



Crossed the Chasm to Enter the Australian Cybersecurity Market

Challenge: To develop a strategy for Northrop Grumman to enter the Australian cybersecurity market and gain sustaining critical mass.

Analyses: The work was completed for both NGC and as a project for Stanford University's Global Entrepreneurial Marketing (GEM) program. The analysis included:

- Australia (AU) cyber plans, policy and programs
- NGC's presence and capabilities in AU
- Market assessment / competitors
- NGC SWOT / gaps
- Target market, pipeline, potential products & services
- NGC positioning
- Potential partners / M&A
- Business case
- Risk analysis.

Implementation: Developed an executive level presentation including a comprehensive strategy and marketing plan including entry points, recommended products and services, and a timeline providing a roadmap for NGC. NGC adopted the plan, and began steps to execute.

Result: The AU plan was adopted by NGC both for the AU and to enhance its strategy and plans for the UK. Of Note: Raytheon bought the team's recommended M&A target two months later. NGC acquired M5 Co. a year later, created a cyber range at the ADFA, relationships with CERT, DSD, etc. and is now well-positioned for growth in the AU market.

Experience: The Cyber BDA Team has decades of in-depth expertise in market analysis and strategy development both in the US and internationally.