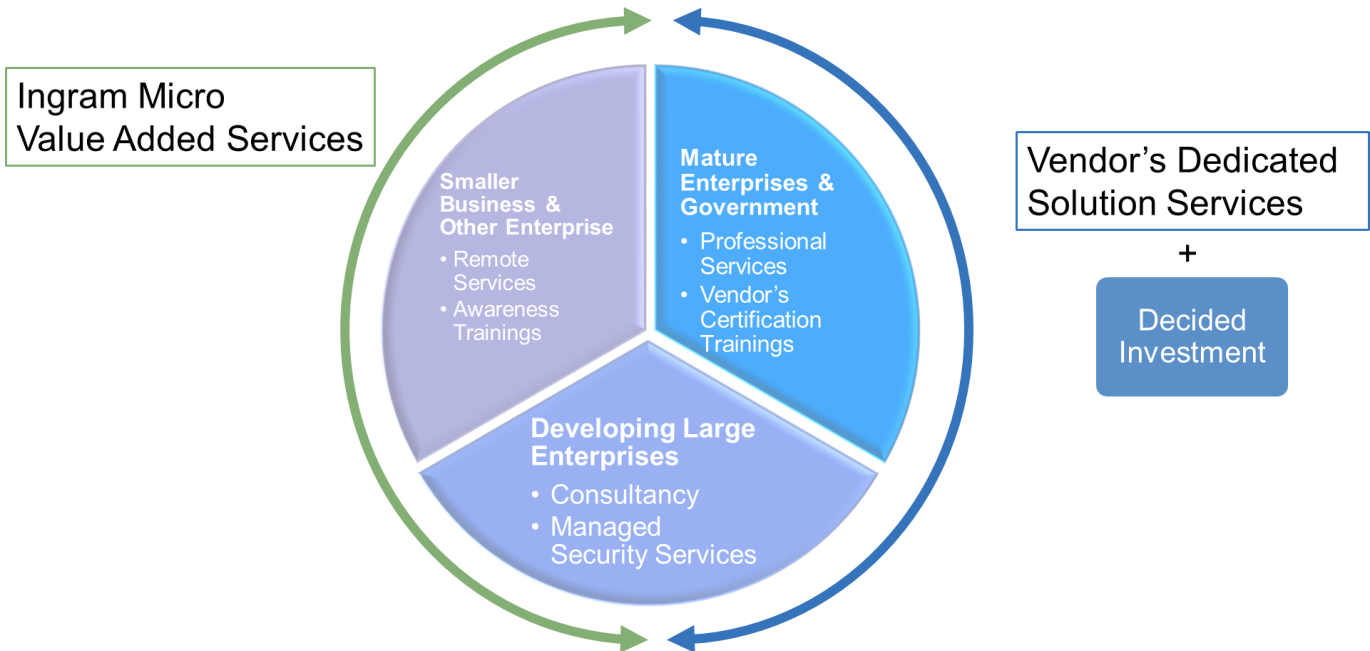




# Cyber Security Market & Partner Lifecycle



**The Cyber Security Market is divided in 3 major categories:**

**1- Top right:** the mature large enterprises and government organizations:

These are companies who are already aware about the importance of Cyber Security and therefore they built a dedicated strategy, applied it and hired their own security people.

**2- Bottom:** These are the Enterprises who just started Cyber Security implementation and are investing in learning.

**3- Top Left:** These are all the rest, divided between SMB/SME and Enterprises who do not believe that they can be affected by Cyber Security.

We believe that the first category and part of the second will definitely jump to vendor solutions and therefore, we dedicate services around PS (implementation of given vendor's solution) and certification trainings. This may be accompanied with a specific incremental investment.

While for the third category and part of the second one, we decided to build our own Ingram Micro services around Consultancy, Training and Managed Security Services.

**Partner Lifecycle for Vendor Solutions using IM Services:**

