Together we Secure the Future

HSD Partners Stories

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HSD
joint story about
collaboration

We have collected stories from our partners to show how we -as HSD Office- contribute to their results and outcomes. This bundle is published simultaneously with our multi-year strategy 2021-2025, which we have developed together with our partners and stakeholders. We are convinced that our ambitions for the coming years will again lead to new stories about realised innovations and collaborative successes in the field of digital security.

The interviews clearly show the joined effort of HSD Office and our partners. Because the HSD story is a shared story about collaboration. We have facilitated and stimulated this since the inception of HSD. We build bridges between public and private organisations, provide insight into their needs and interests, develop the preconditions for collaboration and process interventions, organise security innovation programmes and act as an independent, trusted process manager. In short, we orchestrate the security ecosystem.

Our joint objectives and proposition are to provide "access to" *knowledge* as a basis for innovation, *financing* for innovation projects, *capital* for business growth, *talent* for recruiting employees and access to *market*, for example for international growth. By doing so, we position the

Netherlands in the field of security. This in turn ensures that international conferences, businesses, talents and investors are attracted.

In these and other areas, we are the "oil man" providing independent support to our partners. So that they can achieve results. We are able to reach a common interest from the point of view of individual interest. In business jargon, HSD Office delivers output, which in return leads to the valued outcome for our partners in an innovative, social and economic field. We report on this in facts and figures transparently in our annual reports. The stories and successes of HSD partners that come along are captured in this bundle.
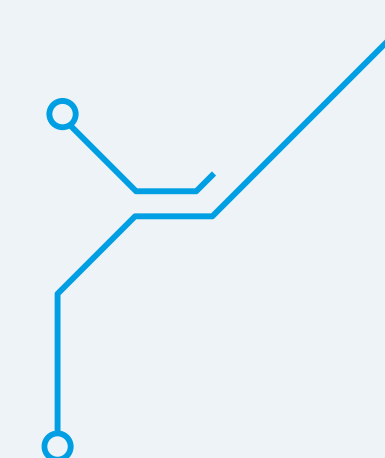
We learn from and with each other about what is going well and what is not. This way we can remove existing barriers in cooperation even better and improve innovation processes. Our partners and stakeholders give us the confidence to realise successes together for a digitally secure the Netherlands and growth of jobs in The Hague, South Holland and the Netherlands. I believe in this collaboration with partners. I believe in public-private partnerships. I believe in the cooperation within the HSD Office team in connection with the many stakeholders. Therefore, I close this preface with one of my favourite poems:

Joris den Bruinen
Director HSD

Samenwerken

Samenwerken!
Echt een werkwoord.
Samen... werken...
Samen ervoor gaan

Ieder neemt eigen verantwoordelijkheid alle keren.
Niet verschuilen, gewoon aanpakken, foutjes maken kan, als we elkaar maar aanspreken en ervan leren.

Samen de voordelen zien
Samen de pijn dragen
ook al is het niet de jouwe.

Samen aanpakken
wat anders zal blijven liggen
Samen ideeën delen, plannen maken,
Samen... kiezen
met minder geen genoegen nemend...

Samen gaan...
voor het einddoel...
stap voor stap... samen.

Compromisloos... gaan.
Door knokken, elkaar sterker makend.
Dat vind ik samenwerken.

Wat een fantastisch heerlijk werkwoord...!

From: 1001gedichten.nl

Collaboration

Collaborate!
Really a verb.
Collaborate
Go for it together

Everyone takes their own responsibility at all times.
It is not possible to hide, just tackle it, make mistakes, as long as we address each other and learn from it.

See the benefits together
Bear the pain together
even if it's not yours.

Tackle together
what else will remain
Sharing ideas together, making plans,
Choose........together
not settling for less ...

Going together ...
for the end goal ...
step by step... together.

Go ....uncompromisingly.
By fighting, making each other stronger.
I believe that's cooperation.

What a wonderfully delicious verb ...!

WIM KUIJKEN – INTERVIEW
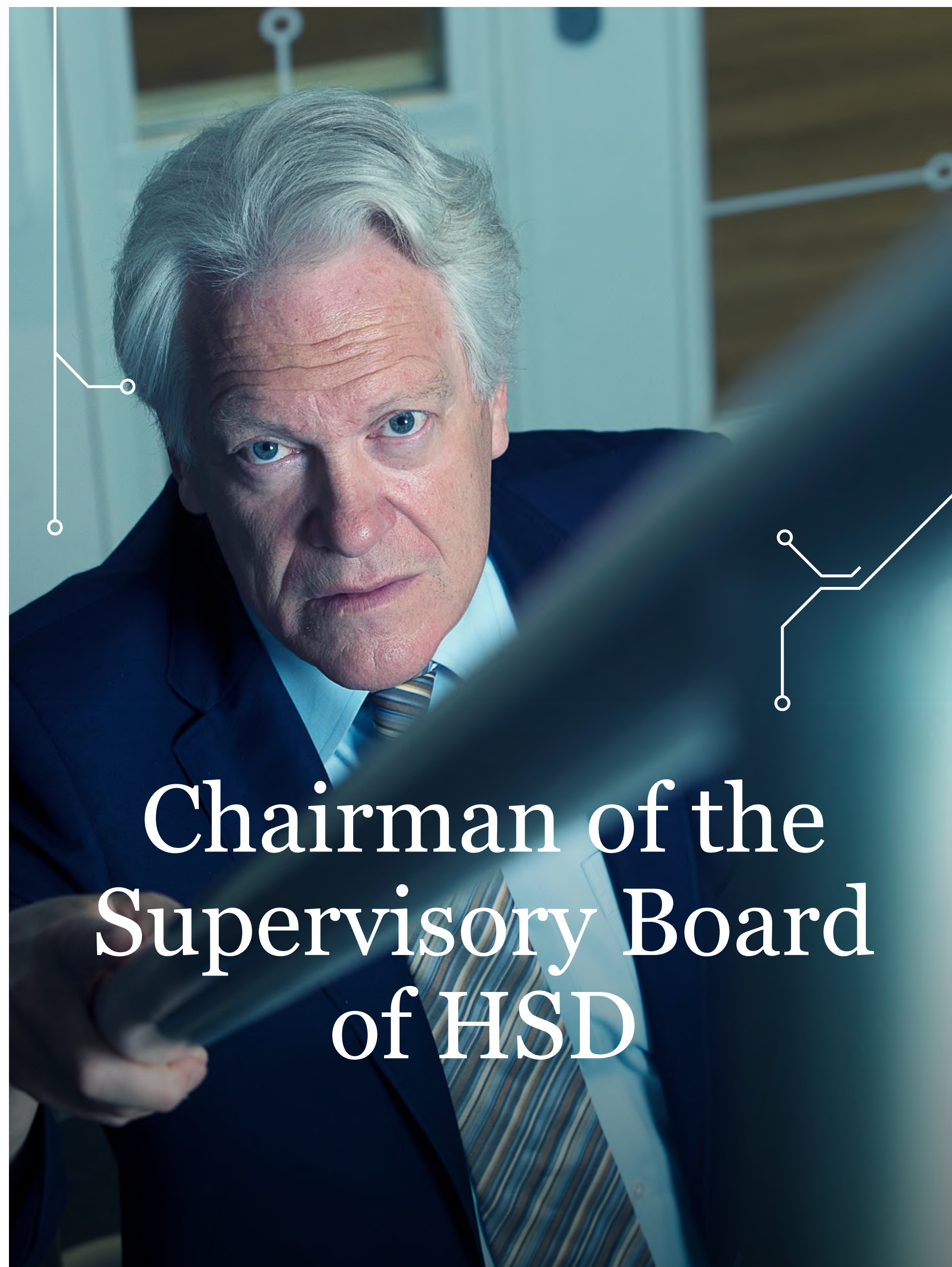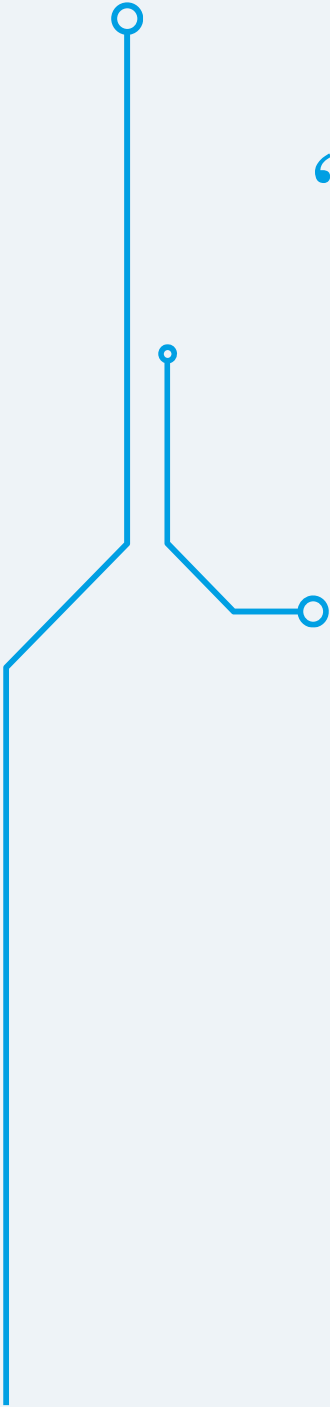
Chairman of the Supervisory Board of HSD

Former Delta Programme Commissioner Wim Kuijken was appointed as the independent Chairman of the Supervisory Board of HSD as of 1 January 2016. In his view, triple helix collaboration and the facilitating role of The Hague Security Delta (HSD) will only increase in importance within the context of the rapidly changing world we live in.

Ensuring public order, safety, and security is one of the primary responsibilities of the government. But government is not the only party that deals with safety & security. 'The infrastructure that is so vital to our society is largely in the hands of the private sector', explains Kuijken. 'The government and the business community will therefore have to work together as equal partners on the basis of a shared responsibility in order to make the Netherlands a safer and more secure place for all of us.'

According to the board chairman, this task is more complicated than in the water sector, where government organisations are the only parties with responsibility for the water infrastructure. 'That makes the presence of an organisation such as HSD even more important, an organisation that encourages collaboration, connects different parties within a network, initiates and stimulates innovation, establishes a triple helix agenda for knowledge development, innovation and acquisition, and helps businesses to expand the small Dutch market to the global arena. All the parties in the Dutch security cluster are collectively doing the right things.'

Innovative strength

HSD has played an important role in the area of safety & security by bringing together government actors, the business community, and knowledge institutions. In view of the upcoming threats and the ever-increasing pace of technological developments all over the world, Kuijken is convinced that this triple helix collaboration and the facilitating role played by HSD will only become more important in the future. 'The Dutch security cluster is a network of partners that share knowledge with each other and innovate in order to develop more effective security solutions for society. Providing protection and security for our society is a future-proof activity with a solid economic growth potential, as digital and physical threats will always develop further and take on different guises than in the past. An appropriate motto in this regard is: 'becoming better is something you do together". It expresses the essence and innovative power of HSD.

Driver for innovation

The ability to deal effectively with risks and threats via innovative solutions goes hand-in-hand with benefiting economically from such innovations inside as well as outside the Netherlands. According to Kuijken, the government is in fact an important driver for innovation in the (digital) security domain, as it is the most important player 'determining requirements' as well as client. 'In the coming years, I expect this government role to become even more important due to the projected increase in risks and threats.

As a result, the social and economic aspects will become even more closely intertwined. This is an important factor for HSD partners. They are socially responsible entrepreneurs and are willing to invest in the long-term development of new products, but will in the end also need to make a financial profit in order to be able to continue investing in innovation. A government that acts as a 'launching customer platform' is of enormous assistance in that regard. The shared development of a long-term national security action plan and a (knowledge) investment programme would also help."

"becoming better is something you do together"
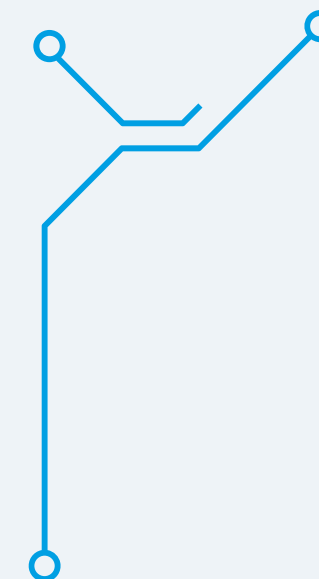
Flywheel for startup phase

Viresh Jagesser's Anti-Fraud Company helps municipalities in improving their information position and to tackle crime and fraud. "HSD is our Flywheel".

Municipalities possess eyes and ears on the street, such as the police, special investigative officers, neighbourhood teams and landscapers. Suspicions regarding crime and fraud do not always reach the correct department, or it is not reported because the person in question does not know where he can report his information. "Our platform: 'Report a Suspicion' is for this reason the solution." Via HSD a greater number of potential customers has become available to Jagesser than his three-man team could realise on their own.

"A solid network is crucial in the start-up phase. Via HSD, I meet people in the security sector and I can approach connections easily. This leads to new developments. I have, for example, interested the municipality of Zoetermeer. And we partner with consultancy firm Van Aetsveld. We have collaboratively writed a whitepaper and delivered a contribution to an HSD Café. What is unique is that our small business can be present at international expos and events. We can only do this with the HSD as flywheel.

(August 2018)

ACCESS TO INNOVATION

We believe in the HSD ambition

'We are HSD partner since the first moment, because we believe in the HSD ambition of sharing knowledge and triple helix collaboration for a more secure world and economic growth. We are pleased to see that HSD is addressing OT security, our expertise, as opportunity for the security domain. Providing us the change to position our organisation as one of the players in this field. At this moment we are also part of a concrete HSD programme, in which HSD Office is investing a lot of time."
(Marcel Jutte, Managing Director

(November 2020)

ACCESS TO MARKET

Making the difference

'"Because HSD offers an environment with many innovative companies, interesting collaborations arise. For us this led to a collaboration with an NGO. During an acute crisis situation of people from this NGO abroad, our SaaS solution offered help. The real-time situation picture allowed them to get to safety. Understanding and trusting each other at such a moment makes the difference. "
(Linda Kroesbergen, Head of Business & Customer Success

(November 2020)

Making a mark outside the Netherlands

▶ Interview Joep Gommers

In 2014, Joep Gommers and Raymon van der Velde established EclecticIQ. The company builds software and aggregates information for cyber intelligence analysts in governments and big companies. They developed a new technology by themselves that makes it possible to automatically collect, analyse, distribute, and archive data on all possible forms of cybercrime and cyber espionage. They experienced rapid growth from the very start. So why are these out-and-out entrepreneurs enthusiastic partners of The Hague Security Delta?

EclecticIQ has acquired millions of euros of investment capital, operates all over the world, and employs 90 people in four different countries. 'And to think that it all started in an Amsterdam basement', laughs CEO Gommers. 'As geeks, we had a great idea and lots of ambition, but we thought it was a bit much to invite international defence organisations and intelligence services to visit us in our basement. By joining HSD, we immediately had a great location in The Hague for receiving our clients. That gave us the serious look and feel that we needed at the start.' By now, EclecticIQ has its own office location in Amsterdam. They use the HSD Campus to welcome important international delegations and for workshops.

Foreign delegations
In Gommers' view a good entrepreneur is not dependent upon HSD. 'You have to be able to take care of yourself, otherwise you won't survive in the long run.' But a security cluster such as HSD does make life quite a bit easier, especially for starters. 'It's a fact that, as a small Dutch company, you will not be visited by foreign delegations. But the municipality of The Hague and HSD regularly welcome such delegations. And HSD makes sure that they get to meet Dutch companies during their visit. That's how we succeeded in getting to meet international government players and companies and therefore expanding into new markets. Gommers also puts his company on the map by using the HSD network to acquire funding and generate attention.

Trusted brand name
In practice, Gommers has found that HSD is a well-known and trusted brand name inside as well as outside the Netherlands. And that does have an effect. 'A security cluster needs to have a trusted and stable reputation in order to bring companies and governments together in a low-key and relaxed fashion. That is no easy feat. But still they succeed.

In the course of our efforts at acquiring funding, we were regular speakers on the podium at the HSD 'Access to Capital' events.

In my view, that's a result of the right intentions as well as the integrity of HSD Office. He mentions the Cyber Security Week as an example. This theme serves as a focal point for organising events, workshops, seminars, and presentations where people from government, the business community, and knowledge institutions can meet and talk informally. 'That kind of thing helps to create mutual trust. And that's the key in the world of security.' And of course Gommers also benefits from such a week. 'My own agenda and that of my team are filled with new appointments afterwards.'

Taking risks

'Young and innovative companies should be happy that we have Dutch government bodies, such as the municipality of The Hague and government ministries, as well as major companies that are willing to take risks', says the CEO of EclecticIQ. 'On the international stage, I see risk-averse behaviour in many markets. Only mature products that have already proven themselves are purchased. It's not like that in the Netherlands. New ideas and companies are actually supported here. The government is even willing to be the first party to buy a new product. Internationally, it's also a very important reference for other companies.' According to Gommers, our Dutch entrepreneurial culture makes it possible for young companies to succeed and continue growing. 'We are an example of this, and HSD plays an important role in that respect.

(9 October 2018)
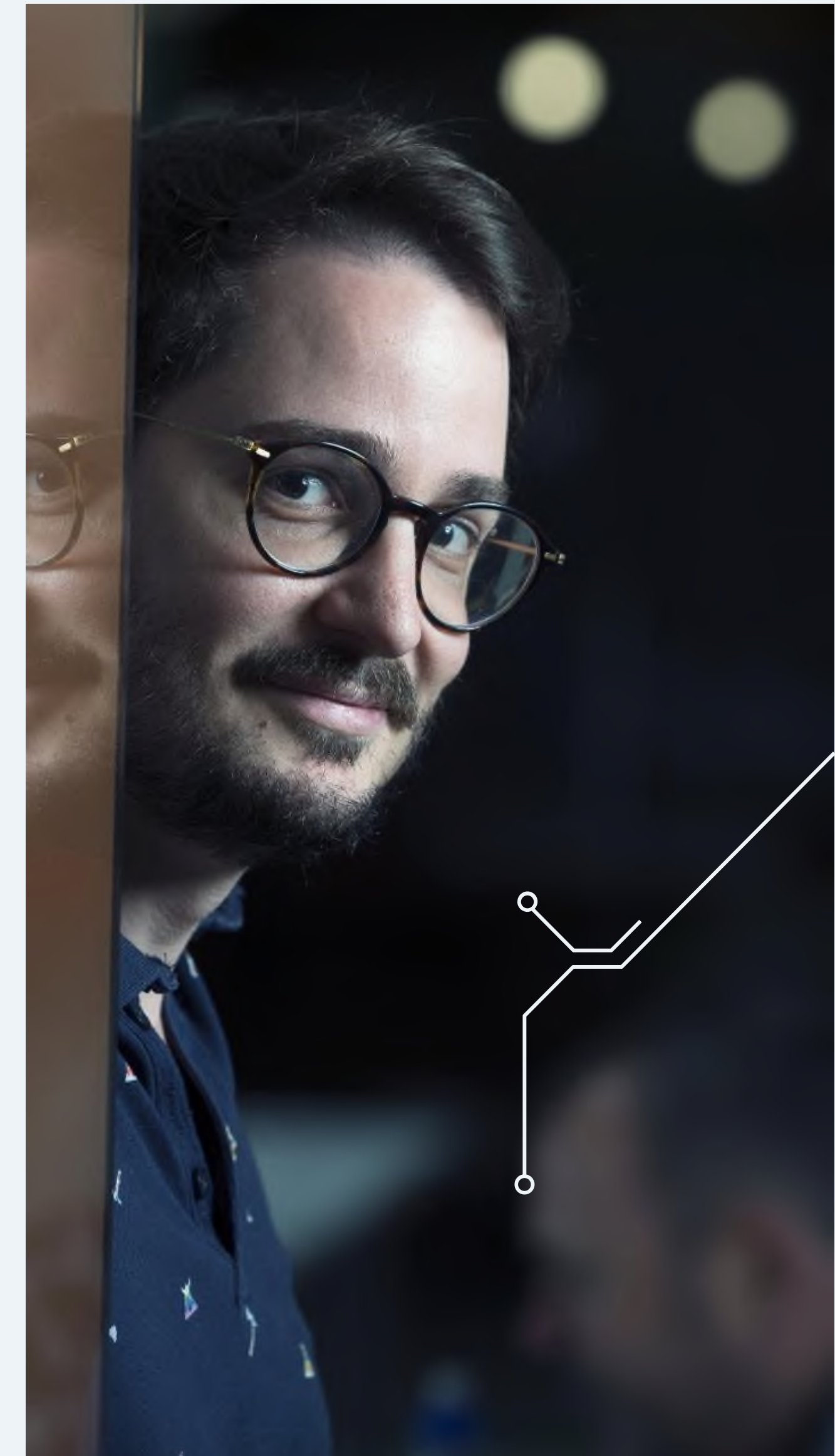
Fast growth

Cybersprint is established on the HSD Campus. In two-and-a-half years, the company of Pieter Jansen has grown from two employees to eighteen employees and has move from 24 square meters to 100 square meters. "We realise our growth in the HSD-environment.

Fully automatic, the 'searchmachine' of Cybersprint maps out the digital risks and threats for governments and businesses. "You do not know where the threat comes from and what it will specifically focus on. This is why we scour the internet and the dark web as broadly as we can to look where your security risks are and where you could possibly be hacked". Cybersprint belongs well in the HSD-environment, according to Jansen. In a single day he can meet a professor, a CEO and a civil servant on the HSD Campus, with similar issues but differing perspectives. "That knowledge and those meetings are enriching. It is not immediately about sales, but about knowing what is happening, claiming the benefit with

this and finally pass this through to a different HSD-partner." The HSD-network is one of the factors involved in the rapid growth of his business. "We have gained access to capital via InnovationQuarter.

Via SME Connect we are given access to networks in different countries.

This is of aid in finding partners who are already connected to our dream customers, so that we can reinforce and strengthen them and the customer. HSD draws many visitors, which grants us the opportunity to pitch infront of foreign delegations. Trade missions open up many opportunities for us."

(13 August 2018)

ACCESS TO CAPITAL

Support interesting to investors

'In recent years, InnovationQuarter has among others invested in HSD partners Cybersprint, Onegini and Andrupos. We have brought many HSD partners into contact with private, public and informal investors. The support that HSD visibly provides to its partners is interesting for investors and gives confidence.

This allows us to attract investment and thus capital to the region, which has a positive effect on the economy and employment.'
(Martijn van Hoogenhuijze, Account Manager

(November 2020)

Innovation Quarter

Expansion to North America
Thanks to RSA 2020 Participation

In the coming years, the Netherlands Enterprise Agency (RVO), InnovationQuarter (IQ) and HSD, in collaboration with the Dutch embassy and consulates, will be fully committed to doing business in the United States. A "programmatic approach to cybersecurity US" gives shape to this. Participation in the RSA conference in San Francisco is part of this.

This is the largest cybersecurity conference in the world. At the beginning of this year, "The Netherlands" was there for the first time with an **IT Security pavilion**. HSD partners ON2IT and ThreatFabric are doing good business.

ThreatFabric from Amsterdam supplies digital security solutions to financial institutions within and outside Europe. Their customers use all kinds of devices for internet and mobile banking. The company does not yet have any customers in North America. However, there are personal experiences of management team members with American customers. ThreatFabric therefore expects to gain a foothold in America. General manager Gaetan van Diemen: "Online threats do not adhere to borders. The challenges that financial institutions have in Europe are comparable to those in America. Through the RSA we are looking for new opportunities to expand in this part of the world."

ON2IT, on the other hand, has been active in America for a year and a half. "Our cybersecurity industry is dominated by American parties," says Jan Jacobs, Chief Marketing Officer. "We know the country and the products well." ON2IT provides managed security. This means that ON2IT protects customers digitally via a Security Operations Center (SOC). A new hypermodern SOC was recently delivered. For many companies it is too expensive to set up this themselves, and they lack knowledge and the right people. "We have good contacts and so we received signals that in America there was a need for our services. But you need patience if you want to start in this market. All kinds of legal matters and certificates must be properly arranged and you must hire the right people. " Ultimately, ON2IT formed an experienced management team, including a former vice president of IBM and former executives of Palo Alto Networks, that has started to provide the service with caution. The business is now growing fast. Especially since Palo Alto Networks has chosen ON2IT as a global partner for managed security. "This counts as a worldwide recognition and a boost for the American market."

◀ **Gaetan van Diemen,**
General Manager, Threatfabric

"Collaboration with HSD gives access to networks of professionals all over the world"

Growth ambition

Both companies took part in this year's trade mission to the RSA Conference. For ON2IT, the RSA and the Dutch IT pavilion helps to be visible in one of their important growth markets. Jacobs: "This is how we come into contact with existing and new customers. In addition, a joint presentation by Dutch companies shows that we are part of a national and international network of cyber security companies." For ThreatFabric, participation in the RSA would not have been possible without the effort of RVO, IQ and HSD. "The costs and effort cannot be borne by our company," says Van Diemen. "Both partners have been essential for us to be able to enter into dialogue with parties from the American financial sector."

All those conversations provide ThreatFabric with insight into the needs, work culture and cyber security measures of banks in America. The feedback the company is getting is positive. "We are now in further discussions with various prospects." ThreatFabric's ambition is to help financial institutions around the world keep online banking and payment services safe. "Our unique, self-built solutions can be used worldwide for this." Over the next five years, ON2IT wants to grow ten to fifteen times larger than would be possible in the Netherlands. This applies to the American and European market together. According to Jacobs, this should be feasible, because there are more potential clients in one American state alone than in the Netherlands.

Lubricating oil for contacts

ThreatFabric recently **joined** the HSD Community. They were not a partner of HSD yet, but Van Diemen already heard prior to the RSA that HSD plays an important role in connecting and bringing different parties together in relation to cybersecurity. During the RSA, he notes that all participating companies have the same challenges when crossing the Atlantic. He also sees that HSD facilitates the expansion of Dutch and foreign companies, among other things through exposure and sharing knowledge about international markets. Van Diemen: "Collaboration with HSD gives access to networks of professionals all over the world, which makes it easier to make a first contact in a new market. Although we serve a niche market, we feel at home within the HSD network, many of whom are at the forefront of cybersecurity."
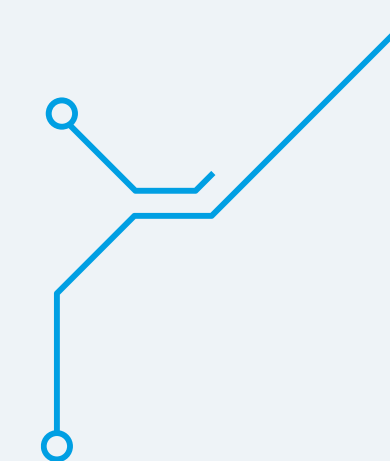
Jan Jacobsen, ▶
Chief Marketing Officer, ON2IT

"Online threats do not adhere to borders. The challenges that financial institutions have in Europe are comparable to those in America"
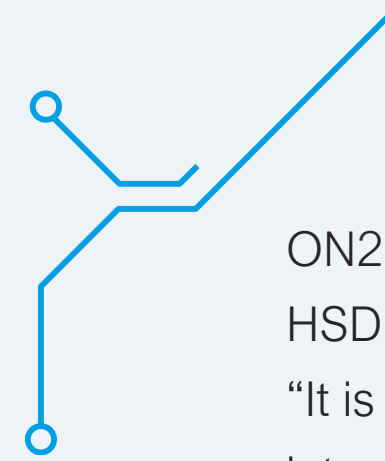
ON2IT is a partner of HSD and Jacobs agrees that the HSD network is an important key to entering new markets. "It is the lubricant for your contacts. You will meet interesting parties in preparation for and during the RSA. But the HSD network of governments, knowledge institutions and businesses is also a driving force beyond this. It is soon that you know someone, who knows someone again, who…".

In addition, Jacobs does not want to grow in splendid isolation. "Via HSD you can actively participate in working groups, work together pre-competitive without harming your competitive position, receive information about what is going on at European level and come into contact with interesting companies. Also important to ON2IT is the knowledge sharing from governments and knowledge institutions. "It would seem strange internationally if we don't know what's going on in our own country."

(14 October 2020)

Also read: **Cisco Supports Dutch Cyber security Participation RSA Conference 2021**

Roadmap multi-year cybersecurity US program

RVO, IQ and HSD are joining forces to help companies enter the US cybersecurity market. The Ministries of Economic Affairs and Climate and Foreign Affairs are also closely involved in this. The roadmap bundles existing activities aimed at the American market and supplements them with new ones. The United States is one of the largest players in cybersecurity, in terms of market size, investments in research and development and foreign investments. The roadmap focuses on trade promotion, innovation, knowledge sharing and acquisition to bring American companies to the Netherlands. The underlying ambition is to allow the Dutch cyber security sector to grow sustainably and to become one of the top clusters in the world.
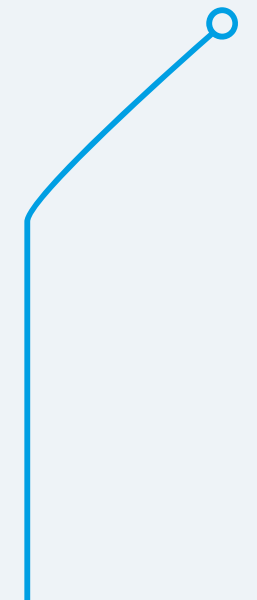
NCIA leverages HSD ecosystem for connection with industry partners

The NATO Communications & Information Agency (NCIA) leads NATO's digital endeavour and helps NATO Nations communicate and work together in smarter ways. One of the primary objectives of NCIA consist of supplying secure, coherent and efficient Communication & Information Systems (CIS) and services for the NATO Enterprise, as well as deployable and mission systems.

In the NCIA campus in The Hague, a team of highly skilled engineers and scientists works on new solutions in the field of cyber security. Frederic Jordan, Head Cyber Security Programme Delivery at NCIA: "The Agency not only protects NATO's networks but also leads the development of new and innovative capabilities that ensure that the digital systems upon which NATO relies to keep 1 Billion people safe are always secure and available, and also provide an advantage over our adversaries. In this context, active collaboration with Industry is essential for the Agency to leverage the energy and creativity of the private sector and maintain NATO's technological edge."

Cyber situational awareness for Military Commanders
The NCIA has set up a project to optimise the operational awareness of commanders during a deployment or mission. Up to now, sources such as intelligence, logistics and CIS from the traditional domains of air, land and sea have been used for this purpose. A fourth source is increasingly important: cyber situational awareness. This is still in development. NCIA approached The Hague Security Delta (HSD) in order to facilitate the development of a useful 'Recognized Cyber Picture' for commanders in the field.

View on the mission area
Frederic Jordan elaborates on the needs for such a capability "At the technical level, some Cyber Security Situational Awareness solutions exist, often based on limited CIS information, like assets, vulnerabilities, and software portfolios. However, these solutions do not assess the impacts of mission requirements, mission threats, and interoperability between coalition partners at both the technical and operational level. The correlation of the network data with the mission metadata should result in a product, that we call the Recognized Cyber Picture (RCyberP)." According to Jordan, the new system has to help Commanders with their decision making process in support of the mission; this process is facilitated through the provisioning of information from the cyber domain. This information must be delivered clearly and concisely to enable accurate comprehension of the current situation. An excess of information leads to confusion and inaccuracy. The new RCyberP-system, therefore, needs to filter and deliver a workable output. RCyberP-information should also represent intelligence data, coupled in a meaningful manner, to provide the Commander operational Cyber Situational Awareness to be useful in meeting mission objectives.

MANISHA PARMER & FREDERIC JORDAN – INTERVIEW

the human factor turned out to be the catalyst

The RCyberP-system does not stand on its own, but is part of a system of systems that help mission Commanders achieve Situational Awareness of the mission area that is as accurate and complete as possible.

Network Advantage

At the end of 2018, NCIA formulated an industry consultation aimed at how the RCyberP system could best be realised. HSD was then asked to leverage their network of industry partners and connect the NCIA within its ecosystem of experts able to deliver a technical note on the framework. Why did the NCIA not issue a general tender? Jordan: "Our question around RCyberP was exploratory. It exemplified our thinking direction on what we want to achieve. Therefore, it was not a clear, defined question. HSD forged connections to present the problem outline and requested deliverables within its network. This provided exposure to organisations we otherwise would not have reached in order for them to deliver their input and proposals. This is a great advantage, as we can never know all relevant actors and their capacities by ourselves. Based on the questions and feedback from different organisations, we were capable of making a good description of the assignment and able to concretely start the work in 2019."

Permanent Contest

The selection of organisations by HSD consisted of several great candidates, from which Capgemini was chosen as the one that offers the most suitable solution. "In the military world, you always want to stay ahead of your opponent. That is a permanent contest. Through HSD we have also been able to involve smaller companies which are active in niches and provide high-quality solutions. With all parties together, the project outcome is greater than the sum of its parts", says Jordan.

Key to Success

Manisha Parmar is a Senior Scientist at the NCIA who led the RCyberP-project. On HSD's work for this collaboration, she says: "There are many manners to innovate, but the human interaction is the essential factor. Being able to brainstorm with a diverse set of professionals and draw upon their expertise provides us with richer products".

The interaction between the diverse players is also appreciated by Jordan: "In this project, the human factor turned out to be the catalyst. More than once, we did not get offered traditional solutions, but were surprised with out-of-the-box ideas. We made pace with unexpected perspectives and smart propositions. The total interaction process resulted in more than we expected a year ago when we contacted HSD on this. We are very satisfied with the results. In addition to this, it is good to realise that this is not a 'one-off'-project, our innovations are a continuing process. Here in The Hague and in the

"Thanks to HSD, we can benefit from the services of a very active local ecosystem which is always eager to contribute to our activities and offer unique perspectives on how the most challenging technical issues could be addressed."

Netherlands we are situated in a hot spot of talent which is very accessible, also thanks to HSD. For an organisation like ours which needs to be at the leading edge of technology, it is fantastic to be able to benefit from such a skilled and competent ecosystem."

"HSD enables us to build this diverse network within the cyber ecosystem, providing opportunities to co-create and develop working models for this collaboration. HSD's International Cyber Security Summer School, of which NCIA is one of the co-organisers, is just one of these examples. The Netherlands is an excellent location within our field to draw upon this expertise."

More information?

Interested in doing business with NCIA?
Read **5 steps** to doing business with NCI Agency.

JORRIT VAN DE WALLE – INTERVIEW

How Audittrail entered the US market
through soft-landing programme

Exploring new international markets takes a lot of energy and time. A warm introduction can make a huge difference. In particular if you can also 'try out' for a short period of time from your own temporary office abroad. This is why InnovationQuarter (IQ), Enterprise European Network (EEN) and The Hague Security Delta (HSD) have established a 'soft-landing' programme for foreign companies that want to establish themselves in The Netherlands and vice versa. Cybersecurity entrepreneur Jorrit van de Walle from Audittrail participated in 2018 in a soft-landing programme and took the plunge to the US. With success.

Audittrail was founded in 2010 and provides audit- and advisory services in several fields, including privacy, information security and risk management. "As an organisation, we were not actively involved abroad, until our interest was aroused by the newsletter of IQ. The newsletter announced a cyber security trade mission to southern Germany. A great opportunity to see what is possible across the border. By participating in the mission, I have learned a lot about international business and gained a lot of great contacts. It also turned out that the German market is not suitable for us, as the German perspective on privacy and security is different."

United States: The Place
"The fire was kindled. When there was announced a soft-landing programme to the US, we took our chance. We are very enthusiastic about this programme because it gives you the opportunity to explore opportunities for your business in an accessible way. You also make use of already existing networks, which was ideal. Through this warm introduction of IQ and HSD, we have already got to know a lot of people in the US. These introductions create trust, which is very important."

In addition to access to local networks and knowledge of the country, the soft-landing programme offers temporary housing. "In October 2018 and at the beginning of 2019, we have stayed in the US for a few weeks. At cyber incubator Bwtech@UMBC – which is connected to the university of Maryland in Baltimore – we were able to open a temporary office. We were also introduced to the American Chamber of Commerce as network accelerator. They are basically the ones who will guide you during this period. After that, it depends on your own efforts, activities and ideas how successful you become. Fortunately, we can still call IQ or HSD for advice."

"My advice is to try to blend into the local society as much as possible. This is greatly appreciated. In addition, it is important to take notice of the cultural differences. Be very sensitive to that. Realise that you are in first place a guest in another country. And do not expect to have success within a few weeks. Do not go to fast!"

"During this period, we have also established great contact with Microsoft. Through their head office in Seattle, I was invited in 2018 to speak at a GDPR Summit. We are also working together with two other parties, including Mavim from Noordwijk, on the subject of the GDPR. During my visit in 2018, I saw that the security and compliance market in the US is or can be enormous. That is when I thought, this is the place to be for us!"

Softlanding is successful for us

"The soft-landing has been successful for us. We have gained a lot of knowledge and experience of how things work, not only abroad but also here. We noticed that in the US there is a huge need for privacy advice, also with the CCPA (California Consumer Privacy Act) coming in effect in 2020, and our compliance management framework (software-tooling). We have therefore crossed the ocean with these components of our offer and are trying to find resellers. At the moment, we have managed to interest the first four partners and are going to be in the US before the phase of a final offer. We have put a lot of time and energy into it, by consciously visiting multiple people and showing them that we are serious. In November 2019, we extended our lease contract with Bwtech. Out of loyalty, it goes without saying that we are staying connected with Bwtech, also because of the time and energy which Bwtech and the Maryland Chamber and Commerce have put into us. At the beginning of 2020, we want to go back to the US. We are currently preparing for this. We will then be actively searching for business developers and content consultants. It is also our intention to activate our partners to continue to work with us."

Do's and don'ts

"I do not know if soft-landing is suitable for every country. I can only judge for Maryland, USA. I find getting a warm introduction, where you land softly in an environment that is used to new foreign companies, a very good concept. Would I do it again? Absolutely! Of course, there will be some things you run into, but those are all learning moments."

(13 January 2020)

More information?

Interested in soft-landing?
Find your information **here**!

BOOZ ALLEN HAMILTON – INTERVIEW

Booz Allen Hamilton Expands to the Netherlands

On 25 February 2020, InnovationQuarter commended Booz Allen Hamilton's growing footprint in the Netherlands, expanding its presence in The Hague. They have opened an office at the HSD Campus. The expansion was celebrated at the Dutch IT Security Pavilion during the RSA Conference and Exhibition in San Francisco.

Booz Allen Hamilton

Booz Allen is a global technology and management consulting firm, employs more than 27,000 employees globally with expertise in analytics, digital solutions, engineering and cybersecurity. Founded in 1914 and headquartered in McLean, Virginia, the firm has more than 80 offices worldwide.

Booz Allen employs continuous cyber innovation, sophisticated tradecraft, and top talent to deliver results. Booz Allen's diverse clients span Fortune 100, Global 2000 companies, and nearly every U.S. federal and security agency. Based on a 2019 Frost & Sullivan report, Booz Allen is North America's largest cybersecurity provider. Whether helping to understand and reduce risk posture or creating advanced algorithms to detect and stop attacks before they spread, Booz Allen supports its clients' most critical cyber challenges.

Support from Dutch partners

When considering the Netherlands as a destination for business expansion, the Invest in Holland network is available for support. The network is a collective of Dutch agencies promoting the country, including the Netherlands Foreign Investment Agency (NFIA) with 26 offices abroad and 12 Dutch regional partners. InnovationQuarter is the regional economic development agency for the greater Rotterdam - The Hague area and got in touch with Booz Allen through NFIA's Atlanta office.

"The cyber threats facing organisations today and the malicious actors intent on doing harm can reach beyond borders in increasingly sophisticated ways. We are proud to grow our global footprint with a talented security team in The Netherlands that will put regional expertise to work for clients, leveraging Booz Allen's world class cyber trade-craft and building on our long tenure serving clients across Europe. And we already see the benefits as Premium Partner.

YOUNG ENTREPRENEURS

Close to the fire

'"By being present with a branch on the HSD Campus", we are close to the fire. Not only do we have a quick overview of the correct cyber security. Companies in which we could possibly invest with our Dutch Security TechFund, but we also have talent and knowledge close to us that our team can rely on. In addition, the direct line with HSD Office completes the desired ecosystem for us, because HSD Office can connect us with startups, corporates and (semi) government."
(Michael Lucassen, Managing Partner

(November 2020)

TIIN CAPITAL
Dutch Security TechFund

ACCESS TO MARKET

HSD the key place

'"It is really crucial to have these networks and access to, for example, partners for international business. Something HSD is the key place for. Meeting new people that can add a piece of the puzzle that completes a complex solution. "
(Mark van Staalduinen, Managing Director CFLW Cyber Strategies

(November 2020)

CFLW
Cyber Strategies

ACCESS TO INNOVATION

CISCO

Collaborating together

'Over the last years we've successfully collaborated with The Hague Security Delta (HSD) to help ensure that trust in safety and privacy remains high in the Netherlands. We're proud to support this larger mission, the development of a multi-year cybersecurity programming focused on trade, acquisition, knowledge & innovation. Cybersecurity remains essential to ensure the safety, privacy, prosperity and wellbeing of our country, both society and economy.'
(Hendrik Blokhuis, Director Country Digitization (DVN)

PIETER HARTEL & RENE VAN ETTEN – INTERVIEW

Giving students the opportunity to learn while doing

Theory and practice go hand in hand. That is the philosophy of the Universities of Delft and Twente. That is why thirty cybersecurity master students visit the HSD Campus in 2018, 2019 and 2020 as a part of the 'Entrepreneurship' module. Several HSD partners share practical knowledge and provide assignments for students to gain knowledge themselves.

Following their 3-year bachelor's in computer science, the master students chose a 2-year specialisation in cybersecurity. Via the elective 'Capstone' they get acquainted with the City of The Hague and HSD as the centre for cybersecurity in The Netherlands, and they are introduced to entrepreneurs and entrepreneurship. In groups, they worked on assignments provided by HSD partners Threadstone Cyber Security, Compumatica, Cisco, SecurityMatters (Forescout), Innovalor, Milvum, Meld een Vermoeden, Strict, LinkIT, Penetra, Guardian360, NIXU, Fox-It, Tesorion, CFLW and Cybersprint.

"This enables students to combine their contemporary theoretical foundation with practical questions of entrepreneurs. It contributes to a great enrichment of their knowledge," says Pieter Hartel, professor cybersecurity at Delft University. When executing the assignment, students are expected to link to other disciplines as well, such as risk management, law, finance, ethics and psychology.

"A fifth of the master consists of social-technical modules, where technology is discussed in a certain context. Our students should, for example, be able to explain a topic to someone who is not technical, know what is allowed and what is not allowed legally and understand why people do or do not want to cooperate on implementing a new technology." The students are working on market research, product development and business cases of HSD partners.

"If nobody wants to buy your invention, you still have nothing"

Hartel is enthusiastic about these assignments: "This teaches the students that their master is not just about technology. If nobody wants to buy your invention, you still have nothing."

◀ **Pieter Hartel,**
Professor of cyber security at TU Delft

New and fresh

Knowledge & insights: a nice bonus

One of the HSD partners that provides an assignment for the students, is Threadstone Cyber Security. General director Rene van Etten wants to know if the idea for a product can be backed up with a business case, consisting of market research and financial calculations. "It is so exciting to work with students. They offer fresh insights and ask critical questions.

Sometimes this confronts you with assumptions that you are doing without being aware of it and this helps you look at your company from a helicopter point of view." According to van Etten, the nice thing is that you generate brand awareness among students and that you can interest them to apply for a job within the company. "I think the most important thing is giving students the opportunity to learn while doing. This contributes to their personal skills and qualities. And in addition it also provides the companies new knowledge and insights: a nice bonus."

(13 February 2019)
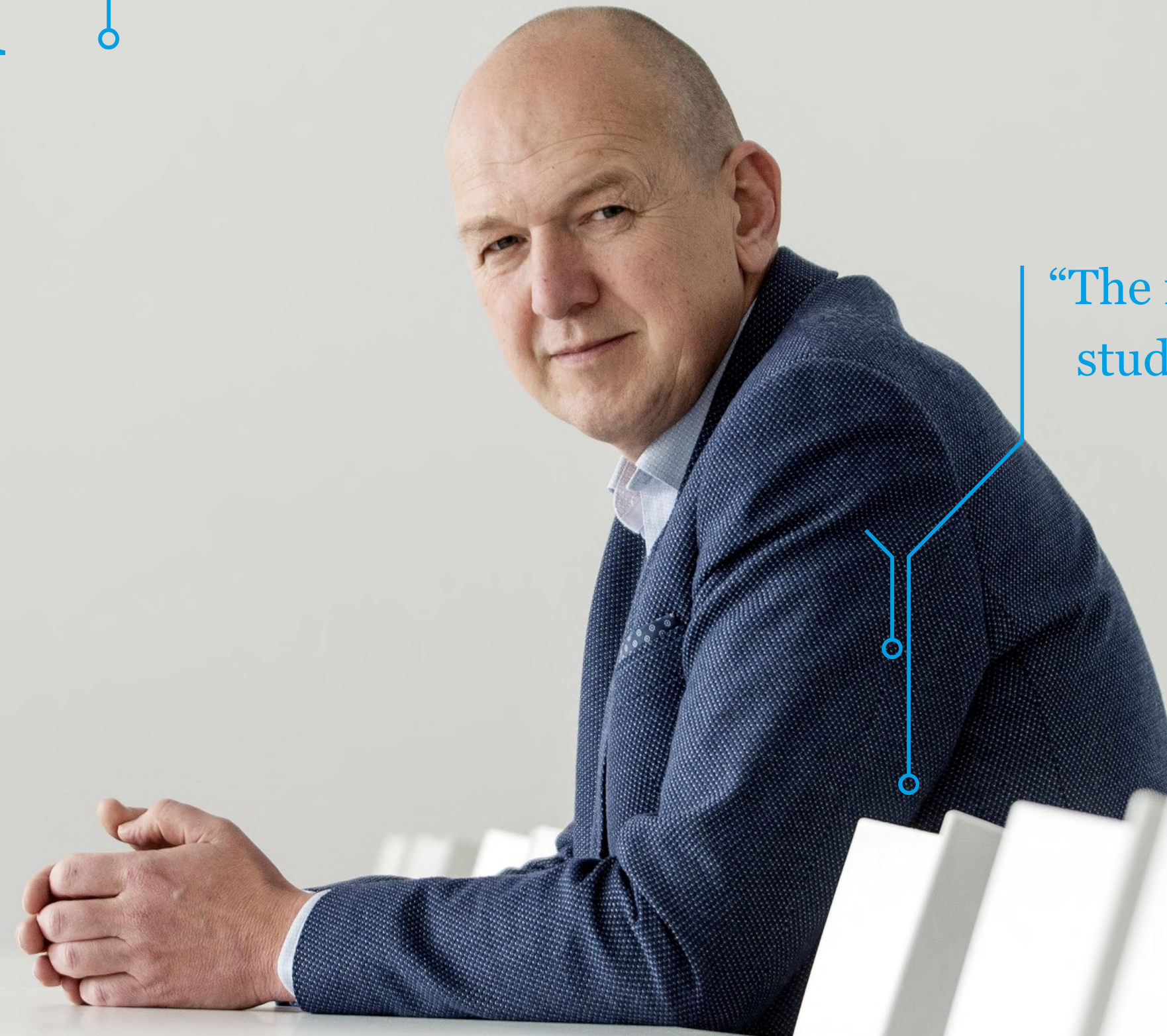
"The most important thing is giving students the opportunity to learn while doing"

▲ **Rene van Etten,**
General director Threadstone
Cyber Security

THOMAS ALFLEN & MICHAEL LUCASSEN – INTERVIEW

Oddity.ai
On the Go with Dutch
Security Tech Fund Boost

End March of 2020 start-up Oddity.ai received an investment boost from the Dutch Security TechFund. The TechFund enables Oddity.ai to scale up quickly in the Netherlands and to develop a plan for internationalisation.

Oddity.ai is founded by Thomas Alflen, Gerwin van der Lugt and Nick Mulder and have joined the HSD Community in 2020. The company is a frontrunner on anomaly detection on live video footage. Based on an advanced machine and deep learning techniques, they are the first to accurately detect violence on live video material with their algorithm platform. They send alerts real-time to the surveillance staff when violence occurs under the eye of the camera, whereafter a fight can be deescalated, or even prevented. Municipalities, police and private security organisations have also discovered the platform. These parties are now working with the algorithm by integrating it into camera observation centers. Among other things, the many movements in the Stratumseind entertainment area in Eindhoven are successfully monitored and analysed by the company's software.

Thomas Alflen, Oddity.ai: "With the TIIN Capital team, we expect to be able to scale up and expand with good support and impulses."

Investing in start ups and businesses
The Dutch Security TechFund is established by TIIN Capital in close collaboration with InnovationQuarter, KPN Ventures and HSD Office. The 'Holdingfonds Economische Investeringen Den Haag' (HEID), IQ and KPN Ventures are also involved as investors and The Ministry of Economic Affairs and Climate also co-invests through the Seed facility of the Netherlands Enterprise Agency (RVO).

The Techfund is also present at the HSD Campus in The Hague to be close to upscaling security companies and to have knowledge and talent within reach. Being close to the security community proved to be successful. Innovation Liaison Mark Ruijsendaal from HSD Office introduced Oddity.ai to TIIN Capital. Finally resulting in this investment.

Michael Lucassen, managing partner at TIIN Capital: "The Oddity.ai software offers a solution for an important challenge in society, recognizing and preventing violence. Within our fund strategy, this is seen as a wonderful proposition, which has a promising future with this young team."

(26 March 2020)

LODEWIJK VAN ZWIETEN – INTERVIEW

Collaboration is More Relevant than Ever

How can public safety & security services fight cross-border cybercrime? And how can cyber criminals be prosecuted once they are tracked down? The answer to these questions is not all that simple. But one thing is clear: within the justice department, there is a need for more knowledge and manpower to fight cybercrime effectively. And that is also why the Public Prosecution Service (OM) decided to collaborate with HSD at the end of December 2017.

Lodewijk van Zwieten, head of policy & strategy at the District Public Prosecutor's Office of The Hague, believes that the OM must be a reliable partner in the fight against cybercrime.

'Clear guidelines are very helpful in that context, for example with regard to the penalties that apply to different forms of cybercrime. As the cybercrime landscape is subject to rapid changes, it's important to ensure that the OM is able to respond flexibly and effectively. That's also why it's important for us to stay on top of new developments and to remain innovative in our working methods.'

Open doors
Close links have existed between the OM and HSD for some time now. In the summer of 2017, the top echelon of the Dutch criminal justice chain visited the HSD Campus to learn more about the innovations available on the market in the field of security and how these can be of use in the criminal justice chain. There are also frequent contacts with Testlab, the OM's innovation platform, and experiments are carried out in close collaboration with each other.

'We are open to new developments, but at the same time we also respect the rights of suspects as well as the interests of victims and the security of society as a whole', explains Van Zwieten. It's clear to the OM that HSD and the HSD network can make a valuable contribution when it comes to encouraging innovation within their organisation and developing existing concepts into useful products. 'An effective strategy for dealing with cybercrime must be based on more than detection and prosecution alone. Collaboration with public and private partners is essential, for example in order to neutralise technical infrastructures set up by criminals, to inform (potential) victims, and to prevent crime. Collaboration with HSD opens doors for the OM to collaborate with valuable partners and build a network together that can be used to fight cybercrime effectively.

"An effective strategy for dealing with cybercrime must be based on more than detection and prosecution alone"

Ongoing improvement

Michiel Zwinkels, Deputy Chief Public Prosecutor at the District Public Prosecutor's Office of The Hague, is convinced that collaboration with partners in the security domain is one of the added values of partnership with HSD: 'Active participation in the national HSD security cluster is essential in the rapidly changing world in which we live. The ever increasing pace of technological developments requires innovative thinking. The OM believes that collaboration between the public and private sector will make it possible to combat cybercrime more effectively. Collaboration in the battle against cybercrime is more relevant than ever nowadays.'

Innovation programme

The OM and HSD have already collaborated in launching an innovation programme that deals with a number of important themes. For example, on the theme of "ethical hacking", an HSD Café was organised followed by a collective brainstorming session that helped forge closer ties. On the theme of "open innovation", a number of thought leaders from the (cyber) security sector held a round- table discussion during an open-innovation session on cyber crime. In addition, the OM contacted other HSD partners, such as the Cyber Security Academy (CSA) and

ICTU to examine the possibilities for further collaboration. Resulting in the development of a trainings programme for the OM top management, focused on the impact of developments in cybercrime and new technologies on the OM organisation. To oppose cyber criminals active in CEO- and digital invoice fraud, a BEC-fraude programme has been launched. "Through this unique collaboration with businesses, knowledge institutions and governments, led by the OM, HSD Office and the cybercrime team of the Hague police force, we get a better understanding of the cybercriminal's business model", according to Koen Hermans, public prosecutor in The Hague.

(August 2018)

PETRA VAN SCHAYIK – INTERVIEW

Doing business in Japan:
'It's all about trust'

While searching for partners and new markets outside the Netherlands, Compumatica Secure Networks came into contact with HSD. As an HSD partner, this company is now a participant in the programme "Partners for International Business Japan: Cyber Security". 'It's not as if new orders start flooding in after one trip.'

Dutch companies and knowledge institutions are working together within a consortium in order to position the Netherlands as a country that can ensure the cyber security of Japan's critical infrastructures during the 2020 Olympic and Paralympic Games in Tokyo. The consortium emphasises the importance of protecting the energy, drinking water, and telecom sectors. The digital security of financial services and autonomous vehicles is also an important topic. In 2016, within the framework of the Partners for International Business (PIB) programme, the consortium members sign a partnership agreement with the Netherlands Enterprise Agency (RVO).

Trade mission
'The initiative for PIB Japan was born four years ago during a trade mission to Japan', explains CEO Petra van Schayik. 'The trip was so interesting that a number of companies decide to start a PIB together with RVO. Co-participant Alliander writes a collective proposal. The RVO approves it, and in 2016 we end up signing the official partnership agreement, which is accepted by RVO. As a result, we have an effective organisation in the Netherlands as well as in Japan that supports our PIB. That is of the utmost importance. HSD Office has an important coordinating role in this regard.

You simply need a party that serves as a link between all the organisations and facilitates collaboration.'

Japan IT Week
In May 2018, the Japan IT Week will take place. In connection with that event, PIB Japan will collaborate with a great many other parties to organise a mission to Japan. Participants include SecurityMatters, Compumatica, Redsocks Security, TU Delft, ReaQta, HSD and InnovationQuarter. 'We will have the opportunity to present our cyber propositions at the Holland Pavilion, with the goal of entering into new relationships with Japanese companies, knowledge institutions, and government entities.' During this mission, it becomes clear to Van Schayik how important the mutual collaboration between companies inside PIB Japan, the presence of HSD, and the role of the Dutch embassy in Tokyo all are. 'Together, we represent the Netherlands. That creates a feeling of confidence and trust abroad. As a small company on your own, you can't hope to accomplish this.

As an individual actor, you simply won't get the exposure and attention that you can get via the Holland Pavilion now. A national pavilion really has a much greater impact.'

"Together, we represent the Netherlands. That creates a feeling of confidence and trust abroad"

Trust

Van Schayik is glad to give an example of how important trust is when it comes to winning a potential order. 'During the mission, we had the opportunity to demonstrate and test our product for a major potential client. The Dutch embassy was present during the demonstration. In a country like Japan, that is of crucial importance. It's clear to them that we are not just some single company, but that we have the support of the Dutch government. That can make or break the deal; trust is the key ingredient for doing business in Japan.'

Participating in the PIB requires a commitment in terms of time

When asked what things companies with international ambitions should take into account, Van Schayik has a clear and simple answer: 'Don't be in a rush. Dutch entrepreneurs often want to achieve results very quickly, but in other cultures, especially when it involves cybersecurity, doing business demands a great deal of time. One of the reasons is that you need to build trust. Organisations that wish to start a PIB or to participate in such a programme should realise that it requires a great deal of time and investments, without any guarantee that the goals set out beforehand will actually be realised. 'So, don't think that new orders will start flooding in after one trip.'

(August 2018)

Partners for International Business (PIB)

The Netherlands Enterprise Agency (RVO) operates various PIB programmes commissioned by the Ministry of Foreign Affairs. These programmes position (top) Dutch sectors within promising markets abroad and make use of the extensive government network abroad in doing so. The Netherlands has a global network of embassies, consulates, and Netherlands Business Support Offices (NBSOs) in place. The following organisations are involved in the PIB programme Japan that HSD coordinates: Alliander, Compumatica, European Network for Cyber Security (ENCS), Evidantly, Group 2000, InnovationQuarter, Radically Open Security, RedSocks, SecurityMatters, TU Delft, TU Eindhoven, ZiuZ and HSD.

Space satellite applications for Justice & Security

How can innovative products and services, based on satellite and space technology, provide innovative solutions for the societal challenges faced by the Ministry of Justice and Security (JenV)? How can we come into contact with companies and knowledge institutions in this specific field? And how can this contribute to the innovative ecosystem of JenV and shaping further public private partnership (PPS)? In 2015, these questions resulted in the innovation programme, "Satellite applications for the Ministry of Justice and Security", in which HSD Office is involved as a programme partner

This PPS innovation programme, which operates within the triple helix framework, is focused on the procurement and implementation of innovative products and services based on satellite technology. Via this innovation programme, the Ministry of JenV also aims to gain experience with the deployment of new technology for dealing with the challenges faced by JenV, public-private partnerships, the involvement of external partners, and innovation-focused purchasing. An innovation scheme such as Small Business Innovation Research (SBIR) or an Innovation Partnership is an example of innovation-focused procurement. The innovation programme originally started as a project intended only for JenV, but the ministries of Defence and Finance also soon came on board.

Tech-focused dialogue

'It's the first time that our ministry is involving the market and knowledge institutions in societal challenges at such an early stage and on this scale and thereby actively looking for

collaboration', explains Bertwin Lussenburg from the JenV Innovation team. 'It's a serious challenge, but HSD Office has, in its role as triple helix facilitator, provided us with valuable support in the form of support with PPS and triple helix programming, knowledge and contacts with businesses, knowledge institutions, and government agencies in the security domain. For example, HSD Office staff have helped us with defining our challenges in greater detail, entering into a tech-focused dialogue with knowledge institutions, exploring the market, and setting up consortiums.'

Seven consortiums

The search for new innovations started on 8 September 2015, during one of the tech cafés on the HSD Campus where the power and scope of application of satellite data were explored. By now, the programme has resulted in seven concrete research & innovation projects, ranging from carrying out more efficient searches for drug waste, detecting forest fires earlier

on, and searching for and finding buried objects

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The organisations participating in these consortiums include the following: National Police, FIOD (Fiscal Information and Investigation Service), DJI (Custodial Institutions Agency), NCTV (National Coordinator for Counterterrorism and Security), Human Environment and Transport Inspectorate, Ministry of Defence, Public Prosecutor's Office, Social Affairs and Employment Inspectorate, Dutch National Fire Services, National Police Internal Investigations Department, RIVM (Netherlands National Institute for Public Health and the Environment), KMAR (Royal Netherlands Constabulary), IFV (Netherlands Institute for Safety), LOCC (National Operational Coordination Centre), NLR (National Aerospace Laboratory), TNO (Netherlands Organisation for Applied Scientific Research), TU Delft (Delft University of Technology), University of Twente, Airbus, NSO (National Space Agency), TWNKLS and PIANOo.

Next steps

In summer 2018 the individual space projects mentioned above were included in the mission Space of the strategic agenda of the Ministry of Economic Affairs and Climate as described in the letter to Parliament (26/04/2019) about the new innovation policy. Together with the Ministry of Defence, NLR, TNO and a consortium of private companies the Ministry of Justice and Security is developing a triple helix innovation scheme for the goals as defined in the mission Space and to explore the concept of launching customership.

(August 2018)

HSD Partner proposition

At HSD we focus on connecting partners with business partners and the market via an open exchange of knowledge and expertise. HSD partnerships fall into two categories: **Network** and **Premium Partnerships**. Both partnership types provide access to a broad range of opportunities and Premium Partners enjoy active partnership management by a dedicated HSD Innovation Liaison. This type of partnership management allows us to pro-actively connect Premium Partners with opportunities that suit them. Providing them with the added benefit of a collaborative approach to networking.

In addition to our Network and Premium Partners, HSD works closely with Alliance Partners. Together with our Alliance Partners HSD represents a global community of innovation ecosystems who collaborate on projects and share expertise through an expanding network of diverse organisations, which in turn benefits all of our partners in the HSD Community.

HSD **Partner landscape**

Network Partners

Passive account management by HSD Office team.

More limited access to HSD events and opportunities (on request and then via invitation).

Output of partnership determined by input partner.

Premium Partners

Active account management by HSD Office team.

Broad access to HSD events and opportunities (free access, provided there's a clear thematic fit).

Output of partnership determined by joined effort HSD Office and partner.

Alliance Partners

Connections with regional, national and international non-profit organisations and platforms that aim to increase cooperation within the security sector.

HSD partners profit from these connections via active participation between HSD and the Alliance Partner network.

HSD 'Access to' proposition

Market

We help HSD partners connect, expand their business abroad and land softly in the Netherlands

Knowledge

We help partners share and collect expertise

Innovation

We help partners connect to Collaborate on Security innovations

Talent

We help partners attract and develop talent

Capital

We help partners attract funding via Access to Capital events and finance guides

Opportunities per 'Access to'

Based on knowledge driven exchange of expertise and content

Market

Introduction to potential new business partners within the HSD network via matchmaking and events

Introductions at local embassies and other governmental (trade) offices

Visit international delegations hosted at the HSD Campus

Participate in trade missions / public international calls

Assistance with doing / growing business abroad

Participate in 'Partners for International Business' (PIB) programmes

Organise or participate in HSD powered market consultations

Knowledge

Participate in HSD Roundtables

Attend /participate in HSD Cafés

Access to the Virtual HSD Platform to share and discover security expertise & insights and showcase innovation

Engage with the HSD communication team to help generate visibility, with regard to your expertise, related content, news, events, innovation and collaboration

Innovation

Work with the HSD innovation liaison team to discover innovation supply / demand opportunities

Participate in (HSD Led) precompetitive collaboration programmes and consortia

Connect with event partners to potentially showcase innovation(s) or participate as a speaker

Talent

Access to posting Job openings at www.securitytalent.nl

International Cyber Security summer School (including matchmaking)

HSD Human Capital Agenda – Security

Capital

Introductions to Investors (in our network + an Access to Capital event)

Advice on attracting funding and investment

Information about public funding

Together we secure the future

HSD
The Hague **Security Delta**