CYRISMA

Value Matrix and Objection Verbiage

Customer Pain Points	Gains (CYRISMA Value Prop)													
	Feature Rich	Single Interface	Simplicity	Affordable	leadership Interaction	End User Interaction	Quick Implementation	Use Current Staff	Quick identify risks in hours	Increase Accuracy	Reduce Errors	Reduce Risk	Meeting Compliance	Track Progress
Focus		x	x		x									x
Traction	x	x	x		x	x	x	x	x	x	x	x	x	x
Man Power							x	x	x					x
Budgets Contraints	x		x	x			x	x						
leadership Awareness			x		x									x
Siloed Solutions	x	x								x	x			
Disjonted information data sets		x								x	x			
Compliance						x			x	x	x	x	x	x
Accountability					x	x								x
Complexity	x	x	x				x		x	x	x	x	x	x
Mitigation process						x				x			x	x

Customer Pain Point: FOCUS

"We understand that previous platforms have caused confusion which ultimately led to a lack of focus from staff and resources. With CYRISMA – we were created with simplicity in mind. Although CYRISMA is feature rich – we have put all the features on one single and easy to use interface. "

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Focus		x	x		x									x
Traction	x	x	x		x	x	x	x	x	x	x	x	x	x
Man Power							x	x	x					x
Budgets Contraints	x		x	x			x	x						
leadership Awareness			x		x									x
Siloed Solutions	x	x								x	x			
Disjonted information data sets		x								x	x			
Compliance						x			x	x	x	x	x	x
Accountability					x	x								x
Complexity	x	x	x				x		x	x	x	x	x	x
Mitigation process						x				x		x		x

Customer Pain Point: TRACTION

"We have heard similar concerns regarding the traction of a security as-a-service platform. We solve this issue in several ways but most importantly we are putting the accountability back into security. Within CYRISMA you can create and assign mitigation plans to ensure the appropriate traction is being had. And if it is not – you know exactly where to go in order to get that traction! Additionally – our implementation time is the shortest in the industry. You can be trained, deployed, and ready to roll within 1.5 hours. Making traction easily obtainable from the start."

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Focus		X	X		X									X
Traction	X	X	X		X	X	X	X	X	X	X	X	X	X
Man Power							X	X	X					X
Budgets Contraints	X		X	X			X	X						
leadership Awareness			X		X									X
Siloed Solutions	X	X								X	X			
Disjointed information data sets		X								X	X			
Compliance						X			X	X	X	X	X	X
Accountability					X	X								X
Complexity	X	X	X				X		X	X	X	X	X	X
Mitigation process						X				X			X	X

Customer Pain Point: Manpower

"CYRISMA was created to have minimal impact on resources. Those resources include MANPOWER (Time Money and People). Out implementation process is the fastest in the industry. You are ready to go within 1.5 hours and that includes training AND deployment. Because CYRISMA has brought simplicity and efficiency back to security – you need NO ADDITIONAL resources, and you can use your current staff to maximize the efficiency of the platform."

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Focus		x	x		x									x
Traction	x	x	x		x	x	x	x	x	x	x	x	x	x
Man Power							x	x	x					x
Budgets Contraints	x		x	x			x	x						
leadership Awareness			x		x									x
Siloed Solutions	x	x								x	x			
Disjonted information data sets		x								x	x			
Compliance						x			x	x	x	x	x	x
Accountability					x	x								x
Complexity	x	x	x				x		x	x	x	x	x	x
Mitigation process						x				x			x	x

Customer Pain Point: Budget Constraints

"At CYRISMA we understand that budget is a concern for everyone. One of the fundamental reasons CYRISMA was developed was to bring affordability back to cyber security and allow everyone the opportunity to have a reliable and effective platform at a low cost. Not only is CYRISMA priced competitively but you will find savings frequently with use of the tool. You don't need to hire any additional resources, you aren't charged for additional features that CYRISMA rolls out, and we can deploy and implement the platform within 2 hours. All of these will recognize significant cost savings while protecting your organization."

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Focus		x	x		x									x
Traction	x	x	x		x	x	x	x	x	x	x	x	x	x
Man Power							x	x	x					x
Budgets Contraints	x		x	x			x	x						
leadership Awareness			x		x									x
Siloed Solutions	x	x								x	x			
Disjonted information data sets		x								x	x			
Compliance						x			x	x	x	x	x	x
Accountability					x	x								x
Complexity	x	x	x				x		x	x	x	x	x	x
Mitigation process						x				x			x	x

Customer Pain Point: Leadership Awareness

"We understand that often leadership can be left in the dark when a new product is rolled out. CYRISMA encourages interaction from all levels by making easy to ready dashboards throughout the platform. Anyone from the CEO to the Director of IT can easily read each dashboard and become aware of their current risk score. In addition – CYRISMA offers a powerful mitigation engine that allows visibility and accountability to each task that is required. CYRISMA empowers its partners to be "in the know" of their security risk and allows maximum transparency and accountability."

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Focus		x	x		x									x
Traction	x	x	x		x	x	x	x	x	x	x	x	x	x
Man Power							x	x	x					x
Budgets Contraints	x		x	x			x	x						
leadership Awareness			x		x									x
Siloed Solutions	x	x								x	x			
Disjonted information data sets		x								x	x			
Compliance						x			x	x	x	x	x	x
Accountability					x	x								x
Complexity	x	x	x				x		x	x	x	x	x	x
Mitigation process						x				x		x		x

Customer Pain Point: Siloed Solutions

"Siloed Solutions has been a recurring problem amongst this industry. In fact – studies have shown that most customers are only using about 10% of the other solutions out there. One of the main goals when creating CYRISMA was to put as many features and capabilities into one interface. This helps increase accuracy, reduce errors and risk and much more. But most importantly, it helps keep cost down and margins high."

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Customer Pain Points	Feature Rich	Single Interface	Simplicity	Affordable	leadership Interaction	End User Interaction	Quick Implementation	Use Current Staff	Quick identify risks in hours	Increase Accuracy	Reduce Errors	Reduce Risk	Meeting Compliance	Track Progress
Focus		X	X		X									X
Traction	X	X	X		X	X	X	X	X	X	X	X	X	X
Man Power							X	X	X					X
Budgets Contraints	X		X	X			X	X						
leadership Awareness			X		X									X
Siloed Solutions	X	X								X	X			
Disjointed information data sets		X								X	X			
Compliance						X			X	X	X	X	X	X
Accountability					X	X								X
Complexity	X	X	X				X		X	X	X	X	X	X
Mitigation process						X					X		X	X

Customer Pain Point: Disjointed Data Sets

"Siloed Solutions has been a recurring problem amongst this industry. In fact – studies have shown that most customers are only using about 10% of the other solutions out there. One of the main goals when creating CYRISMA was to put as many features as possible and capabilities into one interface. This helps increase accuracy, reduce errors and risk and much more. But most importantly, it helps keep cost down and margins high."

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	Feature Rich	Single Interface	Simplicity	Affordable	leadership Interaction	End User Interaction	Quick Implementation	Use Current Staff	Quick identify risks in hours	Increase Accuracy	Reduce Errors	Reduce Risk	Meeting Compliance	Track Progress
Focus		x	x		x									x
Traction	x	x	x		x	x	x	x	x	x	x	x	x	x
Man Power							x	x	x					x
Budgets Contraints	x		x	x			x	x						
leadership Awareness			x		x									x
Siloed Solutions	x	x								x	x			
Disjointed information data sets		x								x	x			
Compliance						x			x	x	x	x	x	x
Accountability					x	x								x
Complexity	x	x	x				x		x	x	x	x	x	x
Mitigation process						x				x	x			x

Customer Pain Point: Compliance

"Compliance is continuing to be important amongst the industry. At CYRISMA we understand that importance by giving you the ability to have end user interaction. This allows you to quickly identify risks in hours – not days or weeks, and reduce errors. Our compliance tracker crosswalks with all the top compliance requirements and can give you real time information in regard to your performance."

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Focus		x	x		x									x
Traction	x	x	x		x	x	x	x	x	x	x	x	x	x
Man Power							x	x	x					x
Budgets Contraints	x		x	x			x	x						
leadership Awareness			x		x									x
Siloed Solutions	x	x								x	x			
Disjonted information data sets		x								x	x			
Compliance						x			x	x	x	x	x	x
Accountability					x	x								x
Complexity	x	x	x				x		x	x	x	x	x	x
Mitigation process						x				x		x	x

Customer Pain Point: Accountability

"CYRISMA offers a powerful mitigation engine within its single interface. This brings accountability to the data owners and allows leadership to track progress in several ways. You can quickly at a glance identify who is overdue on any outstanding mitigation plans – or even better – celebrate who is completing their tasks. "

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Focus		x	x		x									x
Traction	x	x	x		x	x	x	x	x	x	x	x	x	x
Man Power							x	x	x					x
Budgets Contraints	x		x	x			x	x						
leadership Awareness			x		x									x
Siloed Solutions	x	x								x	x			
Disjonted information data sets		x								x	x			
Compliance						x			x	x	x	x	x	x
Accountability					x	x								x
Complexity	x	x	x				x		x	x	x	x	x	x
Mitigation process						x				x			x	x

Customer Pain Point: Complexity

"CYRISMA hit the marketplace with a few goals in mind. None were more important than removing complexity and bringing simplicity to security. The single interface is incredibly user friendly and comes with easy-to-read dashboards. This allows anyone from the CEO to the Director of IT to be able to easily view their risk factors. Not only that – but CYRISMA is so simple to use that we can deploy it within hours without having to spend weeks training you and your staff. "

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Focus		x	x		x									x
Traction	x	x	x		x	x	x	x	x	x	x	x	x	x
Man Power							x	x	x					x
Budgets Contraints	x		x	x			x	x						
leadership Awareness			x		x									x
Siloed Solutions	x	x								x	x			
Disjonted information data sets		x								x	x			
Compliance						x			x	x	x	x	x	x
Accountability					x	x								x
Complexity	x	x	x				x		x	x	x	x	x	x
Mitigation process						x				x			x	x

Customer Pain Point: Mitigation Process

"CYRISMA offers a powerful mitigation engine within its single interface. This brings accountability to the data owners and allows leadership to track progress in several ways. You can quickly at a glance identify who is overdue on any outstanding mitigation plans – or even better – celebrate who is completing their tasks. "

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