16 September 2020

Unlocking export opportunities for Australian cyber security companies with the United Kingdom

Penten's Export Playbook, a new resource for Australia's rapidly growing cyber security industry, is designed as a practical and simple guide to help early stage companies navigate the complexity of exporting their product or service to the United Kingdom (UK).

The playbook will be launched tonight at an online event, **The State of Cyber Security: Exploring the UK and Australian Markets**. This webinar will explore and discuss the cyber security ecosystem in the UK and Australia and the areas for collaboration on innovative capability.

Assisting Australian cyber security companies to scale and export globally lies at the heart of **AustCyber's** mission to support the development of a vibrant and globally competitive cyber security sector.

AustCyber CEO, Michelle Price said with the COVID-19 pandemic impacting all areas of the global economy, this tool will help Australian cyber security companies seek new opportunities offshore while also expanding their reach domestically.

"Promoting Australian cutting-edge cyber security technology solutions to priority international markets through trade delegations and showcase events is one mechanism through which we support companies with their market entry strategy. We are pleased to support Penten's export playbook for the UK market as another practical way to sharpen our industry's ability to successfully go global."

Co-founder and Director of Penten, Ben Whitham said often taking the first step can be the hardest.

"We had a prototype cyber capability that was functionally ready, but not ready for buyers, especially not ready for the export market. Taking the steps to export was difficult and it took a lot of time, effort and planning."

Penten CEO, Matthew Wilson said their journey provided a valuable and very personal case study.

"We quickly realised both the opportunities and obstacles there are when you first take your product into a new market. The experience and learnings we took from introducing 'TrapDocs' to the UK planted the seed for the playbook.

"Having the support of AustCyber, including through its co-funding of the Playbook as part of AustCyber's Projects Funds, has also had a multiplier effect on the utility of the playbook."

The playbook tackles issues from export licensing to intellectual property, marketing, choosing distributors and understanding legalities.

It is structured to guide organisations through a sequence of four steps needed to successfully take cyber security products or services to the UK market:

- The 'decide' section is intended to help you with a rationale for exporting your product.
- The 'prepare' section will get you ready to take the plunge, including information on pricing, positioning and intellectual property.
- The 'sell' section discusses marketing, resellers and export legalities.
- The 'deliver' section is all about successfully fulfilling on orders to provide your customers with the best service possible.

You can register for the webinar here - https://bit.ly/3kj9fJm

You can download the playbook here - https://bit.ly/3hvJaVz

For more information about AustCyber's Projects Funds you can click here.

Media contact AustCyber: Tom Finnigan, PR, Media and Engagement Manager at AustCyber

Phone: 0408867367

Email: tom@austcyber.com

Media contact Penten: Shey Dimon, Marketing and Communication Manager at Penten

Phone: 0499 799 377

Email: shey.dimon@penten.com