QUADRUM CYBER

Is your security business built to win the next procurement cycle?

Strategic advisory for cybersecurity providers. We guide vendors, managed-service firms, scale-ups and investors through service-portfolio transformation and high-velocity commercial expansion.

WHERE SECURITY COMPANIES STALL

Feature-led, not buyer-led

Roadmaps impress investors but solve zero operational pain for enterprise CISOs.

Transactional, not recurring

Episodic T&M billing instead of scalable, productized, recurring-revenue portfolios.

Slogans, not defensibility

Generic "complete visibility" messaging that security buyers have learned to reject.

WHAT CHANGES WITH QUADRUM

Defensible ~~Generic~~

Positioning grounded in empirical breach reality, not marketing hyperbole.

Recurring ~~Transactional~~

Productized, high-margin service models with predictable recurring revenue.

Board-aligned ~~Technical~~

Narratives and business cases built for enterprise buying committees.

SERVICES FOR CYBERSECURITY COMPANIES

Two subcategories.
Five specialized offerings.

Independent, practitioner-led advisory across the full arc of how a security company evolves its products, services and go-to-market.

- Built by practitioners who ran $500M cybersecurity portfolios
- Grounded in authorship of benchmark empirical breach research
- Product, services and go-to-market in one advisory architecture
- From roadmap pressure-testing to live deal-pursuit coaching
- Recurring-revenue packaging, margin and pricing engineering
- Independent and conflict-free advisory



PROVEN ENGAGEMENT OUTCOMES

60% contracted ARR
Episodic T&M shifted to multi-year recurring within 18 months

35% shorter sales cycle
Standardized packaging and board-ready business cases

30%+ win-rate lift
On contested enterprise RFPs with hands-on pursuit coaching

3× referral pipeline
Qualified inbound via insurer and breach-counsel panels

Representative outcomes from an anonymized Quadrum Cyber engagement.

Two subcategories. One standard of rigor.
Built for how security companies grow.

Each engagement pairs practitioner scrutiny with buyer-ready articulation, such that findings are grounded in context and every recommendation maps to a commercial outcome.

CYBERSECURITY SERVICE & PRODUCT EVOLUTION

Evolve offerings for over-the-horizon threats

3 offerings

- Cybersecurity Product Advisory — roadmap & architecture scrutiny
- Cyber Offerings Advisory — productize services into recurring ARR
- Cyber Futurecast Briefings — 24–36 month strategic foresight

CYBERSECURITY GO-TO-MARKET STRATEGY

Position, pursue and win enterprise demand

2 offerings

- Customer Acquisition Support — tactical enterprise pursuit coaching
- Cyber GTM Strategy — positioning, ICP & ecosystem channel design
- Grounded in real buyer procurement psychology

SIGNATURE DELIVERABLES BY OFFERING

Twenty structured work products across the five offerings.

#	SIGNATURE DELIVERABLE	OFFERING	FOCUS
1	Product Roadmap Defensibility Matrix	Product Advisory	S&PE
2	Architectural Gap & Remediation Report	Product Advisory	S&PE
3	Platform Integrity & Security Verification Brief	Product Advisory	S&PE
4	CISO-Readiness Evaluation Index	Product Advisory	S&PE
5	Service Rationalization & Margin Audit	Offerings Advisory	S&PE
6	Productized Service Catalog & Datasheets	Offerings Advisory	S&PE
7	Standardized Operational Delivery Playbooks	Offerings Advisory	S&PE
8	Dynamic Service Pricing & Margin Model	Offerings Advisory	S&PE
9	Threat & Technology Horizon Map	Futurecast Briefings	S&PE
10	Regulatory Convergence Impact Brief	Futurecast Briefings	S&PE
11	Defensive Parity & Vulnerability Impact Report	Futurecast Briefings	S&PE
12	Executive Strategic Foresight Read-Out	Futurecast Briefings	S&PE
13	Deal-Specific Enterprise Capture Plan	Customer Acquisition	GTM
14	Executive Objection-Handling Matrix	Customer Acquisition	GTM
15	CFO-Ready Cyber ROI & Risk Model	Customer Acquisition	GTM
16	Executive Briefing Framework & Pre-Read	Customer Acquisition	GTM
17	Comprehensive Cyber Messaging Architecture	Cyber GTM Strategy	GTM
18	Target Market Prioritization Matrix	Cyber GTM Strategy	GTM
19	Institutional Ecosystem Playbook	Cyber GTM Strategy	GTM
20	Executive-Ready Commercial Collateral Suite	Cyber GTM Strategy	GTM

S&PE = Service & Product Evolution GTM = Go-To-Market Strategy

Independent & conflict-free

Quadrum provides independent cybersecurity advisory and proven recipes for success that work across enterprises of all sizes. Every evaluation and recommendation is fully objective.

Grounded in breach reality

Guided by empirical insight from analyzing tens of thousands of real-world breaches and attack paths, not just theoretical frameworks.

Practitioner-led from first briefing to executive read-out.

Connect with us: info@quadrumcyber.ai **Learn more:** quadrumcyber.ai/services