: COMMUNICATION FUNNEL

- Focus on one product over different niches
- Hiwave is the most interesting one, thanks to its data retrieval and gathering
- The most import communication channel should reach businesses on the same level
- We need to use passive communication
 - Gathering trust building collaborations over time
- In order to analyze new data, given Mobisec hasn't got that much data, analyze similar companies and their partners in the same business