



Cybersecurity for small and medium enterprises

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Presented by: Alberto Miranda, Business Consultant – ATOS Spain

www.cyberwatching.eu

[@cyberwatching.eu](https://twitter.com/cyberwatching.eu)

info@cyberwatching.eu



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Objectives summary



SMESEC aims to support **SMEs** on to **protect** their business services/products and professional/personal-related devices from **cyber-security threats**.

To provide a **novel framework** that assesses SMEs **state-of-the-art services and products** and decreases **cyber-security** threats to protect European citizens and businesses.



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Problem statement

Attractive target

60%

of all cyber attacks or breaches in 2016 were aimed at SMEs

68%

of SMEs have no systematic approach for ensuring cybersecurity

81%

do not receive any training on cybersecurity










60%

of SMEs who were victims of cyber attacks did not recover & shut down within 6 months



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Complex topic

 Computer virus 36%	 Phishing 29%	 Trojan horses 13%
 Hacking 12%	 Data breach 7%	 Ransomware 7%
 Issues due to unpatched software 7%	 Unauthorized access to company info 7%	 Unauthorized access to customer info 6%

Market needs & Competitors

- **Reduce Escalations**

Incident response management simplification, automating manual tasks and offering qualified analyst services.

- **Reduce mean time to respond**

Fast incident response

- **Communication pitch**

Trigger SMEs interest

- **Budget impact (low or free)**

“Cost friendly” approach



CYBERBIT
PROTECTING A NEW DIMENSION



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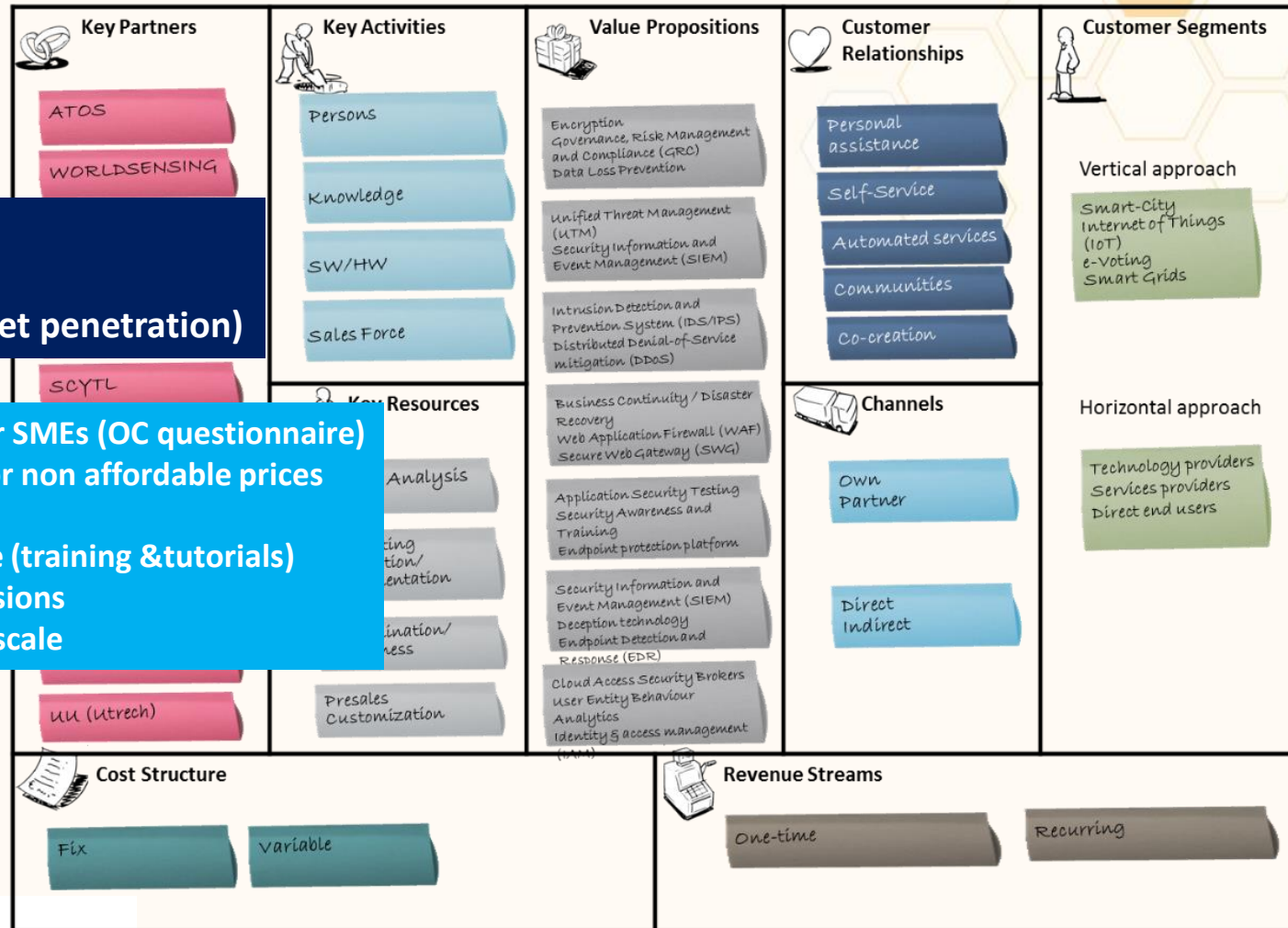


Pricing structure

Component	Pricing structure	Freemium version	Trial version
Cross-layer SIEM (XL-SIEM)	XXXk€ month	Yes	
End Point Protection Platform (GravityZone))	XXX€ year	Yes	30 days
EWIS (Early Warning Intrusion Detection)	N/A	Yes	
Training platform	N/A	Yes	
CYSEC Framework	XXk year	Yes	
Citrix ADC	XXXX\$ year	Yes	
EGM-TaaS	Xk month		30 days



Business Model



Sustainability

- Financial
- Acceptance (market penetration)

- Budget suitability for SMEs (OC questionnaire)
- Mitigation actions for non affordable prices
 - Modularity
 - Self-assistance (training & tutorials)
 - Freemium versions
 - Economies of scale



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IPR management



3 Extension fiche

Component name _____
 Functionality _____
 Key features _____
 Expected TRL _____
 Licence _____
 Owner _____
 Component manager _____

4 Commercial Assessment of the extension

4.1 Value proposition

Problem statement _____
 Benefits _____
 Unfair advantage _____

4.2 Target users

Target user 1 _____
 Target user 2 _____
 _____

4.3 Competition

- Indicate similar existing solutions in the market or in the R&D field.

#	Name of competitor solution	Company	Strengths	Weaknesses	Solution unfair advantage
1					
2					
3					

4.4 Distribution model

Distribution model _____
 Customer contact _____
 Promotion means _____

4.5 Delivery model

Delivery model _____

4.6 Customer relationships

Customer relationship _____

4.7 Financial Model

Cost structure _____
 Revenue structure _____

References _____

Name of component	Lead developer	Contributing parties	
IBM Virtual Patch			
	IBM		100%
Risk Assessment Engine (RAE)			
	ATOS		100%
EGM-TaaS			
	EGM		100%
Anti-Rop			
	IBM		100%
Testing Platform (ExpiSAT)			
	IBM		100%
Citrix ADC			
	CITRIX		100
Cross-layer SIEM (XL-SIEM)			
	ATOS		100%
Gravityzone			
	BD		100%



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Platform IPR % distribution

Exploitation agreement

Commercial agreement and compensation scheme strategy

1 Definitions

In this Agreement, the following words shall have the meaning determined hereunder:

- ✓ **Assets:** any project result designated as such by the project partners, such as Methods, Algorithms, Reference Architectures, Software Platforms and Components as well as their instantiations into a number of Industrial Trials experiments.
- ✓ **Product:** any product or service which could be commercialized on the basis of the Assets.
- ✓ **Lead:** the potential final customer contact information and in some cases, more detailed information of a potential customer (e.g. budget).
- ✓ **Commercial Business Opportunities:** or shortly Business Opportunity (BO) means that one of the Parties has the opportunity to sell Assets or Product to a final customer on the market, which is not any of the Party that signed this agreement.
- ✓ **Internal Use Opportunity:** that one of the Parties (or an entity that belongs to the same Group of the Party) is the final customer for the Assets or Products or intends to apply Assets or Products for its own activities.
- ✓ **Lead generator:** the Party that has initial contacts with a potential customer and that answers initial enquiry into Assets or Products defined in this agreement.
- ✓ **Business Opportunity Proposing Party:** or shortly Proposing Party means the Party that carries out activities related to the preparation of Commercial Business Offering based on Assets, including the preparation of business opportunity dossier.
- ✓ **Contractor:** the Party that actually signs contract with the final customer and takes the responsibility of compensation sharing as agreed in this agreement.
- ✓ **Intellectual Property Owner (IP Owner):** is the Party that owns IP over an Asset as listed in the Annex 1 of this Agreement
- ✓ **Service Provider:** is the Party or an external organization that provides specific services (e.g. training, consulting, integration, deployment, maintenance) related to the Assets and described in Business Opportunity Dossier.
- ✓ **Business Opportunity Dossier:** a document prepared by the Proposing Party describing as many details as possible related to the specific Business Opportunity, including proposed offering with related Assets and Services, draft financial conditions, list of Concerned Parties and any other that Proposing Party considers important to realize the opportunity.
- ✓ **Concerned Parties:** all Parties that have been identified by the Proposing Party in the Business Opportunity Dossier as IP Owners or Service Providers.
- ✓ **Implementation Arrangements:** any further agreements, contracts or similar that are used after the preparation of the Final Business Opportunity Dossier in order to realise this opportunity.

2 Scope

In the context of the Project, the Parties have produced Results in the form of a range of separately exploitable components. Some of components have been produced by one sole Party, while others have been produced based on the joint collaboration of several Parties.

The purpose of this compensation scheme is to establish the compensation terms under which the Parties will exploit Commercial Business or Internal Use Opportunities which may derive from or be based on the identified Assets, once the EU co-financed Project is finalised.

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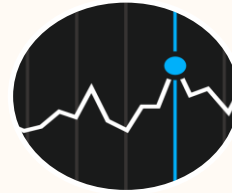
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Success stories



Joint ventures



Start-Ups



Company portfolio



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Thank you!

Contact

Alberto Miranda

Atos Spain

alberto.miranda@atos.net



www.cyberwatching.eu
[@cyberwatching.eu](https://twitter.com/cyberwatching.eu)
info@cyberwatching.eu

