



Diligence - Beyond The Numbers

Case Study

Security Group Enters Autonomous Vehicle Security Market

by **John Morton**, Director at Business Growth Advisory Group.

Background: A large international cybersecurity services company had identified a market opportunity in the related field of Autonomous Vehicle Security, however the opportunity required a fully automated and productised service delivery capability to effectively meet this emerging market's requirements. The individual elements of the solution existed within the company, what they needed was the architectural expertise to understand exactly what assets they had and how to bring them together into a unified platform and



industry relevant packages. In order to propose a system architecture that could satisfy the unique demands of the Autonomous Vehicle Industry, and provide the company with a commercially compelling and functionally market leading proposition, an in depth analysis of their current situation needed to be established.

The Challenge

The company engaged **John Morton**, a Director at **Business Growth Advisory Group** (at the time working as an independent consultant) to assess the internal capabilities and interoperability of the company’s tools and applications along with the collation and consolidation of knowledge assets, both technical and commercial, built up from customer engagements over the lifetime of the company.

Technical Considerations	Commercial Outcomes
Technology Asset Functionality Audit	Market Leading Products
Technology Asset Development Roadmap	Powerful, Unique Selling Points
Product / Market Requirements Alignment	Value Propositions by Target Profile
Editions and Feature Options	Sales Cycle / Offer Cycle Alignment
Big Data integration	Demo System / POC Methodology
Internet of Things connectivity	Pricing and Packaging Options
APIs and Endpoint Prerequisites	Technical Collateral
3rd party License Terms / Costs	Pre Sales & Scoping Methodology
Disaster Recovery & Risk Mitigation	End User License Terms

The Outcome

John was subsequently asked to oversee the project plan. The company now has an industry leading solution stack for **Autonomous Vehicle Security** with 11 new product variants built upon a common platform to underpin their entry into this emerging market.

