



REVENUE ROCKET<sup>SM</sup>



*Revenue Rocket<sup>SM</sup> Consulting Group, LLC Presents:*

## SO, YOU WANT A BIGGER SLICE OF THE \$100 BILLION IT SECURITY PIE.

Welcome to the club.

While corporate America has opened its treasury to the tune of \$100 billion a year for IT security it's a mere fraction of the \$3 trillion spent on information technology globally. It should come as no surprise then when we read that Gartner predicts; "despite a 9.3% rise in 2007, security spending will drop out of the first ten spending priorities for CIO's since the prolific internet worms of 2003."

Companies are spending offensively these days behind the services and software that drive revenue, improve productivity and increase efficiencies. Security it seems is a defensive play. So, if you're a security firm how do you go on the offensive? You might consider:

- **Find the openings:** We call it going vertical with wedge offerings. Look for the nooks and crannies in the market that are top-of-mind with executives and which can get your foot in the door. These days one such nook is compliance.
- **Fight for share-of-mind.** Ratchet up your sales and marketing strategies to keep security front and center with executives that control the purse strings. In this environment share-of-mind comes

before share-of-wallet so the task is to win over the argument for more strategic, pro-active security measures.

- **Think M&A:** The market for M&A in the IT industry has been vibrant over the last few years and 2008 shapes up to be the same. This is a good time to think about adding more heft to your security offering with acquisitions that deliver a new customer base, greater efficiencies, new expertise and broader/deeper penetration in the market. It's also an opportunity to think about expanding into additional service lines.

As an IT services growth consultancy, we specialize in helping small-to-midsize IT service executives with a hearty appetite for driving revenue and profit. Our expertise consists of organic growth strategies such as geographic expansion, new service line development, managed services, sales optimization, as well as mergers and acquisitions.

Please visit us at [www.revenuerocket.com](http://www.revenuerocket.com), or call Revenue Rocket CEO Mike Harvath at 952.835.2333.

**Let's talk.**

