



SAGENTIX
Advisors

Cybersecurity — Vertical Overview

Prepared for: Sagentix

Prepared by: Sagentix Advisors

April 2026

CONFIDENTIAL



Cybersecurity Advisory Vertical — One-Pager

GTM Strategy From Someone Who Holds CISSP

Sagentix Advisors | Secure Growth, Simplified.

1.0 The Problem: Security Expertise Does Not Translate Itself Into Revenue

You built a cybersecurity product that passes SOC 2 audits and satisfies NIST 800-53 controls. Your engineering team is world-class. But when you walk into a sales meeting with a CISO, you talk about features. When you present to a CFO, you talk about compliance. Neither conversation closes deals. The US IT Security Consulting market is \$20B. Accenture holds 25.7% market share, but 70.3% of IT security consultants are sole proprietors (leading industry analysts, 2025). The middle market — cybersecurity SaaS companies between \$2M and \$30M ARR — is underserved by firms that understand both security and strategy.

Most marketing agencies do not understand regulated buyers. Most strategy consultants do not hold CISSP. You need both.

2.0 Who This Is For

Ideal Client Profile: Cybersecurity SaaS companies with \$2M-\$30M ARR, SOC 2 / ISO 27001 certified, selling to enterprise or government buyers in regulated industries.

Buyer: CEO/CTO or VP Sales at a cybersecurity product company.

Triggers: Lost enterprise deal on positioning (not product), entering government/regulated market, preparing for fundraise, compliance mandate driving new buyer segment.

3.0 Five Jobs Your Company Needs Done

JTBD Code	The Job	Type
CS-J1	When I have achieved SOC 2/ISO 27001 certification, help me translate that into a go-to-market position that resonates with business buyers, not just security teams	Functional
CS-J2	When I am entering regulated markets (government, financial services), help me navigate compliance-driven procurement with messaging that speaks their language	Functional
CS-J3	When I am already doing SA&A for a client, help me cross-sell GTM advisory to increase revenue per client	Functional
CS-J4	When I worry that my technical capabilities are invisible to non-technical buyers, help me feel confident that my market positioning bridges the security-business gap	Emotional
CS-J5	When I compete against larger firms with better brand recognition, help me demonstrate that my cybersecurity expertise is paired with strategic consulting rigour	Social



4.0 Why Sagentix for Cybersecurity Companies

4.1 D7 — The CISSP + CMC Credential Bridge

uOttawa Telfer Executive MBA ranked #1 in the world | CMC | CISSP | P.Eng. — Your GTM strategist holds the same CISSP credential your team does. He also holds CMC (Certified Management Consultant), the professional designation for strategy advisory. This is not a marketing agency learning your industry. This is a security professional who became a strategy consultant.

What this means in practice: When we write your competitive positioning against CrowdStrike or Palo Alto, we understand what "SIEM integration" and "zero-trust architecture" actually mean. When we build your pricing model for government buyers, we understand CMMC levels, ITSG-33 requirements, and FedRAMP implications.

4.2 D8 — Tiered Pricing Model

Big 4 cybersecurity strategy engagements start at \$200K+. Boutique security consultants do assessments, not GTM strategy. Sagentix delivers research-backed GTM advisory at \$12,000-\$50,000 with a Phase 1 money-back guarantee (subject to engagement terms). Fixed fee. No scope creep. No hourly billing.

4.3 D4 — leading industry analysts Market Intelligence

Every engagement integrates proprietary industry data: market size, growth rates, competitive concentration, buyer power, supplier dynamics. Your TAM/SAM/SOM is built on published industry data, not web searches and AI estimates. For cybersecurity: IT Security Consulting (\$20B), Software Publishing (\$360B US), Cloud Services (\$165B US), and adjacent verticals mapped to your specific product capabilities.

5.0 The Lead Justifier: J3 — The Security-Strategy Bridge

A cybersecurity SaaS CEO told us: "We have the best product. We just can't explain why." That is not a marketing problem. It is a strategy problem.

The security-strategy bridge is the gap between technical capability and commercial positioning. Your product passes every audit. Your sales team loses deals to competitors with better brand narratives. Sagentix bridges that gap because the same person who understands your NIST 800-53 control mapping also understands Christensen's JTBD framework, Osterwalder's Value Proposition Canvas, and Porter's competitive strategy.



6.0 Compliance Context We Understand

Framework	Relevance	How We Use It
SOC 2 Type II	SaaS table-stakes certification	Position as buyer trust signal; messaging for procurement teams
CMMC 2.0	US DoD supply chain mandate	Map your product capabilities to CMMC levels; government GTM
ITSG-33	Canadian federal IT security standard	Government of Canada procurement positioning
NIST 800-53	US federal security controls	Enterprise positioning; regulatory compliance messaging
ISO 27001	International InfoSec standard	Global market positioning; enterprise procurement
FedRAMP	US cloud security authorization	Government SaaS market access; competitive moat

7.0 Market Opportunity

- **\$20B** US IT Security Consulting market (leading industry analysts, 2025)
- **70.3%** of IT security consultants are sole proprietors — the middle is empty
- **Accenture holds 25.7%** market share — but cannot serve \$2M-\$30M ARR companies economically
- **Cybersecurity SaaS** is the fastest-growing segment; compliance mandates (CMMC deadline 2026, SOC 2 ubiquity) are creating forced-buy events
- **The opportunity:** Cybersecurity companies that professionalize their GTM now will capture the compliance-driven demand wave. Those that wait will compete on price.

8.0 Recommended Engagement

Revenue Architecture — \$25,000-\$30,000 (Phases 1-6, 4-5 weeks)

For cybersecurity companies, pricing and sales process are as critical as positioning. Revenue Architecture delivers the complete commercial model: market intelligence, value proposition, messaging, pitch deck, sales process, and pricing strategy.

Start with Phase 1 — \$4,000-\$5,000, money-back guarantee (subject to engagement terms). See your cybersecurity market sized from multi-source market intelligence, your competitors mapped, and your positioning framed — before committing to a full engagement.

Book a Cybersecurity GTM Strategy Call — 30 minutes, no obligation. Discuss your market, your competitors, and how evidence-backed positioning changes the conversation with enterprise buyers.

Stephane Raby | uOttawa Telfer Executive MBA (#1 Worldwide) | CMC | CISSP | P.Eng.

stephane@sagentix.ca | www.sagentix.ca

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