



April 2007 eSecurity Seminar

TOPIC: Market Management Research in Information Security
DATE: Tuesday, April 24, 2007
TIME: 6:30 PM
LOCATION: ITRI International
2870 Zanker Road Suite# 140, San Jose 95134, CA
REGISTRATION: FREE for NATEA members,
\$5 for non-members
Provide free pizza/ soft drink

Abstract

Information Security industry has evolved significantly in scope, complexity, and performance while the nature of the information security breaches and the regulatory compliances are also changing. The pace of innovative solutions to consolidate, fortify, and simplify the information security is actually accelerating. Information Security encompasses many areas; some are very mature while others are just emerging, and still some are lingering in the chasm unable to reach the mainstream market.

This talk blends the concept of hi-tech market adoption cycle, the fundamentals of entrepreneurship and venture investment, and the success factors to win market leadership and applies it to Information Security industry.

The talk will start with four charts: hi-tech market adoption cycle, stock market cycle, the Information Security hype cycle, and a *mystery* chart to show how these affect startup ventures, then examine the success factors in entrepreneurship and venture investments, and finally look at how to win market leadership in the Information Security space.

A panel discussion will follow the talk with panelists from entrepreneur and VC communities.

Speaker's Bio



Steve Tsai is a well-rounded business executive with more than 20 years of executive and entrepreneurial experience. Steve has worked at marquee companies like Sun and Unisys, and at successful startups such as Pyramid Technology since its inception (IPO in 1986 and acquired by Siemens in 1992). Steve was a cofounder and the president of Internet Image, an Internet software company that was acquired by Intraware in 1999. Steve has worked in every functional area of the hi-tech business – engineering, operations, strategic marketing, business development, sales management, and starting up and running the whole company. He is also well connected in the VC, analyst, and press circles.

Currently, Steve is the president of the IPO Group (www.ipo-group.com), a business advisory firm that focuses on eSecurity, Internet marketing, e-commerce, mobile communications, and global business development.

IPO Group helps its clients to achieve their business goals – win market leadership:

- I**dentify market entry opportunities,
- P**osition technology, product, and company,
- O**rganize the whole product, partners and allies, and the distribution channels, and
- G**o-to-market and win market leadership.

Its clients range from global giants like NTT and Gartner Group to startups like NetScaler (acquired by Citrix in 2006 for \$370M).

Steve holds both an MSEE and an MBA. He was a board member of the International Angel Investors and is on the advisory boards of several startup companies.



北美台灣工程師協會
North America Taiwanese Engineers' Association

駭客危機 資訊安全炙手淘金熱

北美臺灣工程師協會(NATEA)網路安全特別小組

『資訊安全之市場行銷策略』講座登場

當駭客犯罪手法日新月異時，資訊安全市場相對愈加龐大，商機相對愈加高漲；在當資訊安全市場商機展現出不容忽視的強大影響力時，唯有能夠將新的行銷技巧與品牌建立模式活用在資訊安全市場上的佼佼者，才是領先群雄的大贏家。

北美台灣工程師協會(NATEA)網路安全特別小組將於本月 24 日晚上，針對此一焦點舉辦一場『資訊安全之市場行銷策略』研討會，要以討論和座談的方式來讓大家知道，如何將資訊安全化為生財的市場商機，同時更能了解為何資訊安全是數位化的新時代最炙手可熱的淘金地。

這場『資訊安全之市場行銷策略』研討會，特別邀請到 IPO Group 總裁蔡體行 (Steve Tsai)先生主講，他在業界有二十多年豐富經驗，蔡體行在會中將揭露網路安全市場分析，市場定位與市場的區隔，設備與服務：主要廠商及銷售營運模式，一般的企業的消費型態與資訊安全採購策略及商機，藉此揭開資訊安全市場行銷的神秘面紗。

本次研討會將探討在當各路英雄競逐資訊安全市場之際，如何異軍突起搶得先機。研討會之主辦單位 NATEA 的網路安全特別小組希望以研討會之中所各項議題，讓矽谷在網路安全上面的專家們、創投家和大家共同努力、交流技術、交換經驗和心得。

研討會在 4 月 24 日星期二晚間六點半到九點半，於工研院 ITRI International (2870 Zanker Road Suite# 140, San Jose 95134, CA)舉行，還提供茶點，歡迎有興趣者參加，詳情可到 NATEA 的網頁上查看(www.natea.org)，或電洽張思源(510)798-1712、官凡寬(925)209-5738。

- 研討會主題： 『資訊安全之市場行銷策略』
Marketing Strategy on e-Security for Entrepreneur
- 研討會講員： 蔡體行 Steve Tsai
President of IPO Group, www.ipo-group.com
Managing Editor of Internet Journal at <http://intnetjournal.com/>
- 研討會時間： 4 月 24 日星期二，下午六時三十分到九時三十分
- 研討會地點： 工研院 ITRI International
- 研討會地址： 2870 Zanker Road Suite# 140, San Jose 95134, CA
- 報名費： Member Free, Non-member \$5.00

北美臺灣工程師協會網站：<http://www.natea.org>

Network Security SIG



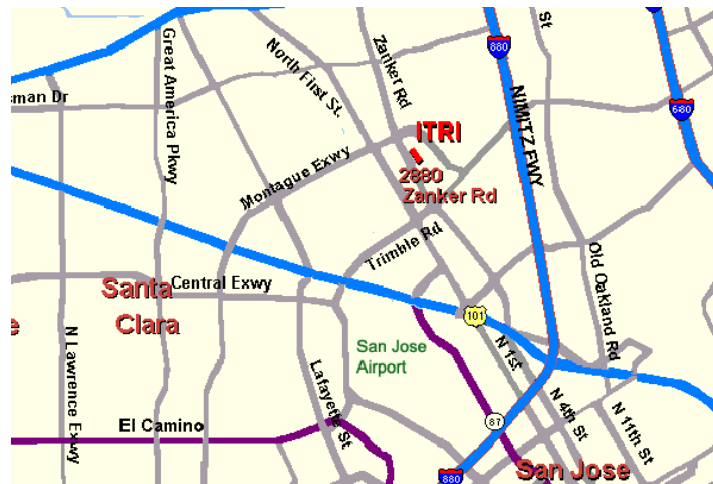
北美台灣工程師協會
North America Taiwanese Engineers' Association

Marketing Strategy on e-Security Seminar

San Jose

Date: Tuesday, 4/24/2007
Time: 6:30PM to 9:00PM
Place: ITRI International,
2870 Zanker Road Suite# 140,
San Jose 95134, CA

Speaker: Steve Tsai,
President of IPO Group
www.ipo-group.com, Partner,
Board of CEOs, Managing Editor of Internet Journal <http://intnetjournal.com/>



Topic: *Marketing Strategy on e-Security for Entrepreneur*

Market adoption cycle, product position, and success factors

For entrepreneurship and Venture Investment

In Information Security industry

See <http://natea.org/sv/index.php> or
<http://natea.org/sv/events/2007/Apr-24-2007%20SIG%20eSecurity%20Seminar.pdf> for more details.