CyberCision launch

27 October 2021

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 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

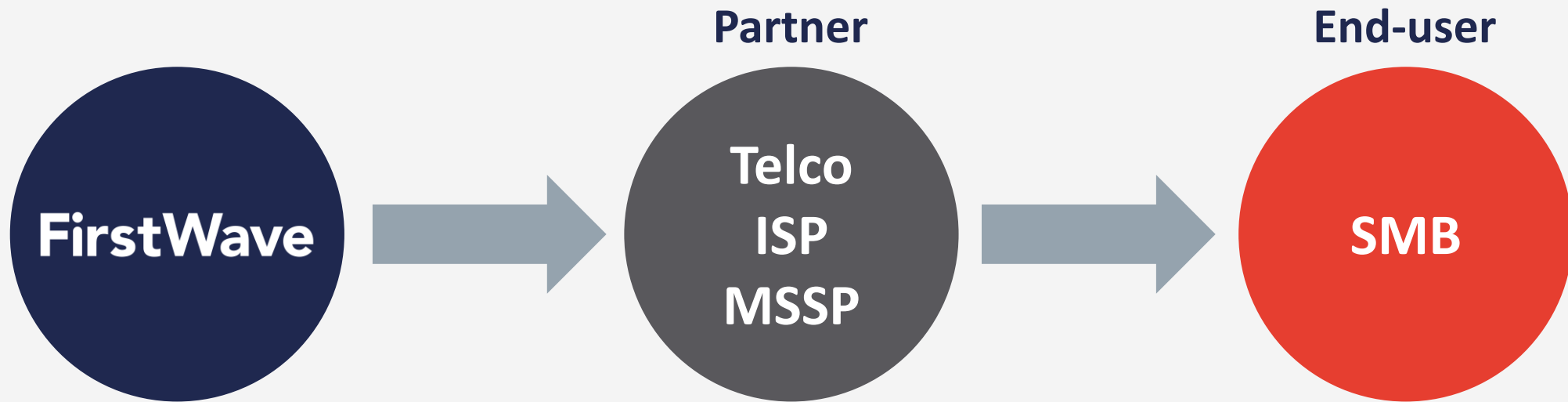**Benefits for Partners** — Protect SMBs while rapidly growing cybersecurity revenues at scale

Benefits for FirstWave — Huge potential revenue upside from our globally unique IP

FirstWave

A reminder of FirstWave's distribution model

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

Partner

End-user

FirstWave → **Telco ISP MSSP** → **SMB**

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"

FirstWave

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

FirstWave

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

FirstWave

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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

FirstWave

NEW capabilities on CyberCision platform

BEFORE

NEW

NEW!

NEW!

Telco APIs

Unified Management

CyberCision

Extended Detection & Response

Multi-Vendor Integration

NEW!

NEW!

- 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**

FirstWave

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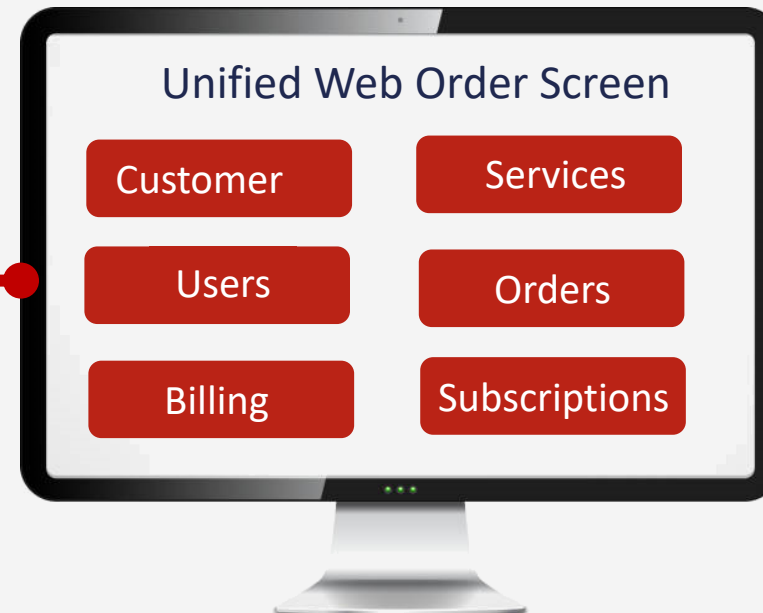# Unified management unlocks bundle offers in channel

BEFORE

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

NEW

AFTER

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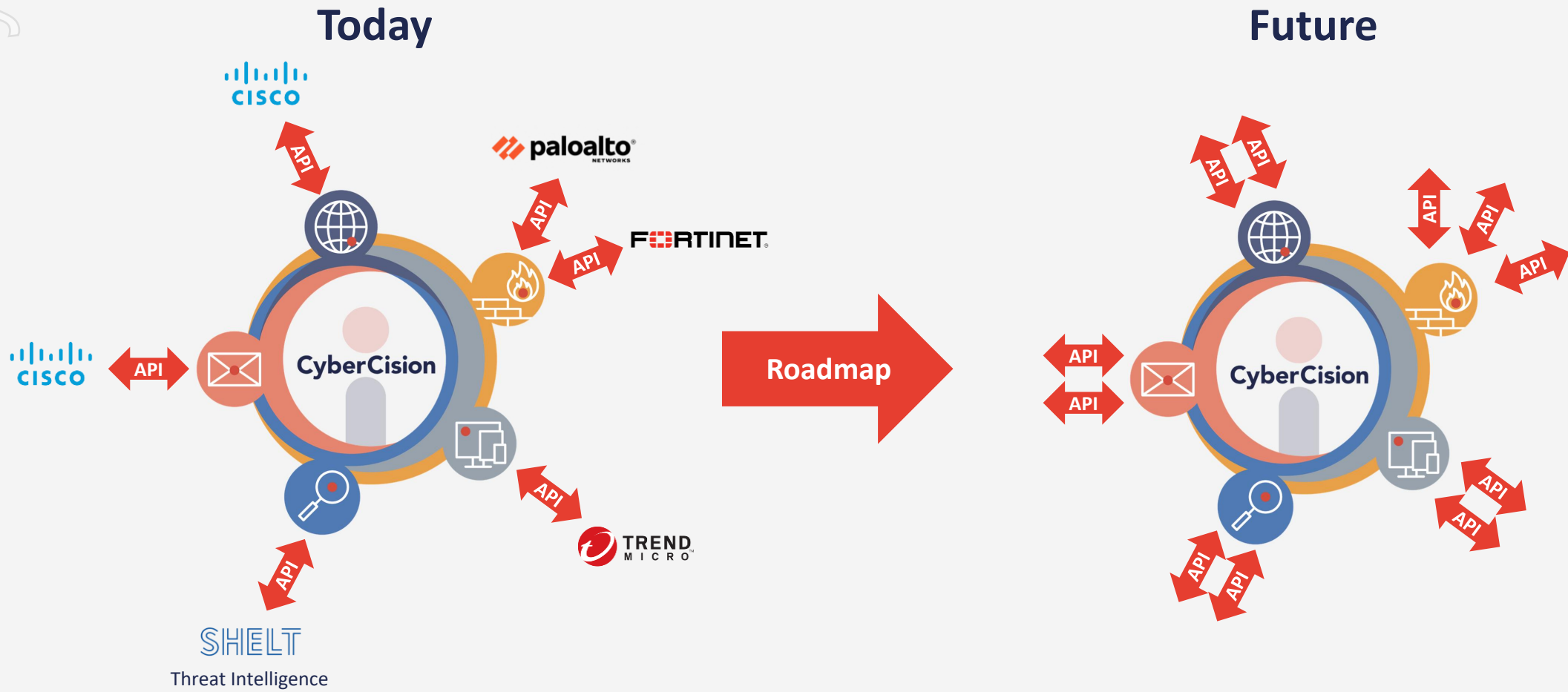- $ & Minutes / Order
- Many Resellers using

Unified Management

Unified Web Order Screen

Customer	Services
Users	Orders
Billing	Subscriptions

Partner SP/MSSP Reseller

FirstWave

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Multi-Vendor integration enables more services

Today

Future

Roadmap

SHELT
Threat Intelligence

FirstWave

New Products, More Vendors, More Services

XDR: Extended Detection & Response

BEFORE

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

NEW

AFTER

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

Extended Detection & Response

FirstWave

Telco APIs: Process Automation

BEFORE

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

NEW

AFTER

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

Telco
APIs

Partners

FirstWave
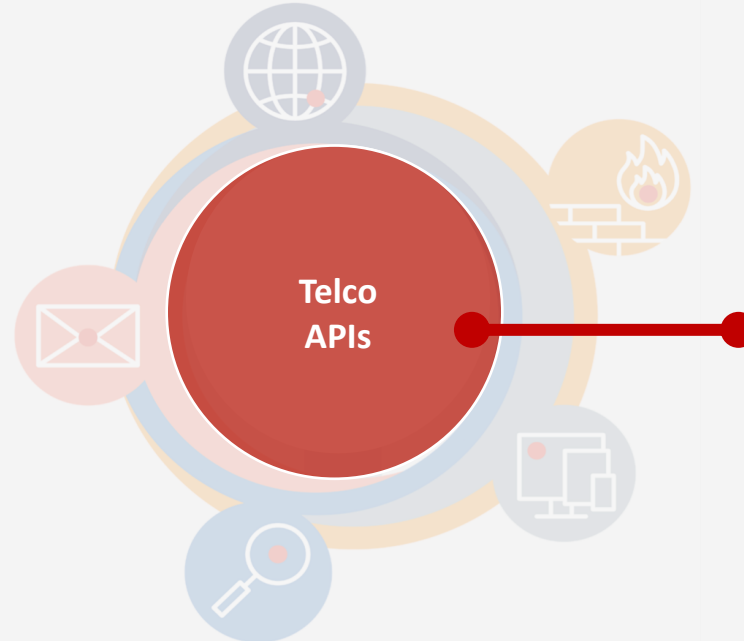
New partner capabilities will drive revenue growth

Telco APIs

Unified Management

CyberCision

Detection & Response

Multi-Vendor Integration
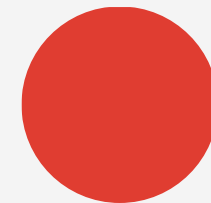
- **More Billing Partners**

- **More Customers per Partner**

- **More Products per Partner**

Acceleration in:

- **Product ARR**

- **Product Margins**

FirstWave

But there's more on the roadmap!

Roadmap of new capabilities for SMB end users

CyberCision

Frictionless Email — **Q3 FY22**

Mobile Reporting APP — **Q3 FY22**

Marketplace Integration — **Q3/4 FY22**

FirstWave

CyberCision – Frictionless Email simplifies delivery

Office 365

EOP/ATP

Mailbox

Secure Connectors APIs

CyberCision
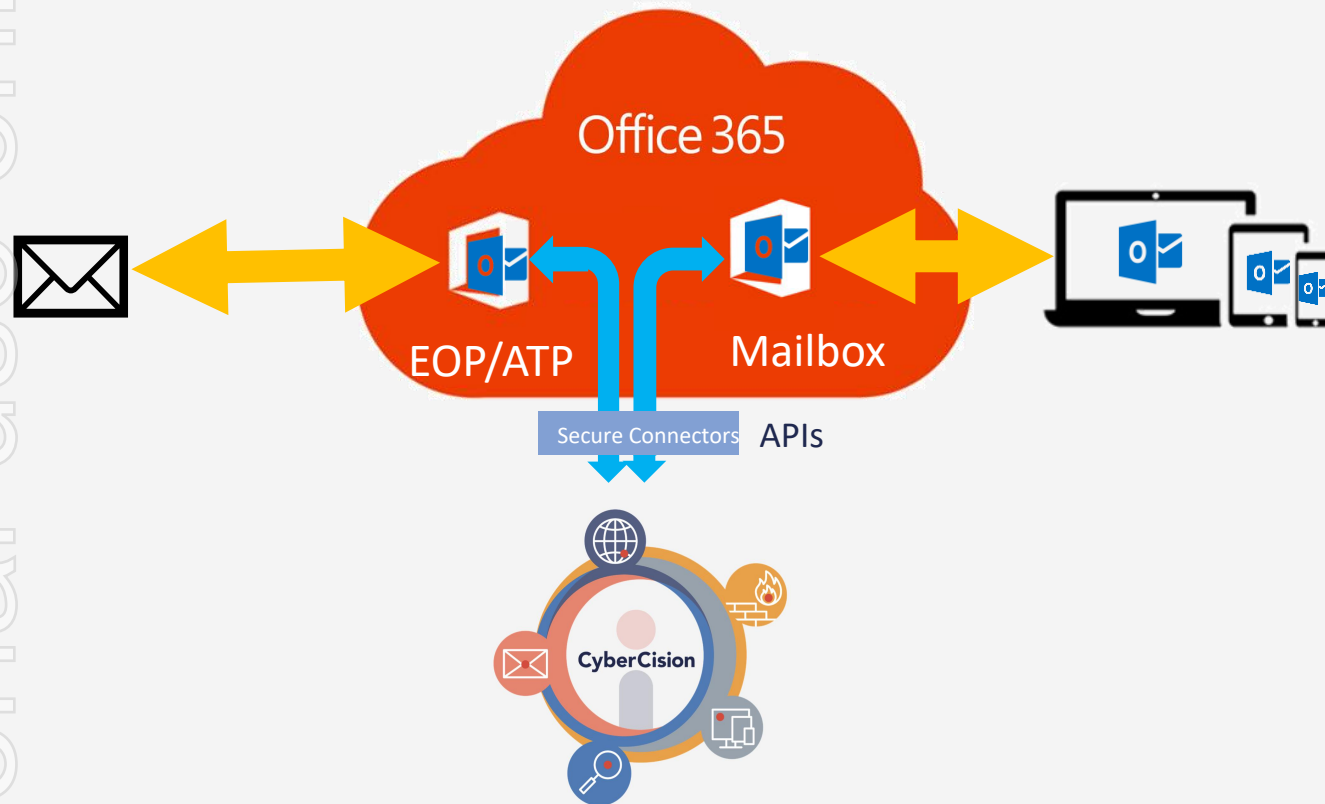
- Relocate email scanning between cloud & inbox

- Automatically reconfigure mail flows via APIs

- Compelling email proposition

- Increased sales conversion rate ;

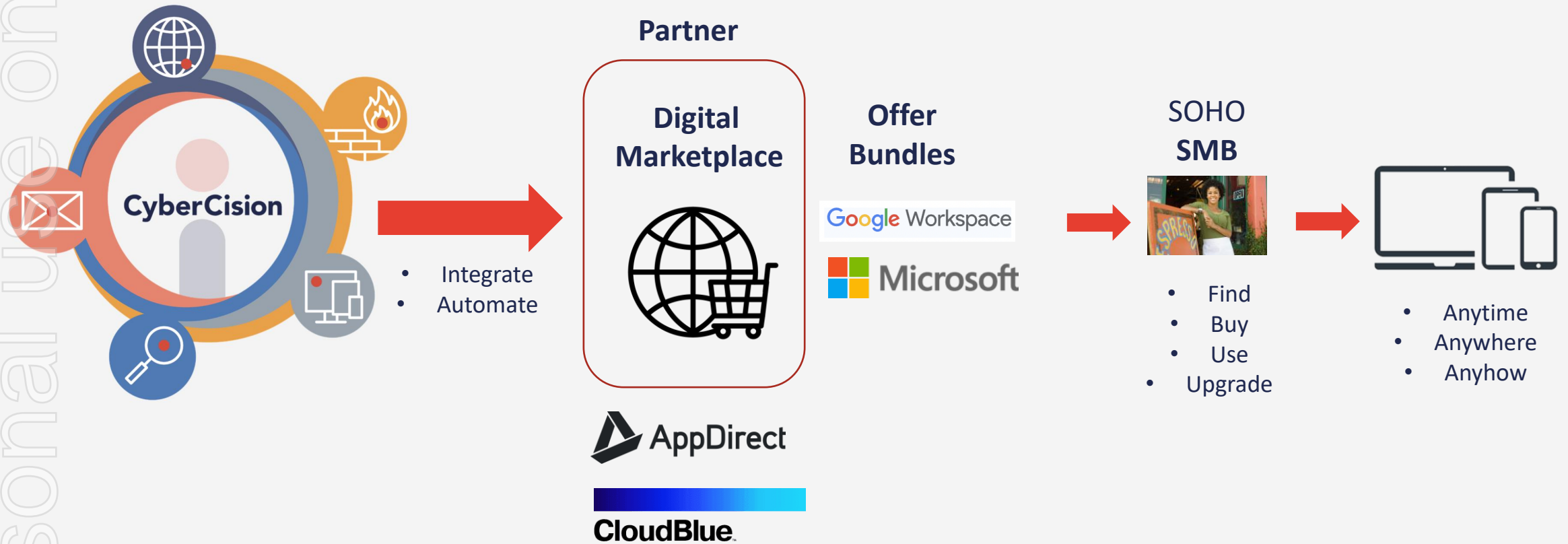- Reduced activation time: **days to minutes**

FCT -> Email product sales acceleration

FirstWave

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Mobile APP: World-class protection in your pocket
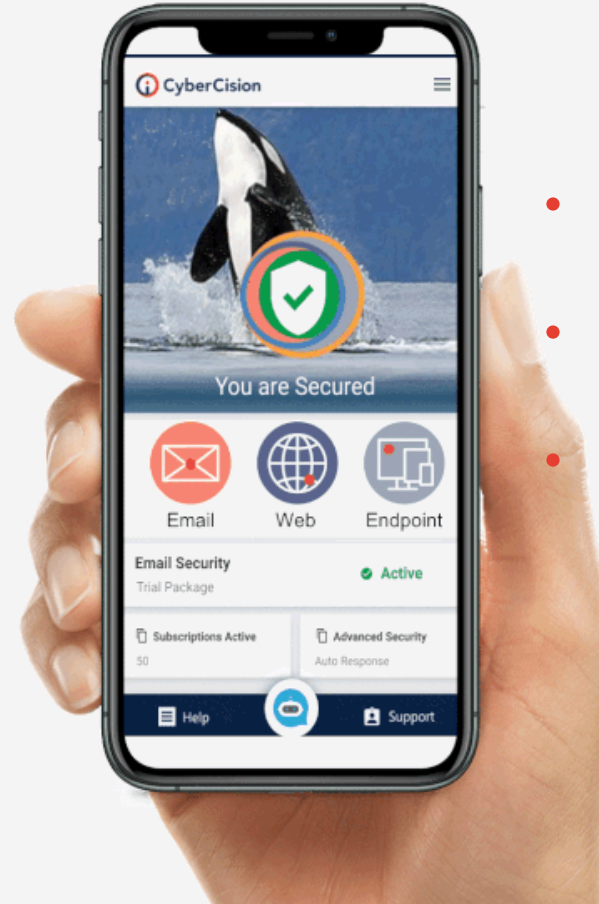
- Unique in market / USP

- Compelling SMB security mgmt

- Customer lifetime value

FirstWave
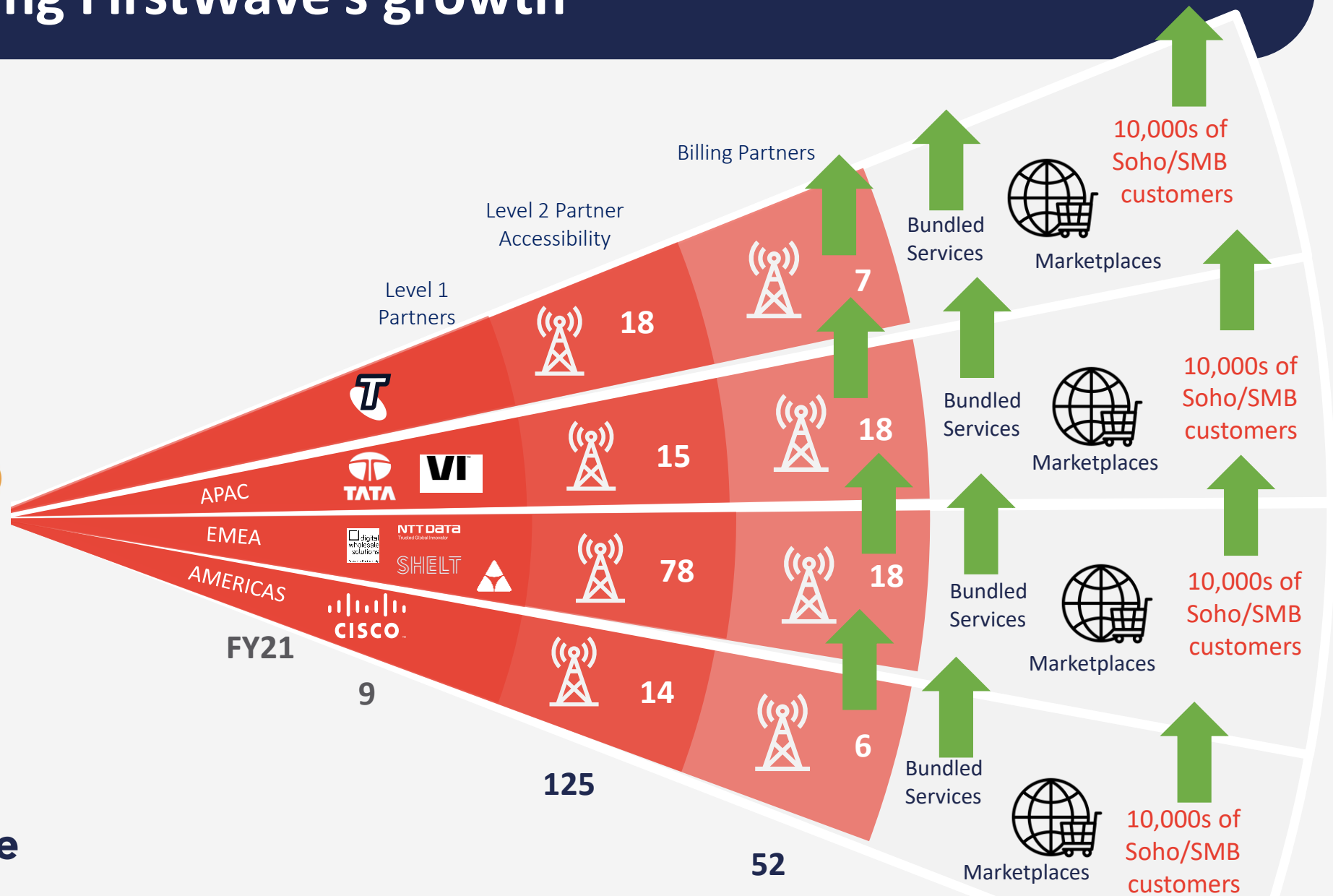
Marketplace integration for mass SMB/SOHO purchasing

CyberCision

- Integrate
- Automate

Partner

Digital Marketplace

AppDirect

CloudBlue

Offer Bundles

Google Workspace

Microsoft

SOHO
SMB

- Find
- Buy
- Use
- Upgrade

- Anytime
- Anywhere
- Anyhow

FirstWave

Powering FirstWave's growth

Level 1 Partners

Level 2 Partner Accessibility

Billing Partners

Bundled Services

Marketplaces

10,000s of Soho/SMB customers

APAC

EMEA

AMERICAS

18

15

78

14

7

18

18

6

FY21

9

125

52

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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