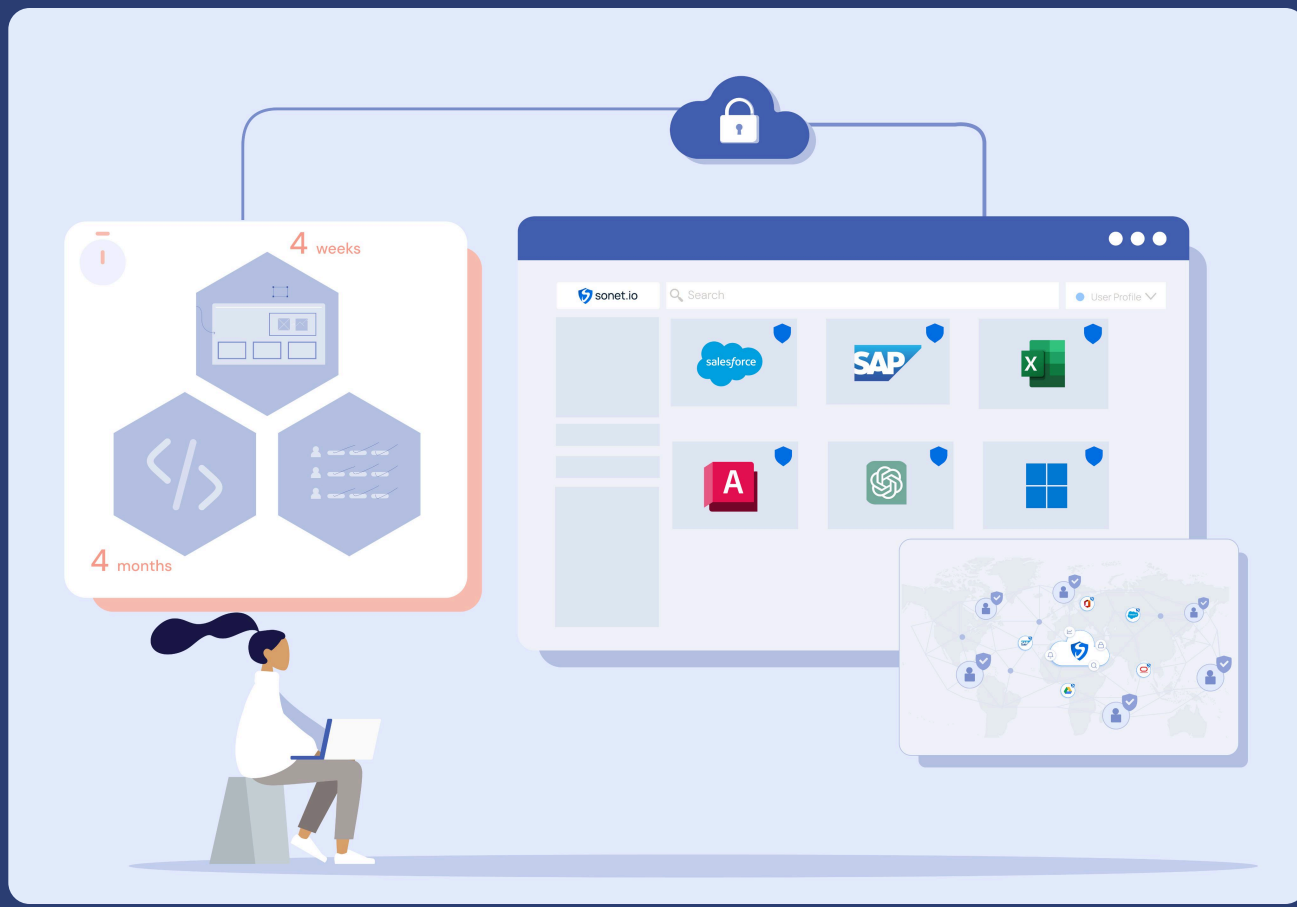


## CASE STUDY

# Co-creating with Sonet.io: Productizing an innovative cybersecurity service



## Introduction

Sonet.io is a cybersecurity startup that provides controlled remote access to applications and servers within minutes. Built for enterprise security leaders, Sonet.io aims to simplify secure access for remote users, prevent sensitive data theft, and enhance visibility of user activity. Sonet.io partnered with Zemoso to help productize their proprietary technology with an easy-to-use interface.

## Industry challenge

In today's distributed work environment, companies trying to protect their Software-as-a-Service (SaaS) and web applications, and sensitive data must under take huge cost and effort investments to deliver powerful security. Existing solution providers require massive infrastructural installations and extensive information technology (IT) knowledge. Sonet.io is taking that challenge head on, with the promise of delivering robust enterprise-grade security through a browser-based approach that can be setup in minutes; no end-point installations, and no infrastructure needs.

## Zemoso's partnership challenge

In the early stages of the product, Sonet.io wanted to:

- Quickly validate the problem-solution statements with prototypes
- Launch a minimum viable product (MVP) at lightning speed
- Stay true to Sonet.io's differentiation in the market of providing a robust security solution that is simple-to-use and easy to set up

## Impact created

Zemoso successfully helped Sonet.io launch the initial prototype in four weeks, an MVP in six months, and reduced time-to-market and fast-tracked user acceptance with quick implementation of feedback.

## How did we do this?

Zemoso facilitated our version of a Google Ventures Design Sprint to align with leadership and identify the Golden Path. As an outcome of the Design Sprint, we helped Sonet.io create an 87-screen, high-fidelity prototype to test with investors, and early-adopters using Figma. They validated the problem-solution statement. Key stakeholders included the founders.

- **Zemoso's design offerings:** Sonet.io's value proposition is: enterprise-grade, powerful security delivered as a true cybersecurity SaaS service that doesn't require the customer to install or maintain any software. To meet that, we co-created a design system that prioritized simplicity. Atomic design principles were used to design the primary user flows. These user flows were designed to ensure that security administrators can easily manage access controls without requiring extensive IT-setups or deep IT expertise. For users, we co-created a simple, intuitive and responsive portal .Our agile design pod also created detailed designs for exception flows, Sonet.io's color system, logo, and all in-platform illustrations. We designed the analytics dashboard where the customer can visualize actionable summary of security violations in end user activity and application usage. To ensure consistency for future launches and updates, the pod provided detailed documentation based on functional requirements and variations for each component used. Zemoso also helped design and launch the Sonet.io website.
- **Zemoso's engineering offerings:** Zemoso helped Sonet.io productize the proprietary technology that they built and reduce time to market by co-building the user and admin portals with them. In partnership with Sonet.io's leadership team, we focused on the front-end, deploying workflows for different features including the dashboard. Zemoso used a cutting-edge tech stack best suited for the security landscape to deliver an intuitive front end. We followed DevOps best practices. We also helped rollout features on the front end like:
  - In-portal and email notification system for real-time violation alerts
  - Multi-factor authentication
  - User-login management
  - Intuitive analytics dashboard
  - Payment management using a third-party integration