

CyberCision launch

27 October 2021

FirstWave



Our mission

**Democratising enterprise grade
cybersecurity-as-a-service for SMBs globally**

Today's agenda

1. Welcome
2. “A new open platform for future SMB security” - Frost & Sullivan
3. CyberCision launch
4. Panel discussion

“A new open platform for future SMB security”

Kenny Yeo, Frost & Sullivan

CyberCision launch

Roger Carvosso

FirstWave



CyberCision is here



What is CyberCision?

- The most transformational tech upgrade in FirstWave's history

What goes into it ?

- Significant Dev. investment, company-wide commitment

What does it do?

- Enables SPs to protect their SMB customers from cyber-attack

What's new?

- Less friction, enhanced functionality, additional features

Benefits for Partners

- Protect SMBs while rapidly growing cybersecurity revenues at scale

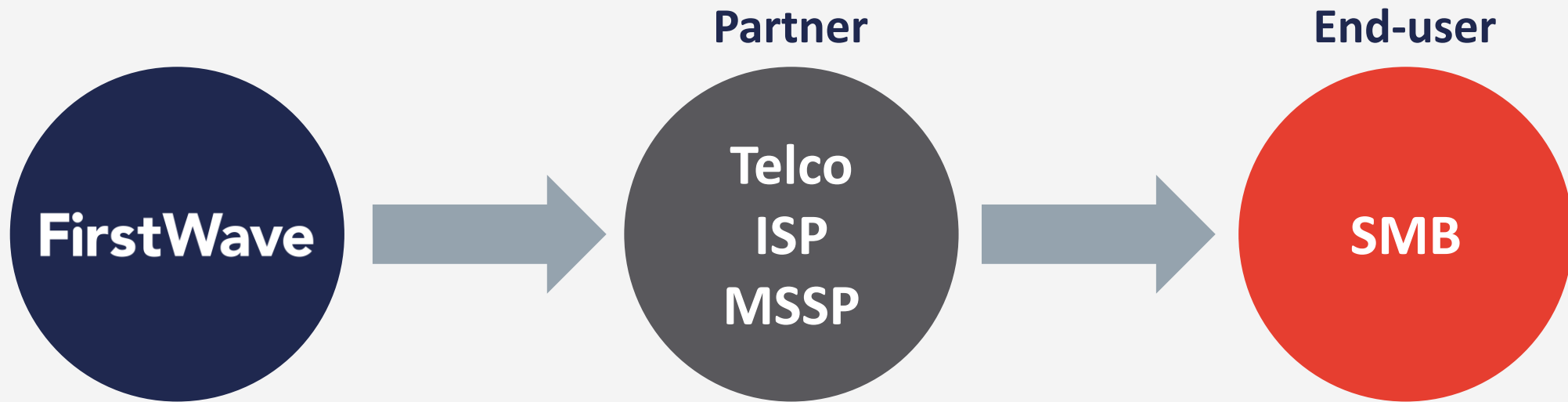
Benefits for FirstWave

- Huge potential revenue upside from our globally unique IP

A reminder of FirstWave's distribution model



FirstWave's Partners are service providers serving the global SMB market



We have listened to our Partners



What is preventing widespread adoption of FirstWave's platform?

- “It’s too hard to turn on”
- “It’s too complex”
- “I can’t sell multiple products or bundles”
- “I can’t launch offers in a SaaS marketplace”
- “I can’t on-board/activate without friction”
- “I can’t provide reporting to end customers”
- “I can’t manage bills, invoices & payments”
- “I can’t scale to serve many resellers & customers”

CyberCision is the answer



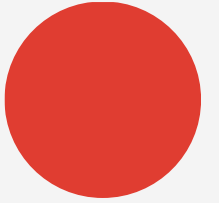
Fast. Accurate. Affordable.

What does CyberCision do?



- Removes friction preventing sales momentum and revenues via FCT's leveraged channel model
- Enables Partners to increase ARPU by selling security service bundles to SMB customers
- Gives SMBs access to an affordable integrated security solution to protect their business from potentially terminal cyber threats

World-first Open Security Management Platform (OSMP)



Open

Multiple, integrated third-party security vendors & functions

Security

Specialised platform for provisioning at scale

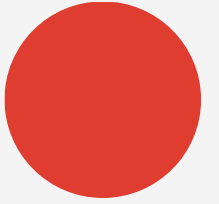
Management

Full lifecycle management capabilities

Platform

One 'place' to deliver & manage security services

CyberCision platform services



‘Platform-as-a-Product’



All Platforms - Next 2 x Quarters

EWFE+ADR Services for Partners

-  **CyberCision**
Email
-  **CyberCision**
Web
-  **CyberCision**
Firewall
-  **CyberCision**
Endpoint
-  **CyberCision**
ADR

NEW capabilities on CyberCision platform



BEFORE

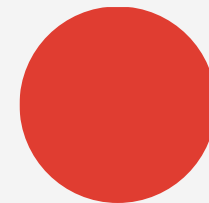
- Email + Firewall
- No Bundles
- \$\$\$ & Hours / Order
- Existing Vendors
- 'Good' Email security
- Manual Processes



AFTER

- **EWFE+ADR**
- **Any Bundle**
- **\$ & Minutes / Order**
- **More Vendors**
- **Market-leading Email**
- **100% Process Automation**

Unified management unlocks bundle offers in channel



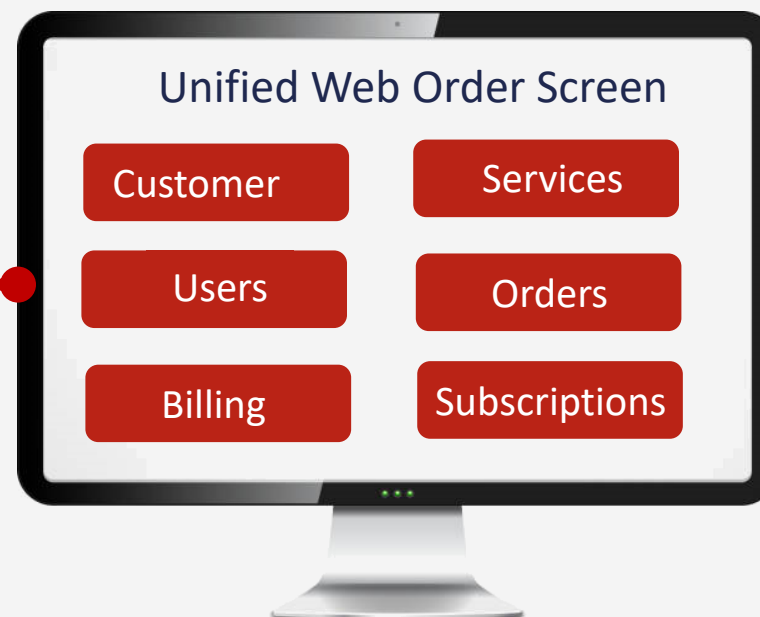
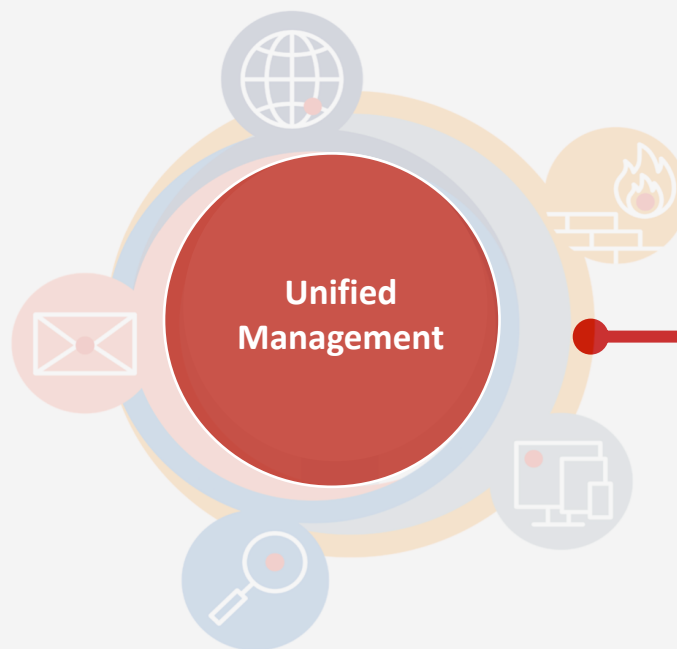
BEFORE

- Email + Firewall
- No Bundles
- \$\$\$ & Hours / Order
- Few Resellers using

NEW

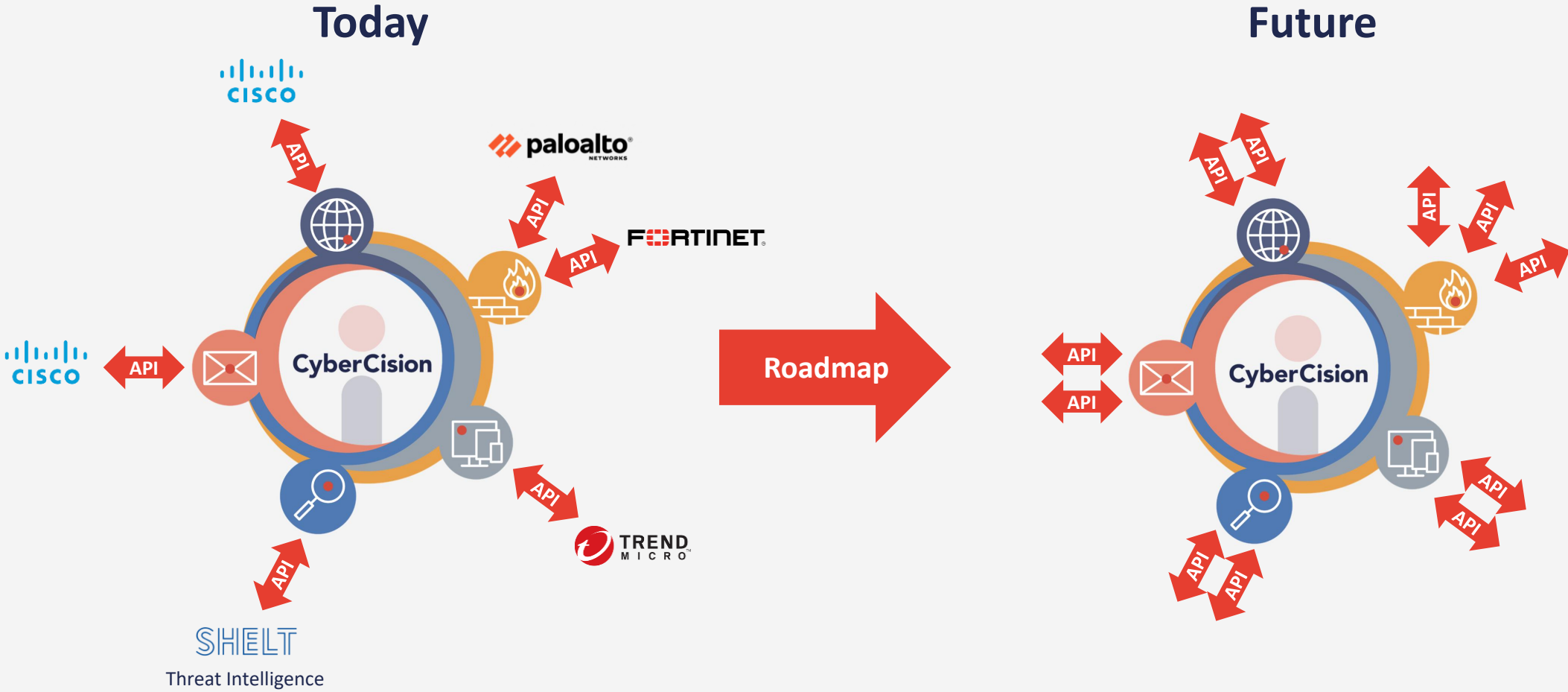
AFTER

- EWFE+ADR
- Any Bundles/Offers
- \$ & Minutes / Order
- Many Resellers using



**Partner
SP/MSSP
Reseller**

Multi-Vendor integration enables more services



XDR: Extended Detection & Response



BEFORE

- Only for Enterprise
- 'Good' Email Security
- 'Same as M365'
- Partner Sell-Price/Margin @ \$
- Lower Web value



AFTER

- Now for SMB
- Market-Leading Email Security
- Better than M365
- Partner Sell-Price/Margin @ \$\$
- Email + Web +ADR = high value



Telco APIs: Process Automation



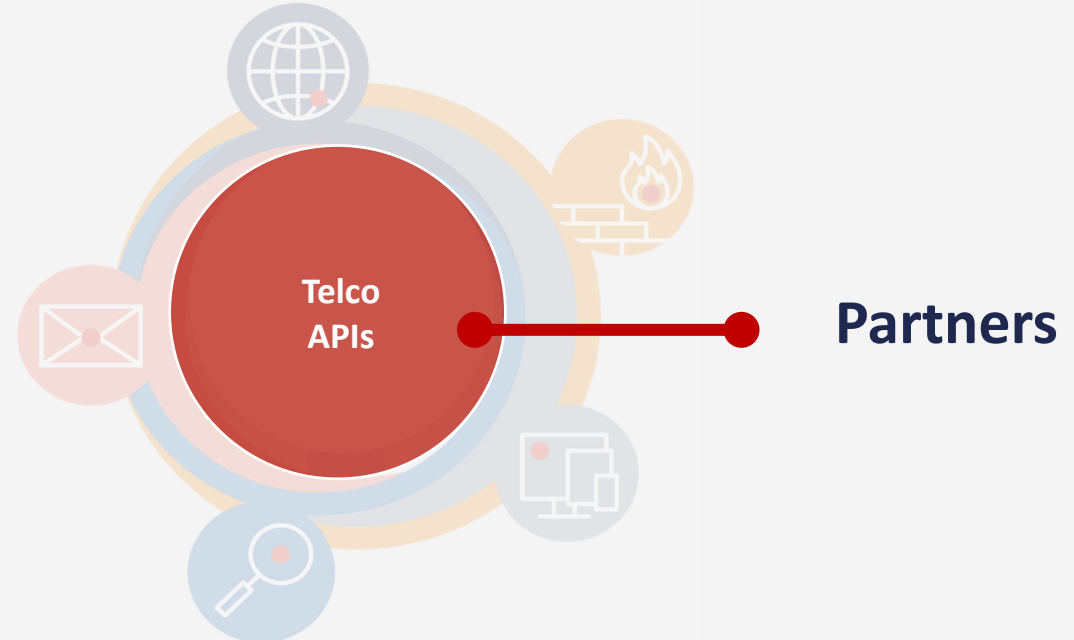
BEFORE

- Service Processes- manual
- \$\$\$ & Hours / Order



AFTER

- Service Processes - automated
- Zero \$/Time per Order



New partner capabilities will drive revenue growth



- **More Billing Partners**
- **More Customers per Partner**
- **More Products per Partner**

Acceleration in:

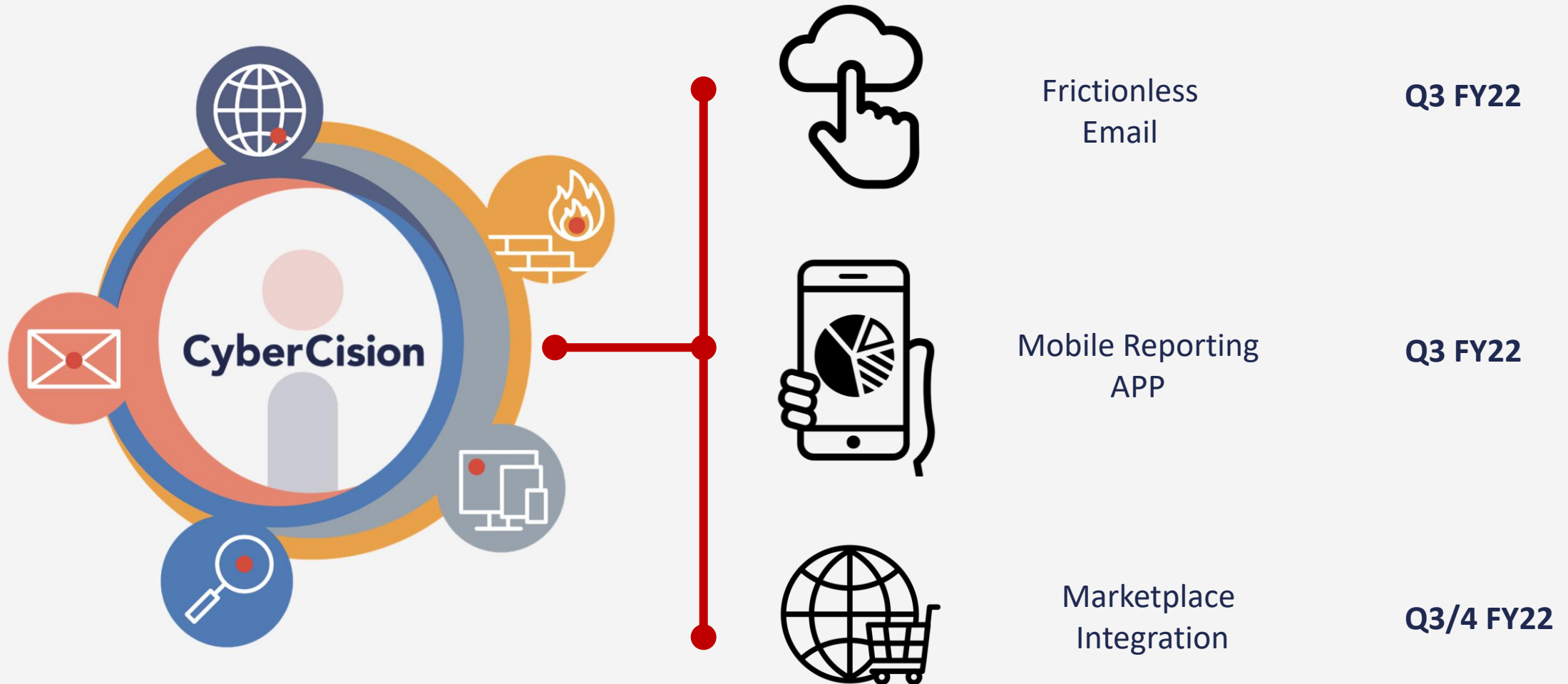
- **Product ARR**
- **Product Margins**

The CyberCision Roadmap to success

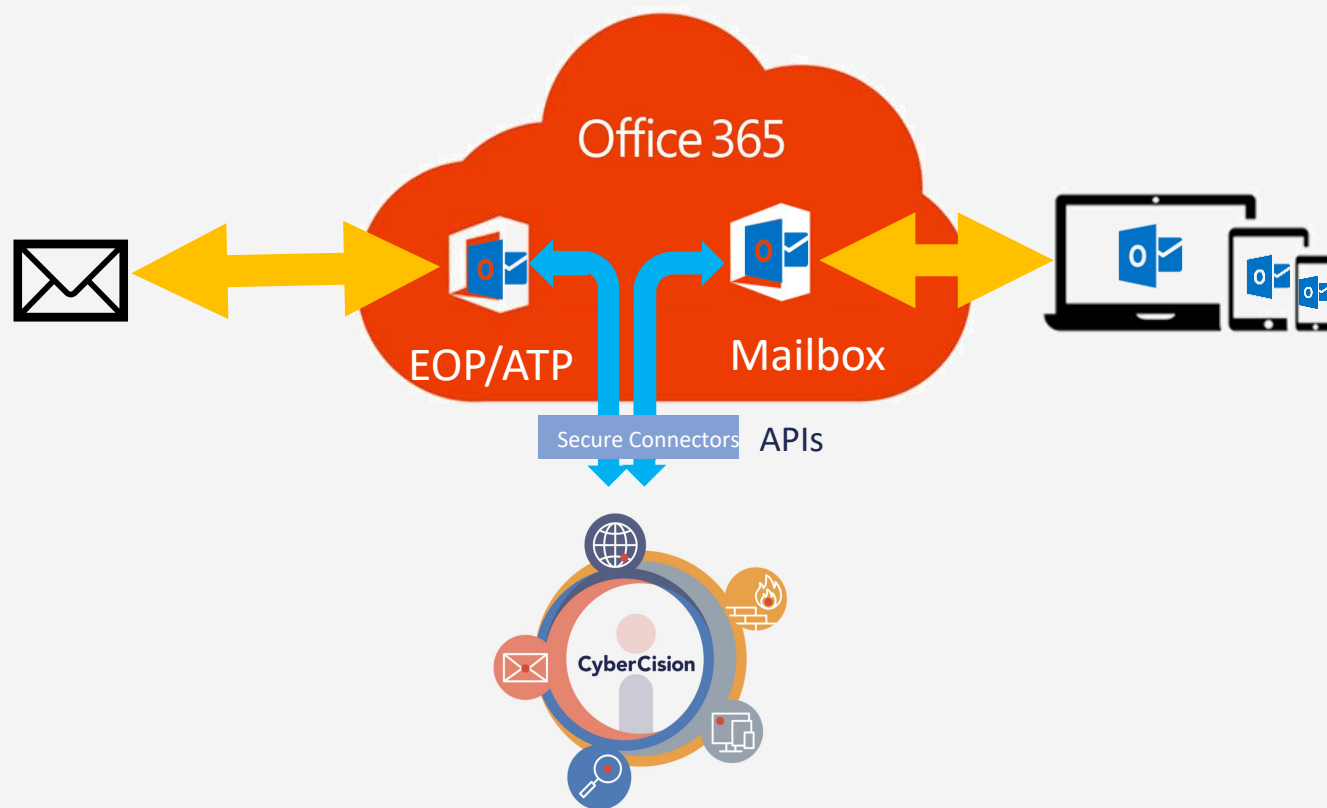


But there's more on the roadmap!

Roadmap of new capabilities for SMB end users



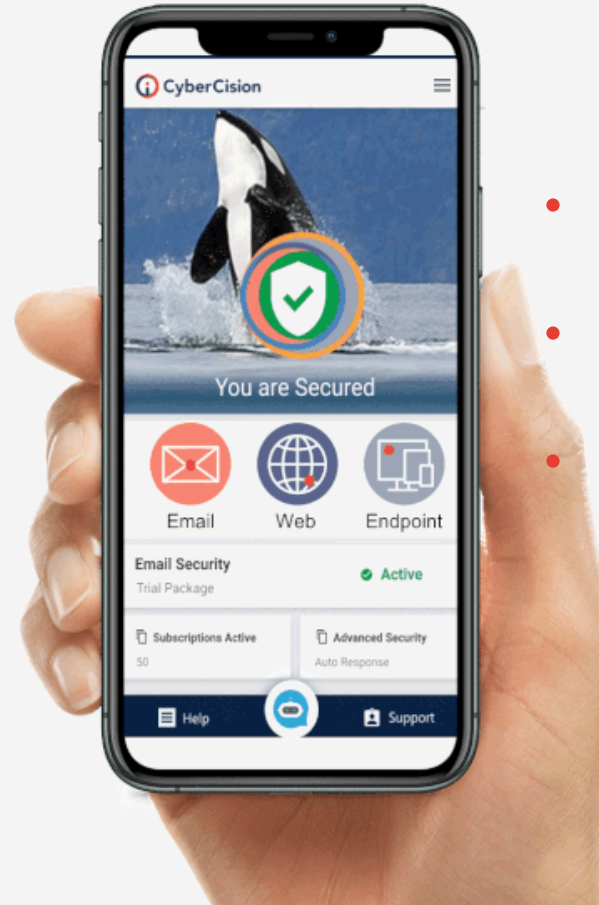
CyberCision – Frictionless Email simplifies delivery



- Relocate email scanning between cloud & inbox
- Automatically reconfigure mail flows via APIs
- Compelling email proposition
- Increased sales conversion rate ;
- Reduced activation time: **days to minutes**

FCT -> Email product sales acceleration

Mobile APP: World-class protection in your pocket

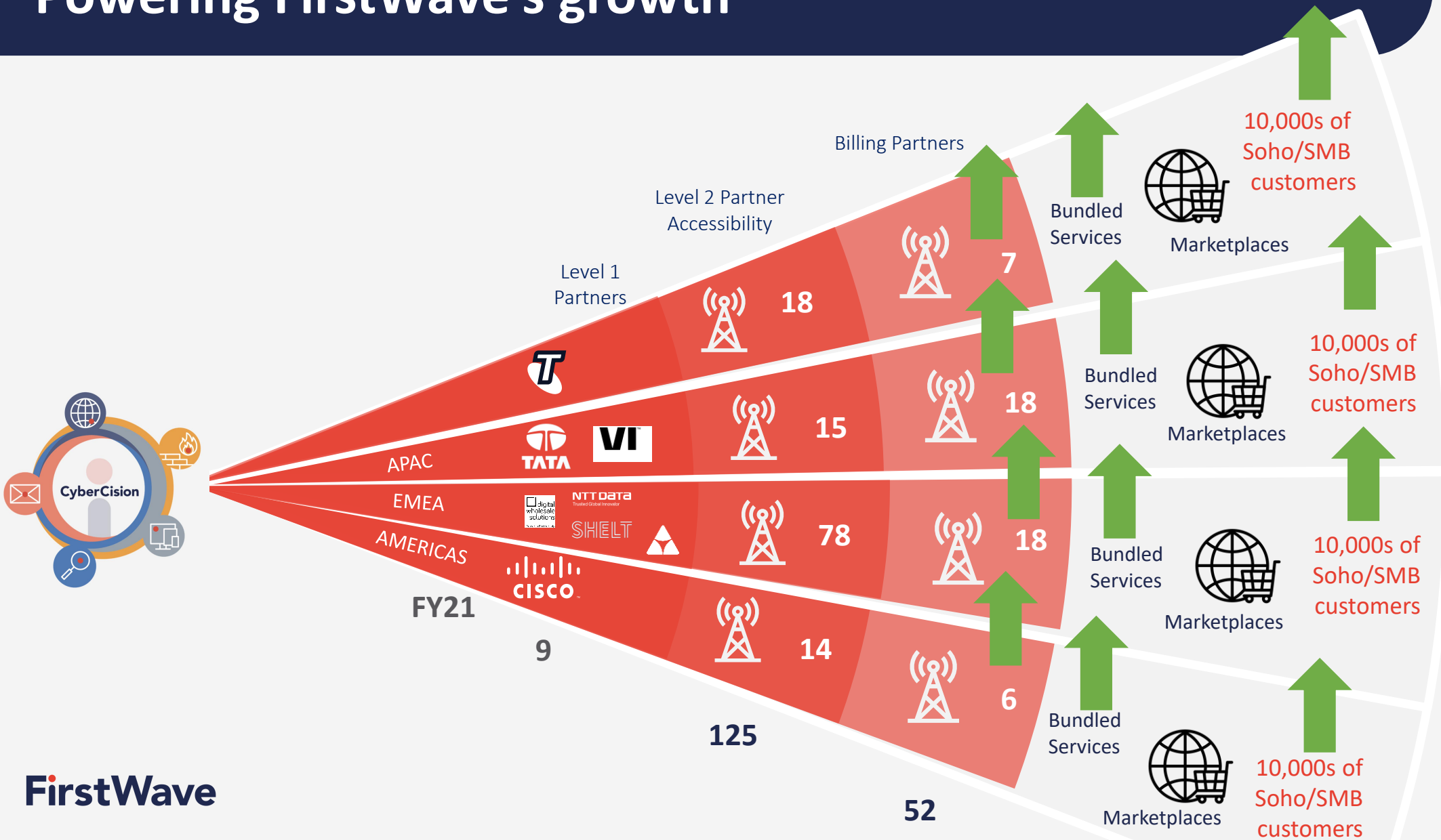


- Unique in market / USP
- Compelling SMB security mgmt
- Customer lifetime value

Marketplace integration for mass SMB/SOHO purchasing



Powering FirstWave's growth



Panel discussion

Kevin Bloch – Moderator and Technology Advisor

John Grant – FirstWave Executive Chairman & Interim CEO

Simon Ryan – FirstWave CTO

Roger Carvosso – FirstWave CPO

Kenny Yeo – Frost & Sullivan

Matthew O'Brien – Telstra

Sai Pratyush – Tata Teleservices

Thank You

