

Pursuing business expansion through building mutual trust with customers, by developing personnel capable to identify and study possible security risks from the customers' point-of-view

Introduced CompTIA certifications to meet the internal needs for a framework to develop human resources who can identify and analyze risks based on individual customers' context



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"Thanks to introduction of CompTIA certifications, we could achieve our goal to be able to study/respond in the customers' point of view. We can now hear much input from customers."

IoT · Security Business
Division,
Enterprise Business Strategy
Department

Certification in USE

- CompTIA Security+
- CompTIA CySA+

CompTIA WORLDWIDE HEADQUARTERS

CompTIA Certifications, LLC
3500 Lacey Road, Suite 100
Downers Grove, IL
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TARGET

SE Division – Network Engineers/Security Pre-sales SEs
Enterprise Operation Division – Managed Security Service
Operation SEs

Background of Efforts

SoftBank provides security services for different stages, such as prevention, detection, and response, according to the customers' environment, in order to improve security at the customers against cyber-attacks with ever-growing sophistication. It was required to have internal support system to establish trustworthy relationship with the customers and to develop human resources who can identify and study possible security risks in customers' shoes, in providing "zIPS," a mobile threat protection solution, and "Dome9," a cloud security solution.

Development of Security Pre-Sales SEs

Development of human resources who can identify and analyze risks, while understanding the customer's standpoint, and introduction of a framework.

Required capabilities:

- On top of security knowledge, ability to have a good grasp of information security situation, understanding business issues in individual customers' environment
- Ability to respond in line with the customers' point-of view, understanding what happened on site and what is needed in occurrence of an incident.

Establishment of a support system by Security Pre-Sales SEs for security matters

- Security Solution Department, where Security Pre-sales SEs belong, provides support in a centralized manner, no matter where a support request comes from, whether directly from Corporate Sales or through support request raised by Network Engineers.
- Persons in charge in Security Solution Department are assigned respectively to Network Engineers of different business units, which are divided according to industries, such as finance, services and distribution. This is to strengthen a system which enables smooth information sharing on a specific matter and active actions for security-related matters.



CompTIA Security+ designates knowledgeable professionals in the field of security. The exam covers the most important foundational principles for securing a network and managing risk.



CompTIA CySA+ is the only intermediate high-stakes cybersecurity analyst certification with performance-based questions covering security analytics, intrusion detection and response.

ACTION

■ CompTIA CySA+ "as a common sense"

Regarding capability required for Security Pre-Sales SEs as a common sense, acquisition of CompTIA CySA+ certification is promoted for Network Engineers, Security Pre-sales SEs and Managed Security Service Operation SEs, who have many contacts with customers and much internal collaboration.

<Changes before and after the approaches>

Effective in study and response from customers' point of view (increase in acquisition of new orders and opportunities to make proposals)

- Security related orders increased for 187% in Aug to Dec period (vs. Jan to July 2018)
- 243% increase for focal products
- 90% or respondents to the questionnaire for the certification acquisitions said they have more opportunities to talk about security to the customers

■ Further enhancement of skill

Security Pre-Sales SEs: acquisition of skills to have dialog in business managements' point of view → acquisition of CISSP

Network Engineers: Develop advanced analyzing capability → acquisition of GIAC

Planning a scheme to educate security also for sales and sales support agents

"Along with expansion of the Work Style Reform, security services are required to have wider coverage than conventional network security. To meet such needs, it is essential to make holistic and systematic service proposals based on individual users' environment on top of individual services. I am glad that introduction of CompTIA certifications has enabled us to make proposals in ways to connect dots to lines, and to expand lines to plane coverage, which has increased customers' satisfaction."

Mr. Masashi Kitayama,
Director, IoT · Security Business Division,
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