

IE Core

1. Service Strategy

1.1. Overview

1.1.1. Company Background

1.1.1.1. History of the company

Our founder experienced difficulties and problems with regards to his information security. Problems such as data leakage of personal information during that time were record high. He saw this as an opportunity to use his knowledge and background in Information Security to solve those problems.

1.1.1.2. Overview of the overall industry of the company

The company specializes in providing security solutions to client's infrastructure and assets.

1.1.1.3. Brief discussion of its competitors

Most of our competitors offer generic security solutions which normally provide a low level of security since it doesn't have a background on the client's needs.

1.1.1.4. How will your company differentiate from its competitors

Our company analyzes the client's environment and external factors in order to produce a security solution that best fits their business needs.

1.1.2. Company Vision and Mission

1.1.2.1. Vision

"We envision the internet to be a safe place where information can run freely and securely"

1.1.2.2. Mission

"To provide security controls using appropriate tools to ensure security compliance.

1.2. Demand Analysis

1.2.1. Customers/Partners

1.2.1.1. Our partners include physical security providers such as security agencies, security equipment suppliers and the likes.

1.2.2. Users

1.2.2.1. Small, Medium Businesses

1.2.2.2. Local Homeowners

1.3. Financials

The company would include 1 CEO and 9 employees. Only the 9 employees would have salaries which is Php 20,000.00 each. That would sum up of a total of Php 2,160,000.00 annually. Next is the operating expenses of the company which includes the office space of 50 square meters with comfort rooms (Php 30,000.00 x 12 = Php 360,000.00), software licenses (Php 50,000.00), travel

expense (Php 20,000.00 x 12 = Php 240,000.00), internet service provider (Php 15,000.00 x 12 = Php 180,000.00), in-house hardware components (Php 500,000.00), maintenance (Php 200,000.00), electricity (Php 15,000.00 x 12 = Php 180,000.00), and water (Php 1,000.00 x 12 = Php 12,000.00). This sums up of Php 1,722,000.00 for the operating expense in just a year.

In terms of generating income, the company's plan is first to get the capital from investors. This would boost the research and development for the services the company would provide for their customers and clients. The company plans to create its own website where clients would easily see what the company is capable to do. The company would also tie up with other organizations to boost the name of the company. The company would advertise themselves first so that everyone would know what they can offer for the public. The target number of successful projects and services that the company wants in a year is 50 to generate profit. Anything more would generate more profit for the company.

1.4. Portfolio

The company gains revenue from the software and services provided by the company. The company offers consultation for interpreting regulations regarding information security within the client's business model and how to comply. Consultations are priced at a minimum of 5,000.

The company offers assessment on how much security is necessary for control of system and network assets. Measuring potential loss and the probability of occurrence can be very difficult and requires a structured and integrated approach. The company will provide an objective evaluation using proven methodology. Assessments are priced at a minimum of 30,000.

The company offers physical security such as bodyguards or security guards, surveillance devices, backup devices, locks and etcetera. Price depends on the scope of the service.

The company offers a Security Software called IE Core Security. The software can be bought through one time payment or through a subscription plan. The one time payment will only involve the software, and maintenance for every quarter. The one time payment is priced at 60,000 per year, depends on the included features of the software. The subscription plan involves the software, regular updates, regular maintenance, and discounted upgrades. Subscription plan starts at a minimum of 3 years. The subscriptions plan's price ranges from 150,000 to 1,000,000 depending on the features, upgrades of the software.

1.5. Business Relationships

1.5.1. Roles and responsibilities

- CEO - responsible for company oversight and management.
- Secretary - responsible for placing orders for installation.

- Security Installers - responsible for the installation of security solutions found necessary by the security analysts.
- Security Analysts - responsible for identifying necessary security solutions for the clients. The person responsible for the company's security consulting services.
- Developers - responsible for the development and deployment of security solutions for computers and networks.

1.6. Strategy Development

1.6.1. What is the goal of the company and why?

The goal of the company is to provide high level security both in physical and intangible assets of its clients. The reason behind this is that assets run and operate businesses of people and to make last longer, we must protect it.

1.6.2. How can you say that your company has been successful?

We can say that the company is successful when 95% of its projects and services for their clients are continuously and actively operating without errors and failures. Also we can say that the company is successful when we lessen the probability of breach and attacks in both the physical and intangible assets of the company's clients.