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# Customers

## Mobisec 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
   1. Presence on the main B2B social channel (LinkedIn)
   2. Identification and staffing of a series of trade fairs and industry events for the current year, while creating gadgets
   3. Creation of a simple website is in progress while awaiting the release of the final version using external companies
   4. Communication with UniPD
   5. 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 Istitutions
  + 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](https://partnerlocator.checkpoint.com/)
* Zimperium
  + <https://www.zimperium.com/partners/>
  + <https://www.zimperium.com/channels/>
* [Trend Micro](https://www.trendmicro.com/it_it/about/customer-stories.html)
* [Pradeo](https://www.pradeo.com/it-IT/rete-partner)
* [Cylance/Blackberry](https://www.blackberry.com/us/en/partners/oem-partners)
* [NowSecure](https://www.nowsecure.com/customers/)
* [Randorisec](https://www.randorisec.fr/about/#testimonials)

# 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