



VU Security to enter into a new market



G-LAB 2018

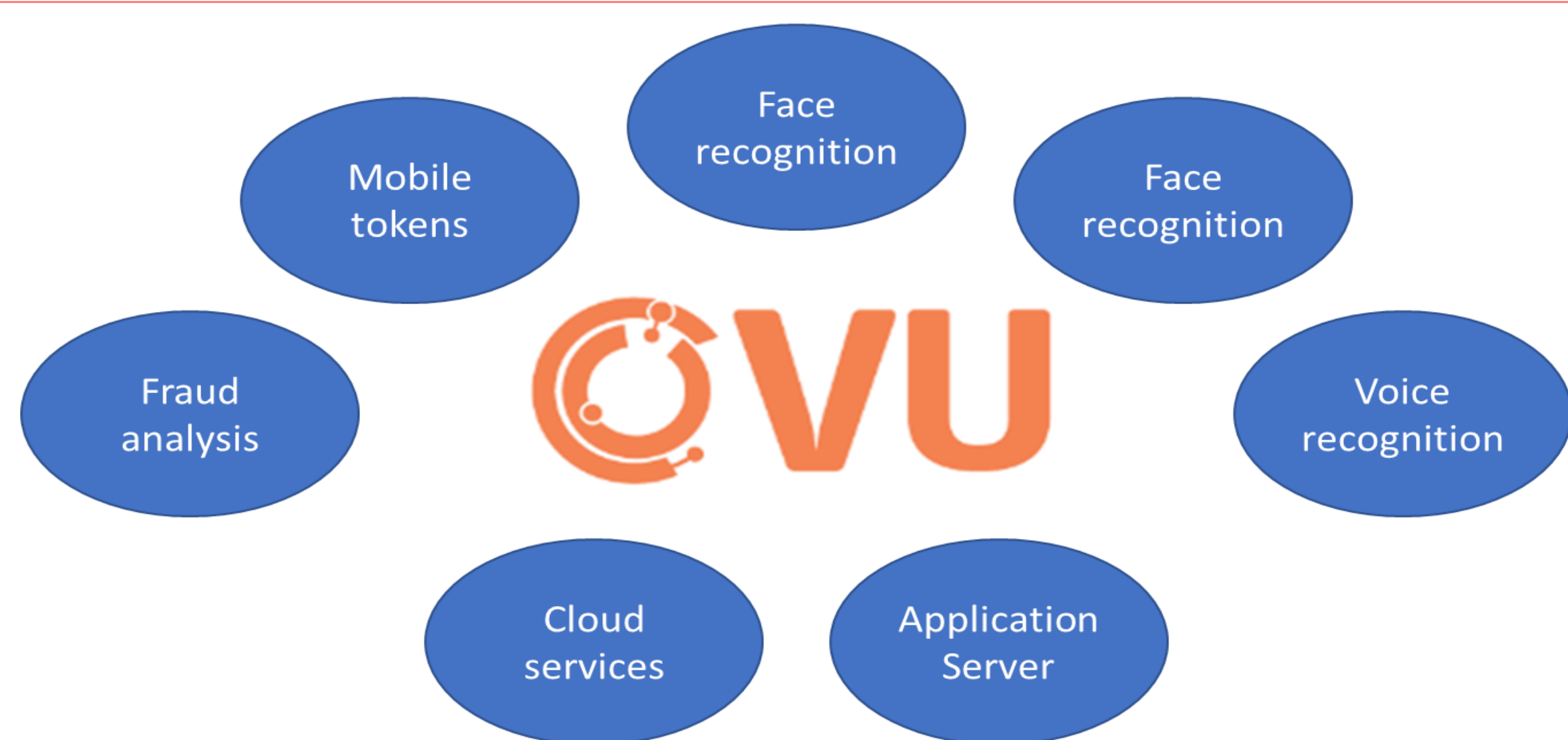
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Cybersecurity Sector

The Identity Access and Management (IAM) segment aims to provide tools and governance model/processes to control access to information. Its key offerings in the segment are: (1) Single Sign-On, (2) Authentication, (3) Access control and (4) provisioning. IAM currently has a market size of ~\$7Bn worldwide (Gartner).

VU Product offering



Objective

VU Security wants to expand their business internationally; in which country should they deploy its operations? We had to identify which is the best market to expand given global and local trends and VU capabilities (considering competition, VC overview, macroeconomic indicators, etc.)

Sector

Based on our current analysis, our preliminary recommendation will be to focus on Western European market. More specifically, we have recommended VU to first expand into the Spanish market because of the current clients and cultural synergies. The main go-to market strategy will be to target a medium-small size bank undergoing a digitalization transformation. However, they should also target secondary industries that are currently in a digitization process (Retailers, insurance companies...). We also recommended that the United Kingdom is a strong contender for a second market to expand into after Spain.



We got media coverage and had time for fun



SOCIEDAD

VU recibe a estudiantes del MIT para delinear la estrategia de expansión global

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