



Security Decision Landscape

A clear picture of where you stand — before committing the first dollar to certifications or compliance programs.

SITUATION

Enterprise buyers are no longer taking security claims on faith — they want proof. Investors are raising security questions in diligence. Insurers require documentation. Before deciding what to build, leadership needs to know what buyers actually evaluate, where regulatory obligations sit, and what competitors have already done.

Know what actually matters before committing the first dollar.

Framework decisions made under pressure are almost always made in the wrong order.

WHAT GETS DEFINED

- Buyer and product security profile — what enterprise buyers in your segment evaluate, and how your roadmap shifts those expectations
- Competitor posture — certifications competitors hold, claims made to the same buyers, and where the market baseline sits
- Regulatory exposure — GDPR, CCPA, HIPAA, GLBA, NY DFS, PCI DSS, EU AI Act — based on your product, data, and planned expansion
- Which certification to pursue — SOC 2, ISO 27001, ISO 42001, or FedRAMP — in what order, and whether it's warranted now

BUSINESS IMPACT

- Avoid premature certification programs built on an incomplete buyer picture (US\$30K–\$100K+)
- Avoid committing to the wrong framework and running parallel programs (US\$50K–\$200K+ in rework)
- Move directly into the Security Priorities Roadmap with discovery already complete
- Typical impact: SaaS companies at US\$40K–\$120K ACV

YOU RECEIVE:

A landscape built around your buyers, your market, and your growth stage — not a generic framework applied to your category. Delivered via secure link with a dedicated walkthrough call.

Committing to the wrong certification framework costs US\$50K–\$200K+ to unwind. This engagement: US\$7,500.

WHAT YOU SHARE WITH US

- Product brief and target market overview
- Known enterprise buyers or target buyer segments
- Current and planned product features and geographies
- Existing certifications or compliance documentation (if any)

TIMELINE

1 – 2 weeks

INVESTMENT

US\$7,500 fixed

Credited in full toward the Security Priorities Roadmap if initiated within 90 days with no changes to product or growth roadmap.

Note: Regulatory exposure identification does not constitute legal advice. Confirm applicability with qualified legal counsel.

The industries differ. The decision structure — what to say, what to build, what to push back on — is the same.

"Apus stepped in with interim leadership during a critical time, earning trust across IT and business. Professional, focused, and effective."

— **Chris Foster** — CIO · Global Energy Infrastructure Company

**Security decisions are getting harder to make
without someone who's been on both sides. That's the call.**

20 minutes — active deal, upcoming raise, or board question.

You'll leave knowing what the problem actually is.

No pitch. No proposal.

Book 20 minutes → calendly.com/apusconsultinginc/20min