

# REAL SECURITY

SUSSMAN

**real**  
*adjective*

Not artificial, fraudulent, or illusory

Fundamental, essential

Relating to practical or everyday concerns

Behaving in a way that feels true, honest

**security**  
*noun*

The quality or state of being secure

Freedom from danger; safety

Something that secures; protection

Freedom from worrying about business failure

# Real security opens doors.

## It's a business enabler.

Real security provides solutions that are different in how they're delivered, how they educate, the business problems they solve and the business opportunities they awaken.

# Real security protects sales pipelines.

The first fundamental of Securenomics states: Organizations that align their security goals with their business goals position themselves for sustainable growth. In 2022, 61% of senior leadership surveyed believe security can support business goals.

**The other 39% just don't know it yet.**

# Real security takes the stairs.

There are real risks in doing a cybersecurity assessment from behind a desk.

Don't be surprised if you find our experts taking the back stairs armed with ladders and flashlights.

**Cybercriminals will.**

# Real security never stops.

We won't lie. There's no finish line.

There are no "Well, that's taken care of" moments in the Securityverse.

Given how many sophisticated adversaries there are, cybersecurity can never be a set-and-forget exercise. It demands a new kind of vigilance.

**The real kind.**



# Real security builds trust.

**Whatever matters to human beings, trust is the atmosphere in which it thrives.**

We develop security solutions corporations trust to keep their clients and employees safe so their businesses can thrive.



# Real security needs heroes.

It takes real sophistication to be a Chief Security Officer. Integrity and a ton of guts too.

Making the consequences of a cyberbreach real to the C-Suite, championing the ROI of real security, is notoriously difficult. We know. It's why we have so much respect for our clients' security leaders.

**To us, they're the real heroes of a company's success.**

**CIO**

# This is not a game.

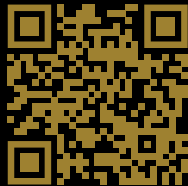


Simple words, cleansed of extravagance. We live by them. It's the kind of firm we've built.

We never forget that when securing your business whether you win or lose matters. It's real. It's why we act as if there is no such thing as luck, no 'okay' security.

**Just real security.**

**SUSSMAN** REAL SECURITY



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