onapsis
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ONAPSIS

Founded in 2009, Onapsis is a cybersecurity company offering software solutions for corporations to safeguard their ERP (Enterprise Resource Planning) and business-critical applications. It has offices in Boston, Buenos Aires, and Frankfurt.

SCOPE

- Validate whether internal auditors can influence executives and external auditors to implement deeper cybersecurity controls on SOX.
- Build a Go-To-Market strategy for a new audit cybersecurity product for ERP systems and specify inputs for a Minimum Viable Product.

APPROACH

External Lens

Desktop Research + **Expert Interviews**
Market Intelligence   Target Customer

Internal Lens

Internal Interviews
Onapsis Capability

RECOMMENDATIONS

WHO to target

Customer
- **Prioritize main champions: CRO, CISO/DPO**
- **Leverage relevant stakeholders: CIO/CTO, CEO/CFO, CAE**

WHAT to offer

High-Level Product Specs of MVP

Automation   **Analytics**   **Intuitive UI/UX**

HOW to deliver

Sales & Marketing

Targeted Sales Strategy   **Market Due Diligence**

End-to-end Customer Strategy   **Data-backed Marketing Messages**