

# Project Strategy Document

## Project Overview

- **\*\*Name\*\***: Industrial Security Leadership
- **\*\*Thesis\*\***: Be the preferred provider of Industrial Security solutions
- **\*\*Strategic Rationale\*\***: Industrial security represents both a defensive necessity and an offensive market opportunity. As the trusted automation partner, Rockwell can uniquely provide security solutions that understand the operational context and criticality of manufacturing systems.

## Target Profile

- **\*\*Industry\*\***: Industrial cybersecurity, OT security, critical infrastructure protection
- **\*\*Offering\*\***: OT/IT convergence security, threat detection, industrial firewalls, security orchestration
- **\*\*Stage\*\***: \$5M - \$75M revenue
- **\*\*Geography\*\***: Global, with emphasis on regions with strong manufacturing bases

## Key Constraints

## Tags

security, cybersecurity, OT, infrastructure

## Strategic Analysis

### Strategic Overview

Acquisition focused on establishing market leadership in industrial cybersecurity through OT/IT convergence capabilities, leveraging existing automation expertise to deliver integrated security solutions

### Key Opportunities

- Cross-sell security solutions to existing automation customers
- Capitalize on growing industrial IoT security market
- Establish early leadership in OT/IT convergence security

- Expand recurring revenue through security monitoring services

### **Risk Factors**

- Rapid technological change in cybersecurity landscape
- Competition from IT security vendors moving into OT space
- Integration challenges between IT and OT security systems
- Talent acquisition and retention in specialized field

### **Success Metrics**

- Market share in industrial security segment
- Revenue growth rate
- Customer retention rate
- Security incident prevention rate
- Cross-sell penetration in existing customer base

### **Timeline Recommendation**

12-18 months for initial acquisition and integration, with 3-year roadmap for full capability development

### **Resource Requirements**

Significant investment in technical talent, security operations infrastructure, and R&D capabilities for ongoing threat response development

### **Generation Details**

- \*\*Generated At\*\*: 2025-08-28T15:53:12Z