STARTING AN INFOSEC COMPANY

Moderator: Brian Bourne
Panel: Robert Beggs, Dave Millier, Brian O’Higgins, Eldon Sprickerhoff
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
Sentry Metrics
(originally DEXAGON)


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.
eSentire

- 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

- **Entrust:**

- **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

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

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

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

- Robert Beggs,
  - Email: robert.beggs@digitaldefence.ca

- Dave Millier,
  - Email: dmillier@sentrymetrics.com

- Brian O’Higgins,
  - Email: brian.ohiggins@rogers.com

- Eldon Sprickerhoff
  - Email: eldons@esentire.com