



**CYBER SECURITY**

**DATA MANAGEMENT**

**YOU CAN HAVE BOTH.**

 **data rover**  
Your data, your success.



## DATA ROVER

like all “rovers”, has a scientific and business mission to accomplish

**go over** the terrain

**collect** the data and

**determine** whether the environment is safe and hospitable or not

**THEN EXPLOIT AND DELIVER!**





# What **FACTS** every company face every day?

DATA is an incredibly valuable Asset and vital to your existence and success.

The never-ending CHALLENGE is to Generate, Exploit, and Protect that DATA

The obvious is always taken for granted!

# FACTS

1.  
2.  
3.



**DATA:** The valuable Asset that is vital to **EVERYBODY'S** existence and success!

Take any business sector:

Aerospace

Communications

Defence

Fashion

Government

Media

Pharmaceutical

Retail

Tourism/Hotels/Catering

Automotive

Consumer

Education

Finance

Healthcare

Mining

Police/Special Services

Shipping

Transport

Chemical

Construction

Engineering

Food and Beverage

Information Technology

Petrochemical

Real Estate

Textile

Utilities

To be a market leader success depends on the timely and proper management of people and data.

The never-ending **CHALLENGE**  
is to Generate, Exploit, and  
Protect that **DATA**

To perform you need:

Money

Resources with the appropriate skill set

Time

**Corporate Business Directors and IT  
Managers share the same core issues  
but with different ramifications**

never enough



## Facts that are taken for granted

### It takes just one oversight to cause a major image and financial loss

100% of companies have staff that steal valuable data and use/pass/or sell it on.

79%\* of IT managers consider data management a pain.

64%\* of companies experience data loss and down time annually.

1.6 TRILLION\* Euro is the cost of data loss in 2022! (The identified loss).

Three copies of data is typical in order to store and protect files at a cost of €17,872/TB.\*

100% of companies have between 35 to 60% useless, redundant, duplicate, abandoned, non pertinent or illegal data\*. And it NEVER stops.

On average companies experience a 35% unstructured data growth per year\*, meaning in 3 years you double your storage.

It excludes the junk!

**Oh... and BTW, the Cloud is neither cheaper nor safer!**

*\*(Gartner 2021/22)*

# 60% of SMBs close after 6 months after a Data Breach!

A data breach has the potential to ruin any business. Nearly 60% of companies affected by a data breach are likely to go out of business due to reputational damage. Your customers, partners, and vendors suddenly won't be so trusting anymore\*.

60%

## Cost breakdown of a Data Breach

- Ⓒ Breach alert to customers
- Ⓒ PR Specialists
- Ⓒ Legal fees and Gov Fines
- Ⓒ Specialists to investigate the breach
- Ⓒ Business disruption
- Ⓒ Intellectual property Loss
- Ⓒ Customer loss
- Ⓒ Damage containment on Public listed companies
- Ⓒ Insurance premium
- Ⓒ Overall trust and reputational damage

**81% of consumers stop engaging with a brand altogether**

*\*(National Cybersecurity Alliance June 30, 2022).*



UNDESIRABLE

a highly **desirable Asset**  
*and*  
a highly **undesirable Problem**  
**to Manage**



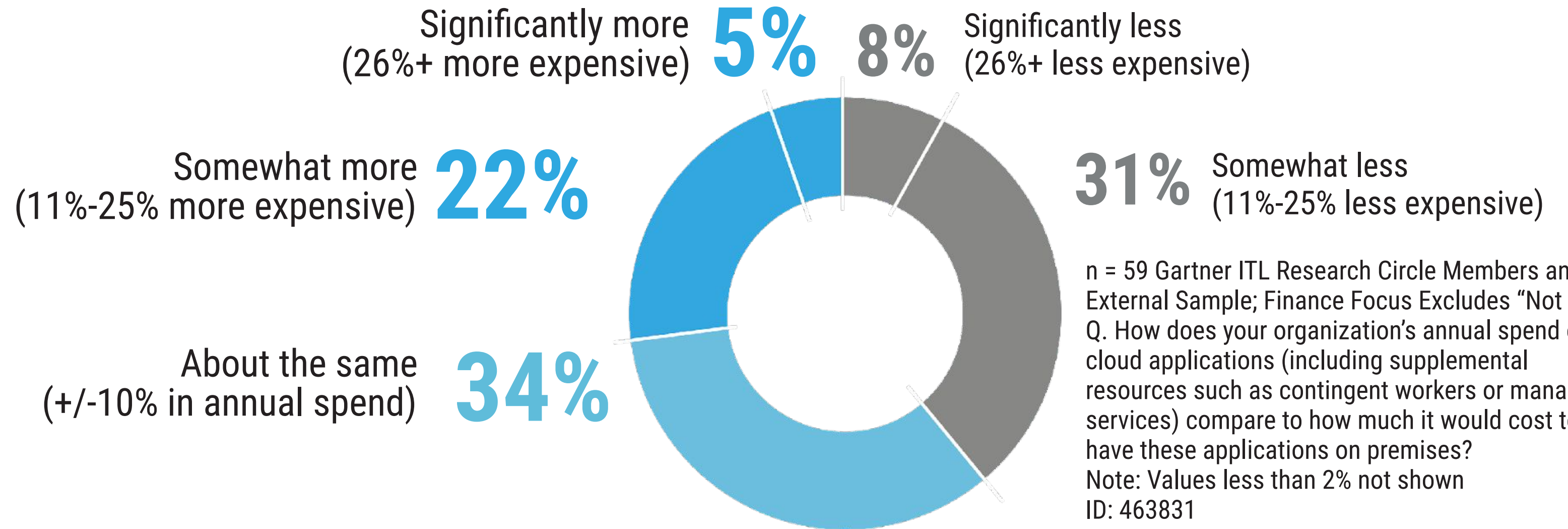
# And the CLOUD?

Sorry to disappoint you but it's not cheaper than on-prem\*

## Annual Spend for Enterprise Cloud Versus On-Premises Applications

Percentage of Respondents

**27%** Report higher cost **34%** Spent the same **39%** Report lower cost



\*(Gartner 2021/22)



# But, I thought the CLOUD was safe

## Main Cloud Security Issues and Threats in 2021\*

Misconfiguration. Misconfigurations of cloud security settings are a leading cause of cloud data breaches

Unauthorized Access

Ransomware and Extortion

Insecure Interfaces/APIs

Hijacking of Accounts

Lack of Visibility

External Sharing of Data

Malicious Insiders

Cyberattacks

Denial of service attacks

Data loss and leakage

Accidental Exposure of

Credentials

Human Error

**In short - NOTHING is neither CHEAPER nor SAFER**

*\*(Gartner 2021/22)*



## Data Loss/Leakage

### And just when you thought it was safe to go into the Cloud

Cloud-based environments make it easy to share the data stored within them. These environments are accessible directly from the public Internet and include the ability to share data easily with other parties via direct email invitations or by sharing a public link to the data.

The ease of data sharing in the cloud - while a major asset and key to collaboration in the cloud - creates serious concerns regarding data loss or leakage.

**In fact, 69% of organizations point to this as their greatest cloud security concern.\***

Data sharing using public links or setting a cloud-based repository to public makes it accessible to anyone with knowledge of the link, and tools exist specifically for searching the Internet for these unsecured cloud deployments.

**So, DON'T THINK THE CLOUD IS THE PILL TO PEACE OF MIND**

*\*(Check Point 2022 Security report)*



## Cloud or Not Cloud..

Is there a difference in data security risk

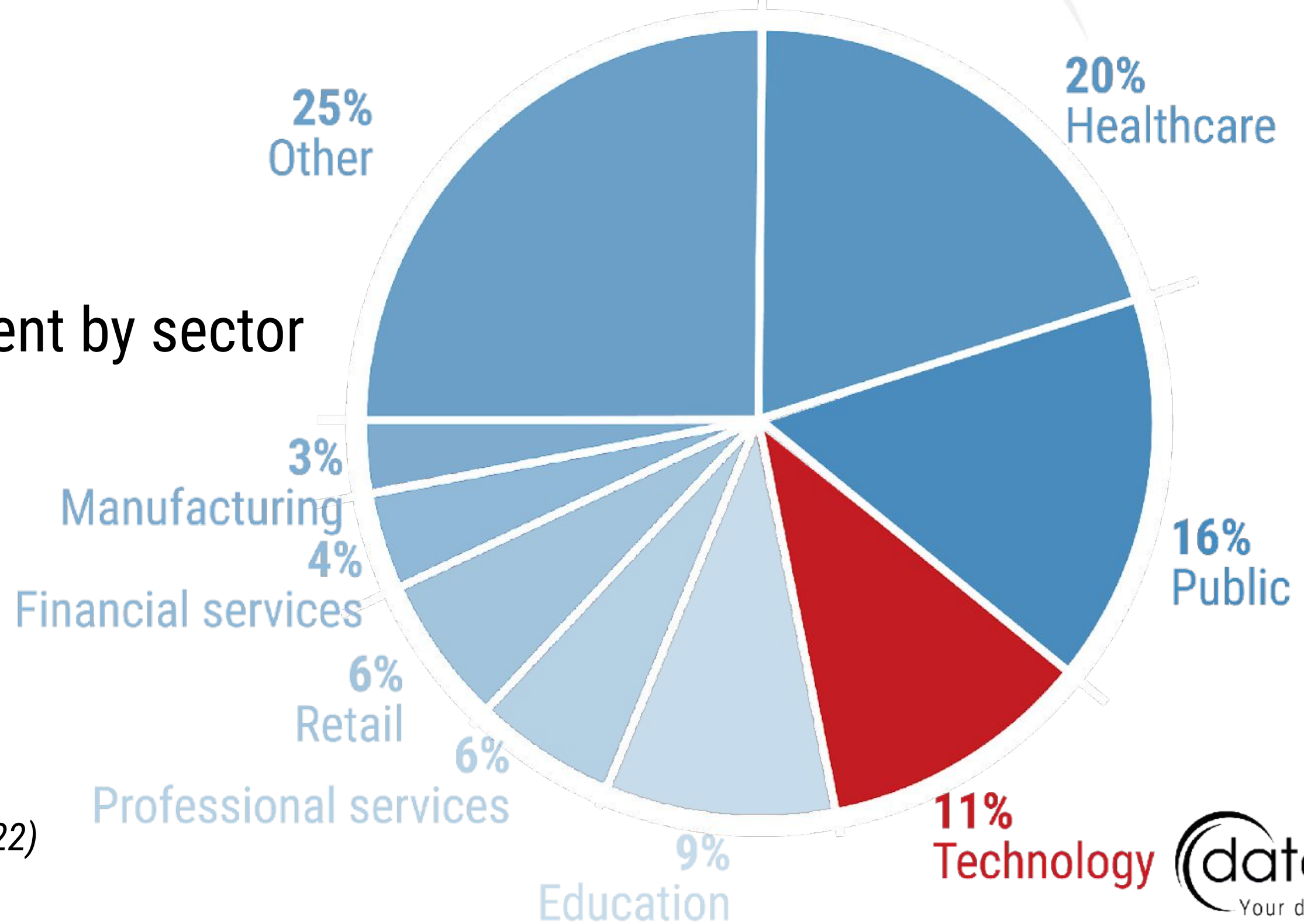
NO NOPE!



# Examples of those who got hurt recently

Without giving names here is the breakdown by industry sector\*

Security incident by sector



\*(IT Governance - UK - 2022)



Q: **What is the root cause?**

A: **People!**

Internal staff and external threats - it doesn't matter in what %

Inadequate Protection and Skill is at the core of everything

Even IT companies experience data leakage so don't take it for granted they are immune

Time available and Priorities to manage

**MANAGING PEOPLE and DATA REDUCES the RISK so START by applying POLICY.**

**YOUR DATA, YOUR SUCCESS.**



A close-up photograph of a hand holding a white chess king piece. The hand is positioned over a chessboard, with other pieces visible in the foreground and background. The lighting is dramatic, highlighting the texture of the hand and the piece.

## Build your company on a solid foundation

To start with you need  
**Total control and visibility**

You need information to make educated/strategic decisions



# Build your company on a solid foundation

**Who** has access to what, where when and why

**Who** did what, from where and when

**What** changes have occurred over time

**What** data do we have

**Where** is the data

**Where** are the weak/strong areas

**Who** are the offenders

**Is** the IT Administrator honest and competent



SO, WHAT IS IT?

**YOUR DATA, YOUR SUCCESS.**  
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**CYBER SECURITY**

**DATA MANAGEMENT**

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## Data Rover enhances and protects the Business

An innovative, robust and scalable SW solution for any business which allows data users to explore, manage, process and protect their data effectively and efficiently, by simultaneously managing the 2 main needs related to the use of data:


### **CYBERSECURITY**

ensuring constant verification and data integrity

### **DATA MANAGEMENT**

total control, exploit data and be on the leading edge





**SECURE & MANAGE:** Data Rover bridges the gap between storage and CyberSecurity departments and technologies. Without it, room for error, risk and inefficiency is unavoidable.

**PUSH EFFICIENCY:** The byproducts of bridging the gap are technical efficiency and business profitability. One really dynamic solution for any business.

**STIMULATE THE ECONOMY:** Data Rover brings people and technology together. Re-injecting enthusiasm into the business economy.



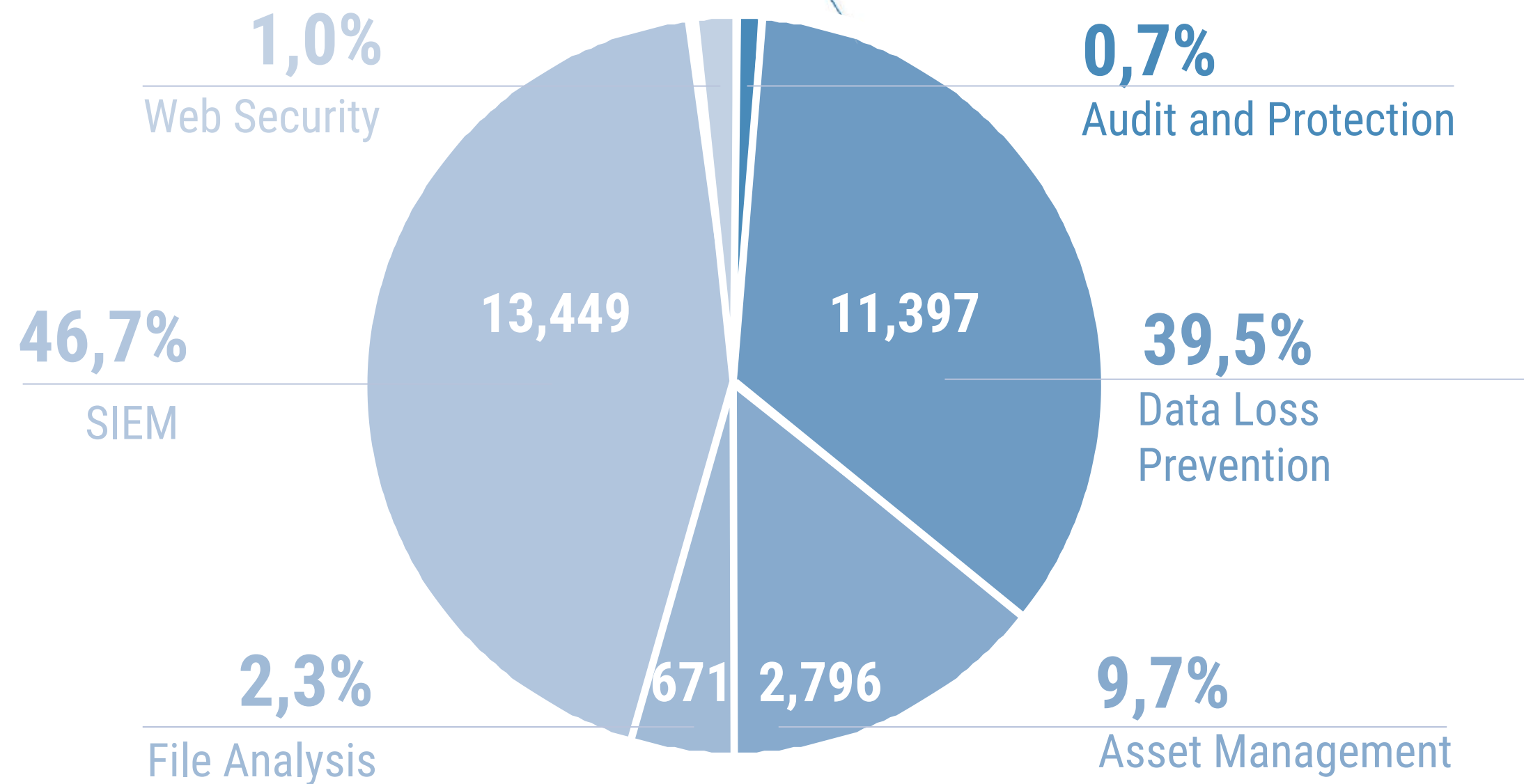
# Data Rover targets six technology segments of the current cybersecurity & data management market worth **29 Billion USD/year**

We target:

- any company of any size
- any verticals, both private and public
- worldwide

## Market Segment by Value (M USD)

The segment values are based on the turnover of existing solutions specific to what we currently address. As Data Rover evolves it taps into an even larger market.





### **HIGHLY DETAILED INFORMATION**

Delivers “high-resolution photos” (highly detailed information) of the entire electronically stored corporate data storage allowing one to know what’s there and who can manipulate it.

### **ANALYSIS AND AUDITING**

Identifies precisely who, or which, group of people have acquired or been given access to your data. This is the first level of understanding risk.

### **SECURE FILE SHARING**

Share and transfer files and conducts audit.

### **POINT IN TIME**

Navigates across data and through time.

### **RESOURCE USAGE**

Provides management with information on the correct usage and application of corporate data assets at any point in time.

EXPERIENCE MATTERS



**MANAGE**

Reduce chaos, weaknesses and disorganisation. Capitalise on data usage. Safeguard data assets and attain clarity on the content.

**SHARE**

Advanced data exchange and tracking system allowing one to share business and personal data totally protected. Scalable to any business class.

**ORGANISE**

Manage valuable assets, analyse, filter, clean up data content and enhance business processes.

**SECURE**

Enforce high levels of security and monitoring so as to avoid legal risks. Reduce internal/external attacks.

**OPTIMISE**

Highlights the positive areas of your business giving valuable information on where investment merits. Data Rover noticeably lowers world carbon footprint.

WORLD LEADER

EXPERIENCE MATTERS



## Channel ONLY

Our policy is to build, and help build relationships

- Value-Added Reseller (VAR)
- Public Sector Managed Service Provider (PSMSP)\*
- Specialized Consultant Groups
- Agents
- System Integrators (SI): OEM, HW vendors, Technology Vendors

*\*Only for specialised companies with existing relationships in the public sector can apply*



# Licencing - Enduser

**PERPETUAL:** standard non-expiring licences based on number of users and capacity in TB + Maintenance - software upgrade protection and basic support are annually renewable.

**SUBSCRIPTION:** limited over time based licence, includes upgrades and basic support.

ANY CONFIGURATION LICENCE SIZE for Perpetual or Subscription divided into 4 group types:

- Foundation - 2TB < 200 users
- Up to 25TB < 1000 users
- Mini Corporate < 100TB < 5000 users
- Corporate < 500TB < 10000 users

Mix/Match and distribute as required. No server limitation, no platform dependencies.



## Licencing - MSP

Managed Service Provider licencing permits services to be delivered by certified partners to single or multiple clients contemporarily.

- MSP engages and receives a startup package that includes training, certification, NFR, tech support and an annual 250 users MSP Subscription licence that can be spread across any number of clients and instances.
- MSP can add/subtract users thereon on a monthly/bi-monthly/quarterly licencing scheme as required.
- End User storage capacity is not charged under this program. Only the number of managed users.



## Licencing - Public Sector Program

19.77 million employees in Europe

Easier and faster access to specialised software

Data Rover drastically removes financial obstacles and encourages better public services

**Data Rover is keen to assist the world's public sector organisations**

## Licencing - Public Sector Program

For all companies that are fully, or by majority controlled by the Government of given Country.

PSP licence is divided into 4 group types:

- Foundation - 2TB < 200 users
- Small < 1000 users
- Medium < 2000 users
- Large < 10000 users

Subscription only (annual / or multi year). Includes upgrades and basic support. Purchased and supported ONLY thru accredited CERTIFIED Public Sector Partners.

**Up to 90% discount on the private enduser subscription licence!**



# CARBON FOOTPRINT MATTERS

## Consider:

Data Rover delivers vital data information extremely quickly and directly to IT managers who can then make accurate, strategic and educated decisions. Data Rover also allows one to share information in and out of the organisation easily and safely.

**The knock-on effect is truly EXPONENTIAL.** Time saved, Energy saved, Asset saved, Jobs saved, Environment saved, and of course Money saved.

**Ultimately and Undeniably EVERYBODY benefits.**



# REMEMBER

DATA is an incredibly valuable Asset and vital to your existence and success.

1.

The never-ending CHALLENGE is to Generate, Exploit, and Protect that DATA.

2.

The obvious is always taken for granted!

3.



A hand is shown holding a glowing digital compass. The compass is composed of various data points, lines, and a central bright light, symbolizing navigation and data analysis. The background is dark with blue and white light effects.

Your **Data**, your **Success**.

Data Rover gives you **vital** information, allowing you to make **strategic** and **educated** decisions.



## See you soon

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