Proposal for Stanford University
Global Entrepreneurial Marketing Project Team:
CyberSecurity Business Case for Australia

About Us

Northrop Grumman Corporation’s (NGC) Information Systems Sector is a leading global provider of advanced solutions that deliver timely, enabling information where it’s needed most for its military, intelligence, civilian, state and local and commercial customers. We are an $8.5 billion business employing more than 24,000 employees with offices in 50 states and 18 countries.

For over a decade, Northrop Grumman Information Systems Intelligence Systems Division (ISD) has been actively involved in creating capabilities and supporting cybersecurity professionals. One of the ways we support cybersecurity professionals is through a replicated network enterprise capable of creating, reproducing and testing cyber threats. From the detection of the threat, to the analysis and exploitation of the threat, Northrop Grumman ISD gives cyber developers and owner/operators the ability to develop and perfect tactics, techniques and procedures in a faithfully replicated network enterprise. This accurate emulation allows realistic, “live-fire” penetration and preventative operations to be conducted safely and legally; segregated from actual, operational networks. Using this extensive, distributed, net-centric cyber environment, ISD can empower cyber operators to do much more than watch. They can analyze, predict, and prevent cyber threats, and enable our customer’s to determine if/how they wish to respond to real-time threats whenever and from wherever they occur.

Join Us

Join us if you’re interested in the field of cybersecurity, exploring what it would be like to work with a major systems integrator, or if you think it would be fun to work on the front-end of a marketing analysis plan for NGC focused on Australia. As a member of the team, you will have the unique opportunity to interact with and meet executives in the Intelligence Systems Division, NGESI (Northrop Grumman Electronic Systems International), and NGC’s Australian office (at least over the phone).

You will be exposed to the content that NGC executives expect in a marketing analysis plan as well as having a place to test new concepts learned in your Global Entrepreneurial Marketing class. Your Honor’s Cooperative student leader, Cathy Roesch, has 29 years of industry experience, much of it in business development. She has a successful track record of managing team projects, and working with talented project participants.
Project Details

This project will develop a marketing analysis to determine if it makes sense for NGC to invest in marketing cybersecurity solutions to the Australian Government. This is a new analysis for Northrop Grumman, so the team will start with the most basic questions:

What does the Australian Government consider cybersecurity and what are their timelines?

What organizations in Australia play a role in the acquisition of cybersecurity solutions, and how would we define that role?

- Which organizations have the money to spend on cybersecurity?
- How much do they have to spend on cybersecurity?
- What are their acquisition organizations, processes and preferences?

Who are the major cybersecurity competitors in Australia, and what are their capabilities/technologies?

Who are the major organizations/universities/think tanks that might publish papers and sponsor conferences to influence government plans, policies, and processes in cybersecurity?

What is the team’s estimated “cost” to enter the Australian market versus the potential “returns”?

Overall, the team will prepare a DEDART analysis of the opportunity for NGC:

- **Diagnosis** of the problems and opportunities facing the company
- **Episodes** of the lives of the customers for your products and services
- **Decisions** about how to market your product, service or company
- **Analysis** of the company, customers, channels, competitors, economics, environmental factors and ethical issues
- **Reality Test** of implementation risks connected with your decisions.

The deliverables include a presentation to NGC executives of the DEDART analysis, and a business case to enter (or not) Australian markets, as well as the team’s recommendation as to the next best steps for the company.

What You Will Learn

You will gain experience developing a marketing analysis and business case of the cybersecurity market for NGC in Australia. You will also gain an understanding of the types of technologies and capabilities involved in cybersecurity, the government institutions in Australia which would purchase cybersecurity solutions from a US company, and institutions involved in influencing those government agencies. Additionally, you will learn about Australian acquisition processes and ground rules (written and unwritten). As a team, we will investigate what it takes to launch a successful marketing campaign in Australia, and perform a high level business case analysis for NGC.
You will present the final report to Northrop Grumman’s ISD executive team and advisors. You will receive detailed feedback on your presentation. If your recommendations are implemented, Northrop Grumman will inform you so that you can add the results to your resume.

**Additional Information**

- We will form one team of up to 6 students
- It would be beneficial to the team if you were an Honor’s Cooperative Student with work experience
- We would love to have someone on the team who has experience with the culture and government institutions in Australia, as well as their acquisition processes
- Each participant on the project will have to sign a non-disclosure agreement (NDA) to protect Northrop Grumman’s proprietary information

**How To Reach Us**

Please contact Cathy Roesch with any questions about the proposed project. The best way to reach her is to send an e-mail with your contact information and a suggested time when she can conveniently reach you. All of the contacts listed below are in Northrop Grumman’s Intelligence Systems Division.

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