

## Background

**SI Consult had developed a strong team of cyber security experts and consultants and developed it's own world class technology solutions and was ready to scale but needed clarity and direction on the best way forward.**

## Business Navigation Services Approach

Working with Feras Tappuni, CEO and his team, we reviewed the business through our Business Navigator process. The output created a new business model and a new value proposition for the business.

A new brand, Security HQ, was created and repositioned as a world class Managed Services Provider.

Strategies and systems were identified that were needed to put the plan into action and we worked with the team to support the implementation process.

## Results

The company has consistently outgrown the market and has opened a new office in New York to meet growing demand in the United States.

Security HQ now has a predictable sales engine and attracts high quality inbound leads. They have built up a strong marketing team and continued to innovate and develop it's client services



**Feras Tapunni,  
CEO and Founder  
Security HQ**

“ We have seen great results from the review and sales, profitability and cash generation have all grown substantially. We are now working together on a new plan to accelerate business growth even further over the next five years. ”

