

INDEPENDENT EXPERT AND MARKET PLATFORM FOR SWITZERLAND



Security-Finder Switzerland offers you the unique opportunity to present your company with a portfolio, positioning, focus, competence and expertise on an independent, nationally renowned platform to support your own market development; all year round.

The all-year summit of the security competences makes it possible to exchange knowledge and information about strategies, perspectives and projects for security and market development and it gives these concerns the importance and the space they deserve. On the platform are experts who do not pursue security in isolation but integrate them into a holistic context, into a systemic overall understanding. All participants have access to the nation's leading security platform with a 360-degree view that makes networking, communication and information possible for manufacturers, developers, enabler, project managers and users; simple and efficient.

TARGET GROUPS INTEGRATED SECURITY 360-DEGREE

Relevant target groups at strategic, conceptual and professional level: administrative boards, owners, CEOs, CIOs, CTOs, CISOs, IT leaders, GRC and security managers, security architects, security engineers, data protection managers, managers, BCM managers, auditors, VRs, technical, security project managers, IAM managers, managers of physical security, security-interested parties.

CUSTOMER COMPETENCE CENTER SECURITY

- ▶ Transparency. Trust. Added value. Projects.
- ▶ Independent. Neutral. Context. Industry sectors. Anticipation. Engagement.
- ▶ Competence partner. Expert board. Monthly guests. Security competencies.
- ▶ Business. Technologies. Processes. Security & Governance CH & International.
- ▶ Information & Knowledge. Total value added; business to IT, IT to business.
- ▶ Market. Providers. Portfolios. Research & Science. Application.
- ▶ Education. Literature. Basics & Standards
- ▶ MarCom via platform, newsletter, social media.

SECURITY 360-GRAD

- ▶ **The world:** outer threat situation – framework for Switzerland; in politics, economy, society and security; also in the context of digitalization
- ▶ **Switzerland:** State for the framework of security in economy and society
- ▶ **Security:** the prospects of security; topics, market, supplier overview, offers, experts, institutions, associations, solutions, products, services, government, international actors.



Dear Mr. Gisi. Allow me to thank you very sincerely. We have been using one of your initiatives, the Security Finder platform for years. It plays a large part in the good position of our company in Switzerland. Keep up your commitment to the good cause of security in Switzerland.

We find that there is no comparable good editorial offer for the Swiss security market, as your monthly newsletter is. Keep it up and thank you for the many valuable inputs for comprehensive security.

SECURITY-FINDER SWITZERLAND – PART OF YOUR MARKETING

- ▶ **Multiplier** in your exact target markets, with synergies towards applications and cloud computing.
- ▶ Enhances perception, image, information and competences.
- ▶ For your improved market and customer positioning.
- ▶ Implementation of **marketing communication** through Security-Finder Switzerland; modular, specific, constant with 360-degree Touch Point.
- ▶ **Market overview**; mandatory entry for the first selection for security projects.
- ▶ **Newsletter**; your message, integrated in the newsletter DIGITAL SWITZERLAND with **smart lead generation**.
- ▶ **Online-Marketing**; sharing competence, lead generation, newsletter articles.
- ▶ **Community Cloud Security** in «Cloud Computing Switzerland» as a forum on LinkedIn
- ▶ Security-Finder Switzerland with «**sister platforms**»: theme convergences; **CRM / xRM / iCRM / CEM, e/smartCommerce, ERP and energy**.

SECURITY-FINDER SWITZERLAND – SERVICE COMPETENCE AND CATALOG

The **marketing services** follow the system; **INDIVIDUAL STANDARDS with service according to your needs, AND – AS A SERVICE**. A unique service of our expert and market platforms; proven, tested for many years. For specific customers, we optionally develop the entire annual planning. The **packages with the services and prices are detailed in the separate price list**; as well as the MarCom instruments. In addition, your «**individual inquiries and wishes**» are welcome.

We will gladly answer these specific details in a personal meeting.