

WHAT'S NEXT

When worlds collide

by JEFF MCINTYRE

Jeff McIntyre has been an executive recruiter and management consultant in markets as wide-ranging as defense, biotech, security and telecom, serving clients like MeshNetworks, Foundstone and SkyCross. *Telephony* talked to McIntyre about telecom's security issues, securing mobile content and finding the right executive talent to lead the effort.

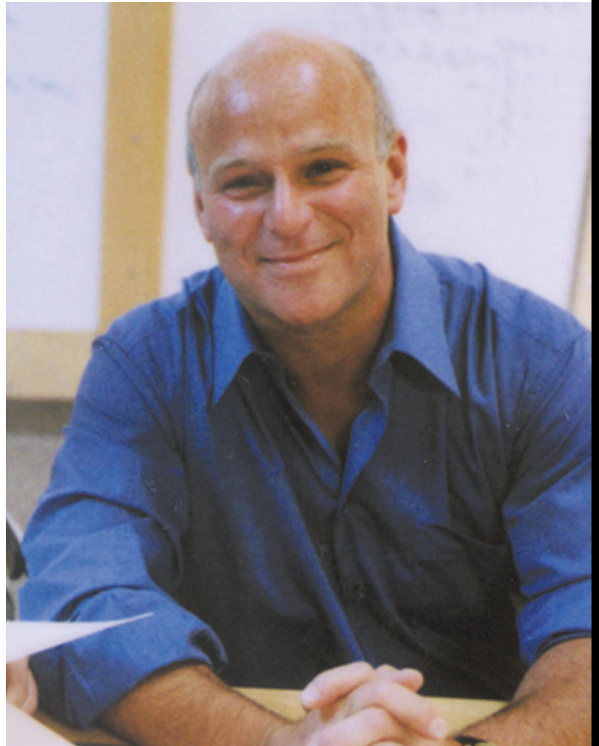
On security in the telecom world: A large telecom service provider recently had interest in acquiring my client, a five-year-old network security vendor. That would have been the first M&A event I know of where a carrier acquired a security software company. With the growing popularity of the managed services business architecture in lieu of enterprise software purchases, carriers are integrating security into their overall offerings in the form of hardened technology and more reliable services.

On security implications for mobile content: Regulatory compliance is a significant driver of security spending, like HIPAA for patient privacy or Sarbanes-Oxley for financial data. Even where compliance is not the driver, security issues abound in digital rights management scenarios. If content providers don't feel secure with their business partners—the middleware, platform or device guys and the carriers—all of a sudden, there goes a huge chunk of potential business.

On security in the mobile enterprise: Lack of wireless security represents a dangerous hole in the enterprise. When someone leaves a company and doesn't turn in their BlackBerry, PDA or cell phone, for instance, that's a gold mine for hackers, who can easily breach security of the corporate network via orphaned devices. There's a lot of opportunity for wireless middleware vendors.

On recruiting executive talent for wireless security: As hardware and software vendors move to solidify their futures, they must offer enhanced security alternatives to carriers and enterprises. In terms of pure-play wireless security vendors, it's still early and there's a limited pool of proven vendors to recruit from, so activity at companies like those is important in terms of developing and recruiting human capital.

On the next new thing: I've developed a nose for what's waxing and waning, so I'll be watching closely to see where wireless security becomes a problem that's pretty much fixed. While I'm doing the work, I'll extrapolate where the next suite of problems will be. I've ridden the ups and downs of high-tech through markets like wireless, security, defense and biotech, and there was no connection other than good instincts and tons of research. ■



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Occupation: Founder and president of McIntyre Associates, an executive search and management consulting firm

Location: Farmington, Conn.

Favorite Web site (besides his own, www.mcassoc.com): www.wsj.com

Favorite destination: Santa Barbara, Calif.

Traveling companion: A Goya acoustic guitar

What's on your iPod? Blues and jazz

What's next: Enhancing my value to clients by identifying potential partnerships that can lead to M&A activity