The Security Marketers Agenda Roundtable
14th May 2014, TechUK, 10 St Bride Street, London,

Supported by:

CIM The Chartered Institute of Marketing
Technology

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Paul Fisher

Paul Fisher is the founder of pfanda. We provide content for cyber security companies and data security departments.

We work with vendors, in-house security teams and companies that need expert content that builds brands as information and data security leaders.

The Security Marketers Agenda:
### Services, the cloud, privacy and beyond

Today's security marketer – whether working for vendors, integrators or software houses – faces new challenges. They need to raise the profile of security and its business case to new audiences. At the same time, they are faced with rapidly changing (and virtualised) service and sales models.

The rise of the CISO helps elevate the imperative nature of security and risk mitigation solutions. Additionally, the media help raise the awareness of data loss, breach and theft to uncharted heights – to both consumer and business audiences.

So how do professional security marketers exploit a more cognizant market and avoid the pitfalls of FUD (fear, uncertainty and doubt) marketing?

At this event we'll explore:

- The trends and challenges faced by the security marketer

- How security differs from other segments in ICT

- What the future holds for the security marketer
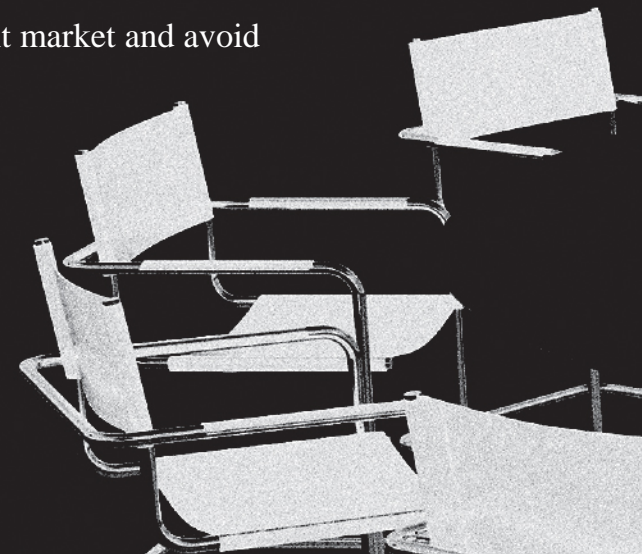
Roundtable structure

Attendee introductions & Security marketing experience/plans/objectives	15 mins
Q1	15 mins
Q2	15 mins
Break	10mins
Q3	15 mins
Q4	15 mins
Summary/questions/close	10 mins

Q1 – Privacy

What impact, if any, have the revelations of Edward Snowden and the controversy surrounding government surveillance had?

Has it become harder to market security solutions to businesses wary of what may happen to their data, especially in the cloud?

Have companies with US parents found resistance?

What are the opportunities in the post-Snowden world, in terms of technologies and techniques?

Q2 – The Cloud

Is the cloud simply just another trendy term for the same old computing?

Have marketers been guilty of exaggerating the dangers of the cloud to sell "cloud solutions"?

Is there a backlash now, companies are reluctant to put sensitive data in the cloud and pulling back behind the firewall?

What is the future for cloud based security services?

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Q3 – The end of the IT department?

More business IT purchasing decisions are being taken by individual employees with implications for business security. This trend will only accelerate.

How can security companies foster relations with businesses that no longer know or control the technology being used within the organisation?

Does the new paradigm mean that SaaS will become dominant?

Security may well become totally separated from the business.

Will the CISO of the business become more important than the CIO?

Q4 – The Future

What security technologies will dominate, are we going from one size fits all to bespoke security solutions?

Will security companies of all sizes come to offer client consultancy and services as premier revenue generators?

How long can AV companies survive when new technologies are able to isolate malware without needing to know what it is?

Can mid-size companies compete with the global security resources of IBM, HP and Dell?

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