



ZECURION

Block. Control. Encrypt
Zero Data Loss. **Zero** Hassle

Deliver a Full Suite of
Information Protection & Control Services,
Going Beyond What
Other DLP Vendors Offer Today

Prepared for **ChannelWeb**

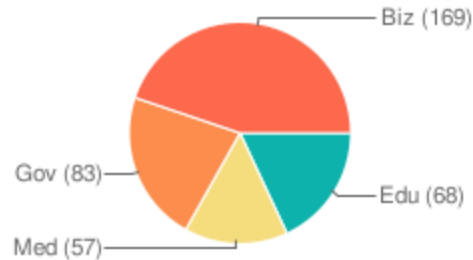
THE MARKET

PUBLICLY REPORTED DATA LOSS INCIDENTS:

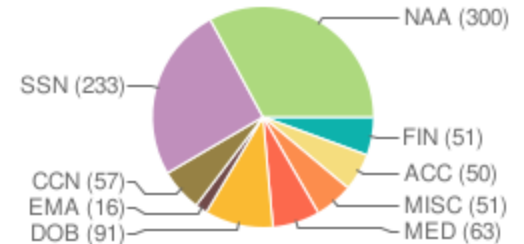
- ❑ Compromised Records (Year-To-Date): **217,606,945***
- ❑ Cost Range per Record: **\$90.00 - \$305.00 (\$165.00 Median)**
- ❑ Estimated Cost: **40B+**

* www.datalossdb.org

Incidents By Sector



Incidents By Data Type



Shared Cost of Loss per a White-Collar US Employee*: **\$500 +**

* based on 70M US workforce in mgmt, prof., office, admin. and related occupations (source: Bureau of Labor Statistics)

THE MARKET

UNREPORTED SECURITY BREACHES:

- Number of ex-employees admit to steal information: **59%***
- Average Years at One Job: **4 years**
- Estimated Number of Data Leaks Per Year: **5,000,000+**

* Ponemon Institute 2009 Study

KNOWN COST PER EMPLOYEE = \$500
(Publicly Reported Financial Records Lost)

+

UNKNOWN COST PER EMPLOYEE
(Unreported Leaks of Confidential Data, Intellectual Property,
etc.)

TOTAL = \$500 +++

THE MARKET

IT SECURITY SPENDING TREND:

□ IT Security Budget 2010:
2.74% ↑

* Gartner SIEM MQ Report 2009

US COMBINED IT SPENDING BY SECTOR*:

- BUSINESS SERVICES: 10.8B
- FINANCIAL SERVICES: 10.4B
- GOVERNMENT: 9.9B
- EDUCATION: 3.6B
- HEALTHCARE: 3.2B
- PRIMARY INDUSTRIES: 2.5B

* Source: InfoTech Research Group

THE SOLUTION

SOLUTION COMPONENTS	ZECURION	WEBSense	Symantec	Lumension	DeviceLock
	Solution Providers				
ENDPOINT SECURITY (DLP) DEVICE CONTROL	Z	o	o	o	o
DATA STORAGE ENCRYPTION	Z				
BACKUP ENCRYPTION	Z				
EMAIL CONTENT CONTROL	Z	o	o		
INSTANT MESSAGING CONTROL	Z	o	o		
CLOUD COMPUTING CONTROL	Zs				

ZAPP. THE PARTNERSHIP PROGRAM

ZAPP (ZECURION ADVANCED PARTNER PROGRAM):

- ❑ Pre- / Post Sales Support
- ❑ Technical Support
- ❑ Upfront and Recurring Revenue Stream
- ❑ ASP/MSP Special Program

- Short Sales Cycle (Average 3-5 months)
- Average Deal
 - SMB: \$35,000.00 + recurring (M&S)
 - LB: \$250,000.00 + recurring (M&S)
- Short Deployment Cycle
- Very Low Post-Rollout End-User Support Overhead
- 'Software As a Service' Option
- Excellent Opportunity for Cross Selling
- Opportunity Selling Additional Services
 - Managed Services
 - Vertical Compliance Consulting

ZAPP HIGHLIGHTS

BENEFITS	SILVER	GOLD	PLATINUM
SALES PARTNER DISCOUNTS & SHARE OF M&S FEES	Z	Z	Z
OPPORTUNITY REGISTRATION UPLIFT	Z	Z	Z
PRE/POST SALES SUPPORT	Z	Z	Z
TECHNICAL SUPPORT	Z	Z	Z
TECHNICAL TRAINING AND CERTIFICATION		Z	Z
MEDIA EXPOSURE	Z	Z	Z
JOINT MARKETING CAMPAIGNS		Z	Z
PRE-QUALIFIED LEADS SHARING			Z
TERRITORY PROTECTION RIGHTS			Z
ADDITIONAL ASP/MSP BENEFITS			
SOFTWARE AS A SERVICE SALES			Z
PRODUCT CO-BRANDING OPTION			Z
VERTICAL-SPECIFIC TOTAL IPC			Z

THE COMPANY

- ❑ An **Award-Winning Company**
- ❑ More Than **5,000 Client Installation Base Worldwide**
- ❑ Specializes **Exclusively on Information Security & Control**
- ❑ Led by **Top Security Experts**

LARGER INSTALLATIONS

- SBERBANK – 100,000+ users
- PEK – 8,000+ users
- CenterCredit – 5,000+ users

RECENT CLIENTS

- Flushing Savings Bank
- MDRC
- The Allianz Group
- TNT Express

CALL US,
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