

## **Risk Shield Services**

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Confidential

Brief

New logo for new service. Offer is called 'Risk Shield Services' - accessible and affordable managed service in cybersecurity for SIEM (security info and event management) - solution targets Companies seeking to reduce their exposure to technology threats with a sophisticated monitoring system that tracks 'events' (like a photo) and 'flow' (like a video) i.e. it looks for suspicious or unusual behaviour from without and within, and then highlights anomalies and potential threats so immediate (counter) action can be taken. The final design needs to communicate risk minimisation, greater vigilance / protection for the Company, their Customers, Staff and Partners - so they can continue to operate with confidence and without disruption.

Briefing – Further Background

Design a logo for our new service

Service is called Risk Shield Services

Service reduces risk of compromise to IT environment

Now available in Australia

Themes:

Technology Solution - tried and tested with added (traditional SIEM), unique functionality (Flow)

Important component (specific topic) of cyber security (broad topic)

Reduce risk - protect data, applications and network

Monitoring service to reduce risk and improve compliance

Delivered thru Help-Desk (SIEM help-desk) – SIEM = Security Information & Event Management

Monitor events (like photos) and flow (like video) - monitor what users do that's anomalous

Quick response - time to counter threats – investigate and respond

Flow in a new innovative solution for reducing risk of threat or breach to technology infrastructure

Solution is accessible to midmarket customers - affordable and simple to set up and manage

It is a help-desk solution for monitoring security information and event management (SIEM)

Customers will know when an anomaly or breach has occurred - and our Help-Desk will suggest mitigating strategy and actions

Important:

Technology Security

Monitoring Service (from Without and Within)

Greater, Intelligent and Targeted Vigilance

Security Information, Event & Flow Management (SIEM)

Anomaly & Breach Detection

Suggest Mitigating Strategy & Actions

Reduce risk to Customer, Staff, their Customers and Partners

Protect brand and reputation

Reduce potential impact to operations and profitability

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