

David Wright – Trilateral Research Ltd

David Wright is a Director, Chief Research Officer and Founder of Trilateral Research Ltd, a company he co-founded with two colleagues in 2004. The company, now with 130 employees and a focus on ethical AI, provides commercial and non-commercial services in data protection, cybersecurity consulting, data analysis platform services for a wide range of clients.

Trilateral has participated in or coordinated more than 75 EU-funded FP7, H2020 and Horizon Europe projects, about half of which have been from the security work programme. David has participated in four ENISA risk assessment expert groups, and Trilateral is currently completing a cybersecurity market analysis framework for ENISA.



Trilateral's perspective on the cybersecurity market: Cooperation, innovation and investment strategies

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Introducing Trilateral Research Ltd

- Focus on ethical AI
- Provides data protection and cybersecurity consulting
- Operates the STRIAD data analysis platform
- Participated in or coordinated more than 75 EU-funded projects, esp in security
- Many other clients – LEAs, government bodies, hospitals, universities, museums, various EU agencies, NATO, UNHCR, Red Cross
- 130 employees, esp post-docs
- Offices in London and Waterford, Ireland
- Founded in 2004

Trilateral by the numbers

18

Years

120+

Personnel

200+

Publications

100+

Research projects

386%

Growth since 2018

60+

Clients

350+

Research partners

40+

Countries we've worked in

Developing products with competitive advantage

- Emerging market needs, customer requirements:
- EC CS Strategy (Dec 2020) says annual cost of cybercrime is more than € 5 trillion
- Companies and other organisations are subject to constant cyberattacks
- Serious market need for stronger cybersecurity
- We see a need for ethical AI
- Customers need new technologies to stay competitive.
- New technologies can help overcome recruitment challenges.

What is the right mix between state-of-the-art, innovation, quality and compliance?

- 25% of TRI staff are focused on innovative services (data analysis using STRIAD platform)
- 25% are focused on state-of-the-art (i.e., providing data protection and CS consulting)
- 35% are focused on EU-funded research projects
- 15% are focused on admin and finance
- 100% focused on quality and compliance

How can “it” be implemented?

- It = the balance between state-of-the-art, innovation, quality and compliance
- TRI grew its commercial services on the back of EU-funded projects
- We initiated a cluster of EU-funded security projects (“the LEA cluster”)
- The balance is dictated by revenues and cash flow
- Build relations with universities
- Network with others – supply chains, customers, clusters, competitors
- Comply with legislation
- Participate in industry fora, e.g., ISF, BDVA, ECSO
- Always produce quality deliverables. Satisfy the customer.

Cybersecurity challenges

- Recruiting talent
- Talent commands high salaries
- Finding financing – angel investors, venture capitalists, etc.
- Sharing knowledge among stakeholders, esp on reporting and countering cyberattacks
- Raising everyone’s awareness about the need for protection against attacks
- Understanding the increased risks from state-sponsored attackers
- Understanding the dynamics of target markets
- Getting the pricing policy right
- Developing ethical AI, esp in the cybersecurity domain