



1 Business Opportunities – lululemon.co.jp

Key evidence: 18 issues; 0 High-risk; 3 Medium-risk; 13 open ports; 18 shared domains; 12 endpoints with TLS 1.3

1.1 Top Opportunities

1. Infrastructure Security Assessment

- Problem: High service density and insecure open ports on IP 104.18.9.22.
- Impact: Increased attack surface and potential data interception.
- Service: Infrastructure Security Assessment.
- Scope: Assess and secure open ports, reduce service density.
- Evidence: 13 open ports; ports 80 and 8080 insecure; 13 services on one host.
- ROI: Reduced risk of exploitation and data breaches.

2. Web Application Penetration Testing

- Problem: Shared hosting environment with 18 shared domains.
- Impact: Potential vulnerabilities from other domains affecting security.
- Service: Web Application Penetration Testing.
- Scope: Evaluate and secure shared hosting configurations.
- Evidence: Shared hosting with 18 domains; Medium-risk categorization.
- ROI: Enhanced isolation and security of critical applications.

3. Security Architecture Review

- Problem: Lack of enforced secure connections on open ports.
- Impact: Susceptibility to data interception and unauthorized access.
- Service: Security Architecture Review.
- Scope: Implement HSTS and secure HTTP traffic.
- Evidence: Ports 80 and 8080 lack encryption.
- ROI: Improved data integrity and confidentiality.

4. Continuous Security Monitoring

- Problem: Need for ongoing security posture evaluation.
- Impact: Potential for emerging threats to go undetected.
- Service: Security Posture Monitoring.
- Scope: Regular audits and monitoring of security configurations.
- Evidence: 18 issues identified; 3 Medium-risk.
- ROI: Proactive threat detection and mitigation.

1.2 Proposed Offer

- Scope: Comprehensive security assessment and continuous monitoring.
- Deliverables: Detailed reports, security enhancements, and regular updates.
- Timeline (weeks): 8 weeks for initial assessment and implementation.

1.3 30/60/90 & KPIs

- 30d: Complete infrastructure assessment and initial port security measures.
- 60d: Conduct web application testing and secure shared hosting.
- 90d: Implement continuous monitoring and finalize architecture review.
- KPIs: Reduction in open ports; improved security ratings; decreased service density.



1.4 Objections & Responses

- **Objection:** Cost concerns for comprehensive services.
- **Response:** Emphasize long-term savings from reduced breach risks.
- **Objection:** Disruption to operations during assessments.
- **Response:** Plan assessments during low-traffic periods to minimize impact.
- **Objection:** Confidence in current security measures.
- **Response:** Highlight identified vulnerabilities and potential risks.
- **Objection:** Preference for internal security management.
- **Response:** Offer collaborative approach with internal teams for knowledge transfer.

1.5 Immediate Next Steps

- **Client:** Review proposal and confirm scope of services.
- **Consultancy:** Prepare detailed project plan and resource allocation.
- **Joint:** Schedule kickoff meeting to align on objectives and timelines.