

2.2 Service Offer

2.2.1 Consulting and Implementation

Hello LLC will consult its customers in all security issues around their networks, clouding and data.

Initially, Hello LLC will develop a concept for security issues and the solutions for its clients.

The package will include the following:

- Definition of the clients' working environment
- Definition of company needs (own device, mobile computing, home office, extensive travelling, etc.)
- Regulatory issues
- Clients' history of security issues
- Development of solution concepts
- Evaluation of one or several solutions
- Definition of final solution
- Documentation

Secondly, Hello LLC will implement an (externally purchased) security solution.

The package will include the following:

- Server installation based on purchased security solution software
- Installation of a test device
- Definition of a base policy
- Policy testing
- Policy roll out to several test users
- Policy adjustment after feedback of test users
- Rollout to all users
- Documentation

Thirdly, if customers purchase software via Hello LLC (see the following chapter Reselling) the company will provide the client with a basic package.

Package includes the following:

- Implementation of the software solution
- Creation of a base policy
- Implementation of base policy
- Testing
- Documentation

2.2.2 Reselling of Security Software

Hello LLC will offer the reselling of market-leading and proven security software products.

The package will include the software installation as well as the setup of the respective cloud solutions.

Hello LLC will offer products from three software companies.

- ABC

www.abc.com

This company is based in Boston, Massachusetts and offers data loss prevention software for end users, corporate networks, servers, databases, and clouds.

The offer will include:

- Agent generation
- Agent launch
- Basic policy creation
- Implementation of the policy
- Functional Testing

- DEF

www.def.com

This is a large software company that offers a variety of software solutions, including data loss prevention software and security software, which Hello LLC will resell to its customers.

The offer will include:

- AIP agent installation
- Basic policy creation
 - Classification (public, internal, confidential, strictly confidential)
 - Development of two basic protection rules (confidential and strictly confidential)
 - Product launch
 - Functional testing

- GHI

www.ghi.com

This company is based in Los Angeles, California and focuses on security software.

Products include automated application & secure access, secure file & email access, secure cloud storage access, secure hybrid cloud access.

The offer will include:

- Installation and connection of cloud solutions
- Basic policy creation

- Functional testing

2.2.3 Managed Services

Hello LLC will offer managed services to companies which have purchased security software.

Among others, services will include

- Helpdesk
- Production support and maintenance
- Data backup and recovery
- Network monitoring
- Controlling and Solutions

2.3 Pricing Strategy

The pricing strategy is simple yet customer friendly.

Revenues will be generated from four pricing models.

These are:

- Hourly Payment - 150 USD per hour
- Daily Fee – 1,000 USD
- Solution and Advisory Package – 3,000 USD per package
- Software Resale - 10% resale income

2.4 Target Clients

The target clients of Hello LLC are generally small businesses.

All these companies face security issues, either due to regulations or security holes.

In a first phase, the target clients will be acquired from the region around Irvine (please see chapter: Target Region).

The target area is large enough to reach sufficient clients in order to grow at an above average rate for the coming years.

The target clients are not restricted to certain businesses. Nowadays, small companies in all industries need security solutions.

2.5 Personnel and Executive Director

2.5.1 Personnel

In the first year, Mark Miller will be the sole employee of the company.

Mr. Miller will be supported by the in-house staff of BlaBla which provides services like

- Reception Services
- IT Support
- Cleaning