



## The Challenge of Selecting Information Security Solutions

As Information Security becomes an intensely growing demand for businesses worldwide, finding the appropriate security experts to help with building a proactive and dynamic Information Security program becomes much more complex. With the marketplace saturated with immeasurable solutions, how does a company choose the right one for its specific business requirements?

## Choosing Tailored Solutions for Specific Business Requirements

After identifying the products or services being offered by a particular Information Security Provider, the next most important questions to ask are:

1. Is the company selling its own technology, reselling someone else's, or does the company tailor solutions to custom-fit the clients' needs?

In the first and second options, the vendor can only make biased recommendations for their clients. However, when a company is not trying to fit their clients with one-size-fits-all products nor making a commission off of another company's technology, then it can remain truly neutral when selecting the best solutions for the client.

2. Does the company spread its offerings over many different areas or does it focus only on Information Security?

In the former, the company can end up overextended in its solutions resulting in lack of service, resources, and knowledge. The latter enables the company to offer a solid foundation and depth of knowledge in one constantly evolving industry.

3. What are the company's client referral and retention rates? Will the company commit to serving your business for the complete life cycle of the Information Security process or just through the initial sales phase?

A company only concerned with a quick sale will have lower return business and future referral percentages. The company genuinely interested in improving its client's security stance will build a long term relationship with them as an advisor and by nature, have constant return and referral rates from their clients.

Information Security is a highly sensitive subject matter and trust in the security provider needs to be built upon real human interaction. For a sincerely refreshing approach to Information Security that relies upon education to put the choice back into your company's hands, please see our overview and methodology.