**VZ – Launched Digital Security (Secure SD-WAN w/ FortiNet) Services to enable new stream of revenue for a $175B Technology Firm**

**Business Challenge:**

* Our client – **a fortune 100 $175B technology firm** wanted to solve the following business challenge
  + Quick transition to hybrid and/or remote working models opened new avenues for cyber threat actors
  + Our client’s customers in enterprise and business markets desperately needed network security solution that could secure remote and hybrid workforces.

**Business Requirements:**

* Our client was looking for a Scrum Master - Consultant that could address the following requirements
  + Our client partnered with a **top firewall service provider (FortiNet)** and needed a consultant (Scrum Master) to spearhead the development and delivery of web-portal that customers can use to manage both the network & security component (FortiNet FW) through one portal
  + They needed an experienced scrum master to spearhead the development & launch of this secure networking solution for enterprise and business customers

**Our Approach & Solution:**

* Creospan provided a team of 1 Consultant (1 Sr. Scrum Master)
* We adopted the following approach for this client
  + **Conduct consultative sessions** 
    - We interviewed business and technology stakeholders to dive deeper into the user needs and challenges
    - Our consultant also conducted deep dive sessions with the partner (FortiNet) to better understand their product and corresponding APIs
  + **Problem**
    - After conducting these sessions, we learned that that there following challenges were blocking the development and launch of secure networking services
      * Lack of feature prioritization and risk management frameworks
      * Communication gaps between business and technology teams
      * Absence of time and cost-efficient processes to ensure the project meets the timeline for the launch and delivery of this service
  + **Solution** 
    - **We adopted the Agile Scrum processes** 
      * Our consultant conducted deep dive sessions with both business and technology teams to understand their needs, project constraints, pain points and end goals
      * Based on these inputs, we developed a detailed project plan highlighting the risks associated with each milestone
      * Our consultant also developed and solidified user stories leveraging tools such as JIRA
      * We then analyzed each milestone and risk and optimized the feature set/user stories to ensure we can deliver a solution that is robust, thoroughly tested, secure, and launched in a timely manner.
      * Over the period of the next 6 months, our consultant spearheaded a **cross-functional team of 10**, presented weekly updates along with risk mitigation plans and end results for both business and technology teams.
      * Within 6 months of our first meeting with the client, we were able to launch the first version of secure networking services to 90% of enterprise and business customers of our client

**Business Benefits**

* **Business Expansion (Secure SD-WAN w/ FortiNet)**
  + The launch of this feature set allowed our client to address the security needs of new and existing market segments thereby **expanding the client base by 12%**
  + Our client received requests to launch additional feature sets within the digital security space post this launch and thus this project **opened a multiple avenue for business expansion in the cybersecurity spectrum**
* **New Stream of Revenue**
  + The timely launch of this feature (secure SD-WAN w/ FortiNet) resulted in an **8% rise in the ARR of our client there by solving the digital security need**s of new and existing customers

**Skill Set:** Agile Scrum, Project Manager, JIRA, User Stories

**Consultant for this case study: Jeevapriya (VZ Scrum Master)**

**\*\* Note: The numbers listed in this case study are estimates as the original numbers are not publicly disclosed**

(Ref 1- https://www.fortinet.com/corporate/about-us/newsroom/press-releases/2021/verizon-sdsb-with-fortinet, Ref 2 - https://www.fortinet.com/content/dam/fortinet/assets)