**VZ – Unified Cloud Security Solution (**[**Advanced SASE**](https://www.verizon.com/business/products/security/network-cloud-security/advanced-secure-access-service-edge/)**) to enable $25B in revenue over 5 years 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**
  + Each networking vendor started building its own cloud security portal that could only manage its own network and security devices
  + Our enterprise clients **needed a vendor-agnostic unified solution** that they can use to manage cloud network and security services for all their devices through a single portal

**Business Requirements:**

* Our client was looking for a Scrum Master - Consultant that could address the following requirements
  + Our client has partnered with top network and security companies such as **Cisco, Versa, FortiNet, Palo Alto Firewalls**
  + They needed a consultant (Scrum Master) who could engage with these multiple vendors and with client-internal business and technology teams to enable the development and launch of single unified cloud network and security management portal for its business and enterprise customers

**Our Approach & Solution:**

* Creospan provided 1 Consultant (1 Sr. Scrum Master) who had previously spearheaded Scrum initiatives at companies like Ericsson and international capital management firms
* Our consultant adopted the following approach for this client
  + **Deep Dive sessions** 
    - We interviewed business and technology stakeholders to dive deeper into the vision, business strategy, user needs and challenges
  + **Vendor Engagements & Partnerships**
    - We then engaged with cloud network and security partners such as **Cisco, Versa, Palo-Alto, FortiNet** to learn more about their cloud security devices and the status and availability of corresponding **APIs**
  + **Problem**
    - After conducting these sessions, we learned that that there following challenges were blocking the development and launch of the unified portal for cloud network and security management
      * Data available through APIs provided by each vendor varied in terms of information depth and breadth
      * The existing Product Owner didn’t have expertise in user story development and lacked the technical background that was critical for the development and launch
      * Lack of feature prioritization by the existing Business & Product teams led to significant inefficiencies in the software development process which further led to developer exhaustion
  + **Solution** 
    - **We adopted the Agile Scrum process**
      * 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 100+ developers, BAs, finance POCs, legal POCs, product SMEs, and vendor POCs**
      * We 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 (MVP) of the unified cloud security solution ([Advanced SASE](https://www.verizon.com/business/products/security/network-cloud-security/advanced-secure-access-service-edge/)) for existing enterprise and business customers of our client

**Business Benefits**

* **New Stream of Revenue through Unified Cloud Security Enablement**
  + The timely launch of this solution (Unified Cloud Security Solution) is expected to generate **$15M in the ARR for the first year and $25B for the next 5 years** thereby **solving the unified cloud security and networking** needs of new and existing customers
* **Business Expansion in the Cloud Security Spectrum**
  + The launch of this feature set allowed our client to address the unified cloud security needs of new and existing market segments, thereby **expanding the client base by 15%**

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

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

**Ref:** https://www.verizon.com/business/products/security/network-cloud-security/advanced-secure-access-service-edge/