PROVIDING AN APPLIANCE WITH YOUR CYBER SECURITY SOFTWARE SOLUTION

FOXGUARD SOLUTIONS®

The cyber security marketplace is hot right now and companies that want to position themselves in this market have a tremendous opportunity. A software company or what is often referred to as an ISV (Independent Software Vendor), with a product that is focused for the cyber security market should not divert its attention to anything else except building an exceptional product for the customer.

Distractions for a software company include the selecting, acquiring, and selling of a computer or computer platform to complement the software solution. FoxGuard Solutions suggests that software companies would benefit from a partnership with a reputable computing appliance provider to offer a total turnkey solution for the customer.

WHY SHOULD A SOFTWARE COMPANY OUTSOURCE?

The implementation of the cyber security software will need to be completed by either the software company, the end customer, or the outsourced computer appliance supplier who partners with the software company. FoxGuard Solutions can provide an accountable point of contact to ensure the delivery and implementation of the software.

1. Who will design and optimize the computing platform (to the software)?
2. Will it be easier for the end customer to buy a turnkey solution or multiple products? Issue one or multiple purchase orders?
3. Will a software company or the end customer know how to effectively move from design, to prototyping, to production systems?
4. Who will manage the product parts setup and lifecycle?
5. Who will manage the logistics, warehousing, inventory, and installation?
6. What if the end customer wants the computing platform or appliance integrated with other equipment, such as a computer rack?
7. What if the target market and customers need multiple form factors in their selection of computer appliances?
8. What about warranty, failure rates, and support?
9. How does the software company promote their brand?
10. Would it be helpful if the computer was branded for the software company?
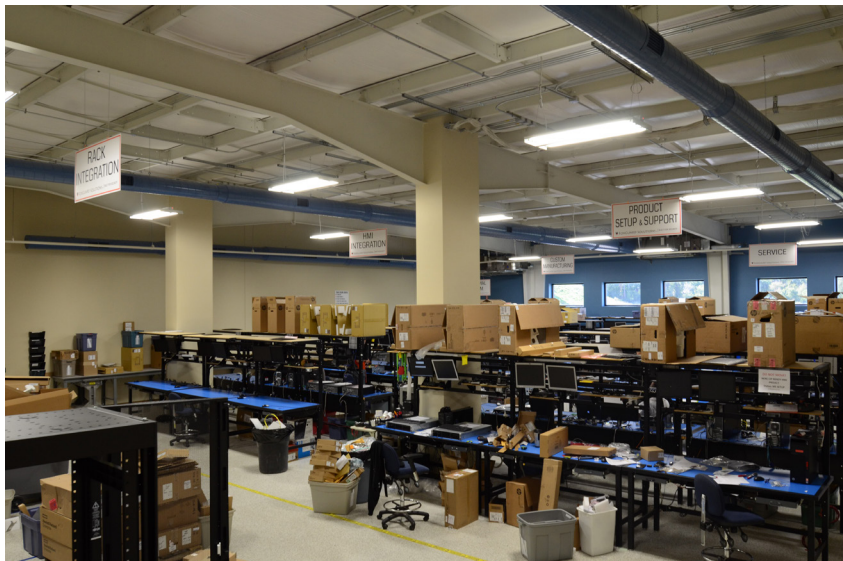
As this list implies, there is a lot to worry about from the software company's perspective when they need to be devoting their time and energy to having the best software and support possible. Sure, the software company could simply tell the end customer that they (the end customer) can provide the computer, but the risk there is that the software may not perform optimally because the customer did not select the recommended and optimal hardware solution. This could cause startup problems and put a bad taste in the end customer's mouth of the software company.

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The cyber security market is estimated to grow to $170 billion (USD) annually by 2020, at a Compound Annual Growth Rate (CAGR) of 9.8 percent from 2015 to 2020, according to a report from Markets and Markets. The aerospace, defense, and intelligence vertical continues to be the largest contributor to cyber security solutions. If you are a software company or ISV and you are trying to take advantage of this great growth opportunity, take a good look at partnering with a computing appliance supplier. The FoxGuard Solutions team would be happy to consult with you and help you assess whether this would be a good direction for your firm. These are very competitive times and also times where markets are moving to a heavy focus on software. The software companies who can put their focus and attention on their software and not on other distractions could be the ones who will win with the customer in the end.

ABOUT FoxGuard

FoxGuard Solutions is an ISO certified company that provides cyber security solutions, industrial computing solutions, and regulatory compliance programs and services for critical infrastructure entities, mission critical applications, control system vendors, and independent software vendors. Our offerings fall into two primary categories:

▶ Patch validation and distribution assistance, software updating, system hardening for control system devices, research and development services, engineering services, and field implementation services.

▶ Turnkey computing solutions for mission critical applications designed to fit a customer's intended use, expected lifecycle, and desired price point.

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