

What Cloud Savvy Customers Really Want

Customer Care in the Era of CI/CD, SOAR, and Self-service

Kenneth G. Hartman

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What Cloud Savvy Customers Really Want -- Customer Care in the Era of CI/CD, SOAR, and Self-service

There are lots of innovative, brilliant solutions that can greatly benefit us as cloud customers. Many times, these messages may fall on deaf ears. Bulk email is effortless to ignore, and trade show booths are minimally effective. How do solution providers truly connect with the right customers? Just as important, what are cloud customers looking for in the relationships they have with their Cloud Service Providers and Security Solution Providers? Presented from the perspective of a Cloud Security Product Manager turned Cloud Security Engineering Leader, this talk delves into what customers need from their providers to help them overcome their concerns about cloud adoption.

About Me

"I help my clients earn and maintain the trust of their customers"

Kenneth G. Hartman

- BS Electrical Engineering, Michigan Technological University
- MS Information Security Engineering, SANS Technology Institute
- Multiple Security Certifications: CISSP, GIAC Security Expert, etc.
- SANS Instructor – SEC545 Cloud Security Architecture & Operations

www.kennethghartman.com
@kennethghartman

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Kenneth G. Hartman - BIO

Kenneth G. Hartman is a security engineering leader in Silicon Valley and teaches the "Security 545 -Cloud Security, Architecture, and Operations" Course for the SANS Institute. Ken has worked for a variety of Cloud Service Providers in Architecture, Engineering, Compliance, and Security Product Management roles. From 2002-2011, Ken helped launch and lead a company called Visonex into a profitable, nation-wide dialysis-specific electronic medical record using a software-as-a-service (SaaS) business model. Ken holds a BS Electrical Engineering from Michigan Technological University and a Masters Degree in Information Security Engineering from SANS Technology Institute. Ken has earned the CISSP, as well as multiple GIAC security certifications, including the GIAC Security Expert.

Objectives

- Improve the dialog between security solution providers and the security teams that evaluate the security solutions.
- Provide insights to security teams as to how to maximize the relationships that they have with their vendors.
- Share recommendations with Security Solution Providers on how to engage more effectively with their customers.

What Qualifies Me?

- 10 years as an Electrical Engineering Systems Manager working with hundreds of suppliers.
- Almost another 10 years as a VP of a Health IT SaaS Company servicing hundreds of individual customers, building brand loyalty and product excellence.
- A decade in multiple roles including Security Product Management and Cloud Security Engineering Leadership.

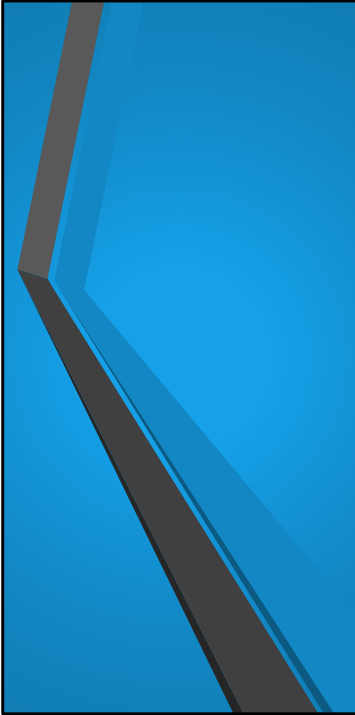
Problem Statement

- The Self-Service Delivery Model can isolate service providers from their customers.
- Internet technologies enable us to *talk at* each other without necessarily listening or engaging in a meaningful dialog.
- Cloud Customers need trusted vendors to help them fully leverage the full capabilities of cloud computing, in a secure manner.

Examples

- Automated Checkout Systems
- Voice Response Units
- Robo-Dialers
- Bulk Email and CRM systems
- Chatbots
- Recruiting and Sales on LinkedIn
- Aggressive Exhibitors at RSA
- Sales Kamikazes





“We are so busy communicating
in the way that we want to be
heard that we are not thinking
about how others want to listen”

– Laurie Kenley, Cloud Security Architect at PNC Bank

What Do Customers Want?

"There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else."

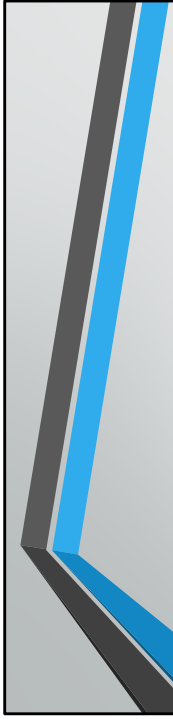
--Sam Walton

- How well do we really know our customers as individuals?
- We may feel that we know what the organization needs, but what about the individual decision makers and other stakeholders?
- What motivates each individual?



Characteristics of the Public Cloud

- Broad Network Access
- On Demand Self-Service
- Measured Service
- Rapid Elasticity and Scalability
- Resource Pooling
- Multi-tenancy



Great Sales People:

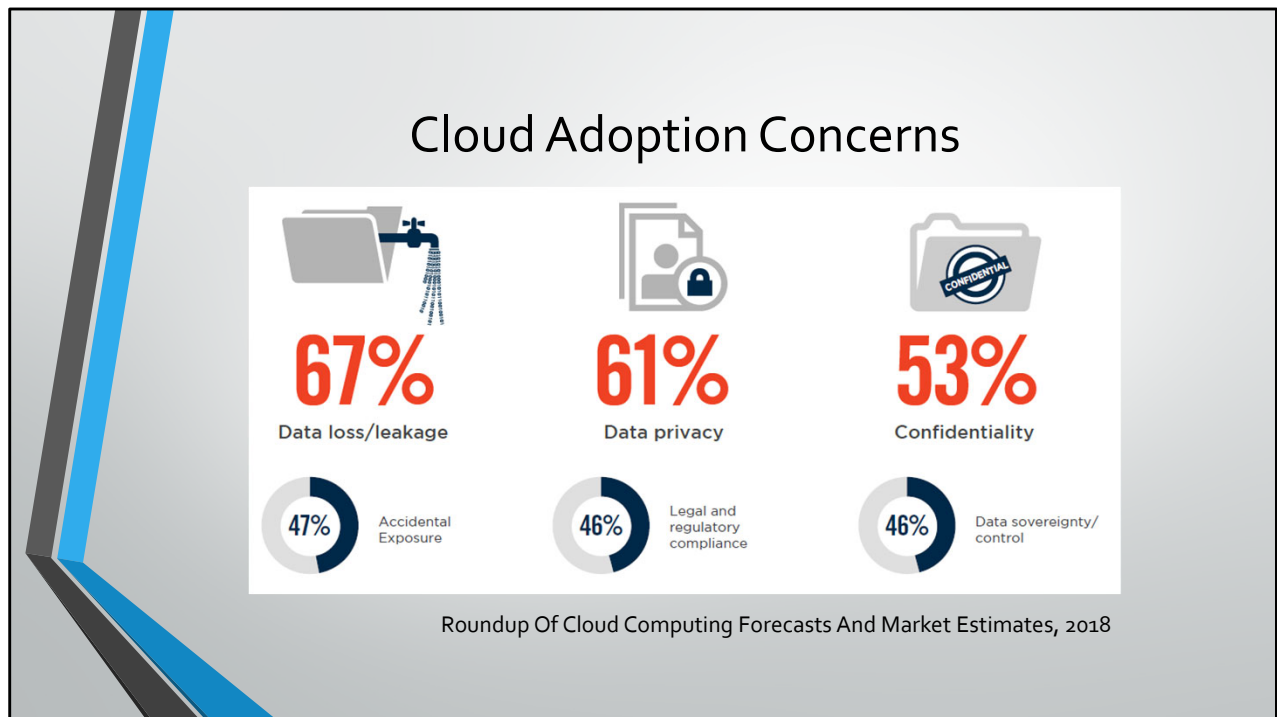
- Know their industry
- Know their product
- Know their customer

Can I trust
the cloud?

Where is my data?

Who is accessing my data?

Who is protecting my data?



Consider the top of mind concerns about the public cloud:

- Data loss/leakage 67%
- Data privacy 61%
- Confidentiality 53%
- Accidental exposure 47%
- Data sovereignty/control 46%
- Lack of forensic data 37%
- Incident response 35%
- Visibility & transparency 34%
- Fraud (e.g., theft of SSN records) 27%
- Liability 25%
- Availability of services, systems and data 21%
- Business continuity 18%
- Disaster recovery 18%
- Performance 16%
- Other 7%

Data & Graphic from Roundup Of Cloud Computing Forecasts And Market Estimates,

2018

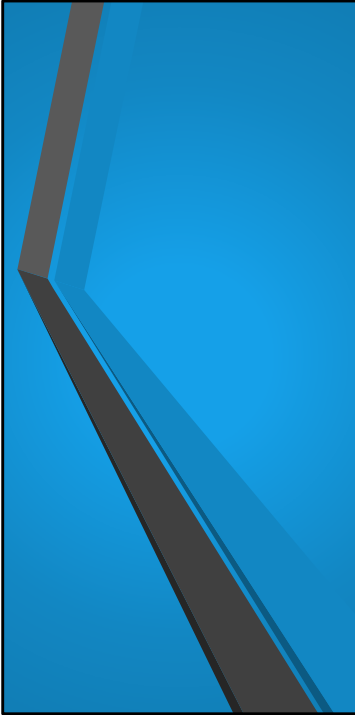
Can I trust
YOU?

Can I trust you?

Are you committed?

Do you care about me?

<http://gybcoaching.com/three-questions-every-leader-must-be-able-to-answer/>



"People are buying only one thing from you: the way the engagement (hiring you, working with you, dating you, using your product or service, learning from you) makes them feel."

– Seth Godin

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Selling to Power

Executive Leadership

Decision Makers

Influencers

Implementers

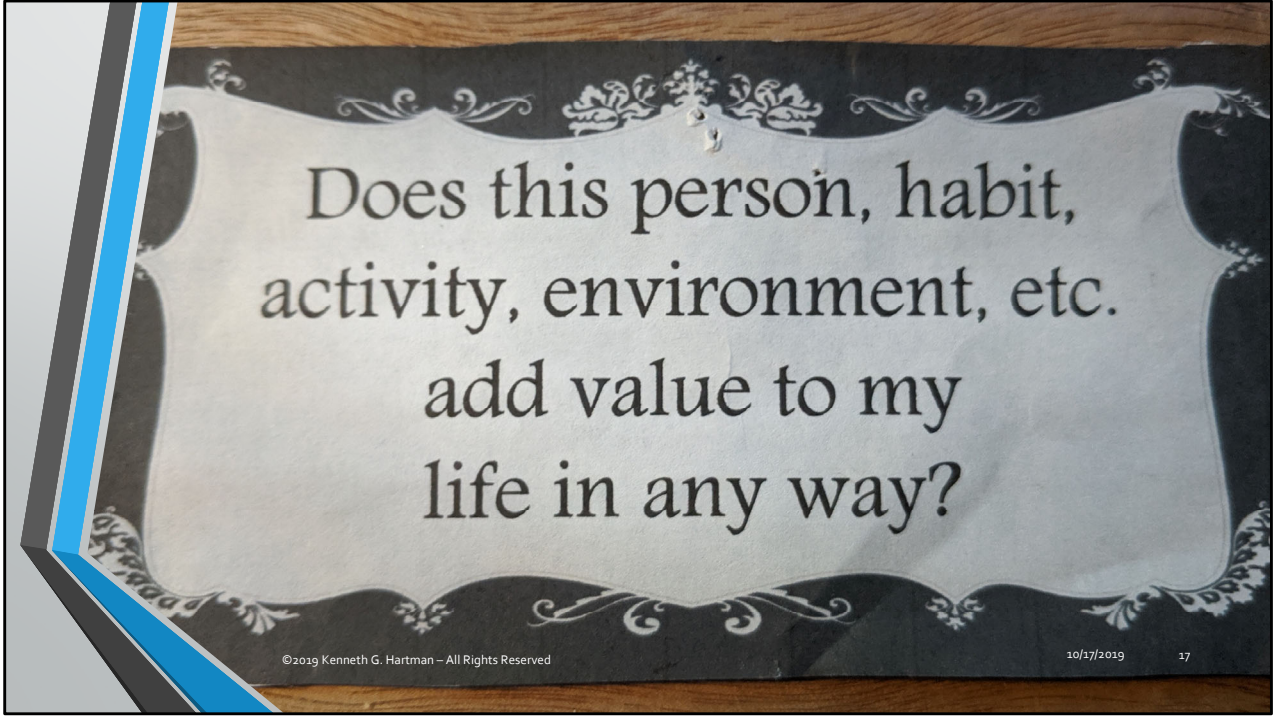


What makes your mousetrap better?

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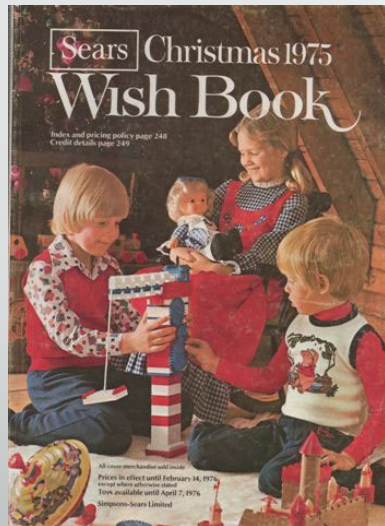


Does this person, habit,
activity, environment, etc.
add value to my
life in any way?

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The Business Need and/or The Needs of the Security Engineer

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The Tyranny of the Urgent

	Urgent	Not Urgent
Important	Quadrant I <ul style="list-style-type: none"> • Crisis • Pressing problems • Deadline-driven projects, meetings, preparations 	Quadrant II <ul style="list-style-type: none"> • Preparation • Prevention • Values Clarification • Planning • Relationship building • True re-creation • Empowerment
Not Important	Quadrant III <ul style="list-style-type: none"> • Interruptions, some phone calls • Some mail, some reports • Some meetings • Many proximate pressing matters • Many popular activities 	Quadrant IV <ul style="list-style-type: none"> • Trivia, busywork • Junk mail • Some phone calls • Time wasters • "Escape" activities

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Four Human Drives

The Drive to Acquire

The Drive to Bond

The Drive to Comprehend

The Drive to Defend

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Trust Issues

**Can I trust
the Cloud?**

- Where is my data?
- Who is accessing my data?
- Who is protecting my data

**Can I trust
You?**

- Can I trust you?
- Are you committed?
- Do you care about me?

Conclusion

- Cloud Adoption Issues
 - Data Loss, Privacy, Confidentiality, Loss of Control
- Churn, Burnout, and the Tyranny of the Urgent
- Cloud Trust Issues
- The Four Human Drives

Done right, the cloud can be a great place to connect with each other around what makes us human, while still meeting business needs and generating profit.