



Illuminating the Black Art of Security

Underground threats and corporate defence

Moderator: Brian Bourne

Panel: Robert Beggs, Dave Millier, Brian O'Higgins, Eldon Sprickerhoff

STARTING AN INFOSEC COMPANY

Digital Defence

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- Robert Beggs, CISSP CISA
- “Advise – Protect – Respond: Complete security breach protection” (penetration testing, incident response, data forensics)
- In business since 2003
- Market focus: Clients who recognize that they have data that must be protected, or have suffered a loss of their data
- Key differentiators: business-aligned security; skilled and experienced consultants with unique focus on breach prevention and response

SentryMetrics

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- Sentry Metrics (originally DEXAGON)
- Leading Information Security Company, award-winning Managed Services Platform. Specialize in compliance monitoring.
- Founded in 1996
- Financial, Insurance, Retail, Mining, Public Utilities
- Award-winning Dashboard the Sentry to deliver managed services. Focus on managing information, rather than just devices.





- Founded in 2001
- "Collaborative Threat Management" - (IDP/Network Forensics/IR) and Consulting (vulnerability assessments, source code analysis)
- Hedge Funds, Financials, Health Care, Heavy Industry in Canada, US, Mexico, UK, Australia, Japan, Singapore, Hong Kong
- Sole focus from beginning is InfoSec Analysis (has never been a "bolt-on" to network design, system integration, web hosting/design) Internal Software Talent

enTrust, Third Brigade

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Entrust[®]

**THIRD
BRIGADE**[®]
deep security solutions.

- Entrust:
1994, spin out from Nortel in
1997, IPO 1998, private again 2009
(16 yrs and counting...)
- Third Brigade: 2004-2009, sold to Trend Micro
- Markets: Government, Finance, Large Corporations
- Differentiators:
 - Entrust introduced first commercial PKI product.
 - Third Brigade delivered best in class point solution for host-based IDS/IPS.



Planning the Business

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- Discussion on:
 - Choosing the right idea
 - Building the business plan
 - Getting funding



Building Sales

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- Selling strategies
- Marketing strategies
- Public relations
- Investor relations



Operations

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- Operational efficiency before you have scales of efficiency
- Recruiting and retention



Contact Information

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