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German-American IT Security Forum

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German American Chamber of Commerce

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The all-in-one IT management solution enabling SMEs to monitor and protect their IT assets with a simple, cost-efficient, self-learning and automated solution made in Germany

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**ZERO TRUST
PENTESTING
CVE-SCAN
INTRUSION
DETECTION
PREVENTION
MONITORING
ASSET
MANAGEMENT**



Attack Targets

- **Cyber attacks are increasing very rapidly**
Even with firewall and antivirus, more and more companies are becoming victims of attacks.
- **There is a lack of knowledge about IT security** among the management and also in IT.
- **For SMEs, comprehensive security concepts are too expensive, too complex.**

Almost all companies are blind in their internal IT. That's why successful attacks are on the rise even with Firewall and Antivir.

Problem Statement

IT security experts are rare and expensive, comprehensive Sec. tools are too expensive and too complex for SMEs, and several individual tools only can provide basic protection, but also demand a high effort to manage. They lack a simple, automated, cost-efficient all-in-one-solution to provide security of their whole IT infrastructure.

Our Solution

Based on newest technologies for a maximum of automation, we ensure sustainable IT hygiene and address the needs of SMEs, so that their IT systems always meet latest technological and legal requirements. We detect security vulnerabilities by outdated software or faulty configurations and closes them directly.

Market

Our main target market is cyber security with a CAGR of 12% (2021 – 2028). Within this, our target group are SMEs. Worldwide, they will spend a total of 75.97B € on cyber security in 2026, and 16.98B € in Europe (Total Addressable Market).

USP

A unique technology stack that captures the security state of any IT environment within just a day.

Enginsight acts as a hacker while building a line of defense against cyberattacks.

Business Model

We provide Enginsight on a subscription (software as a service and on-premises is possible) model starting at € 29.99 / month.

80-90% of our customers use the on-premises subscription model with yearly payment plans.

Traction

Fast scaling after technology build-up phase

- 80+ Reseller (IT Service Provider)
- 200+ Customers

Corporate structure, marketing and sales processes ready for rapid scaling.

200+ contracted customers with different use cases prove the product market fit

We have a strong focus on indirect channel business. Our IT Service Partner offer Enginsight together with the appropriate services to different sectors, like:

- Different manufacturing industries
- Public sector
- Health Care
- Critical Infrastructures e.g., Energy supplier, public utility
- Real Estate



How we do that

A unique IT architecture for early detection and monitoring of the entire IT system from outside and inside



OUTSIDE
(agent less)

INSIDE
(pulsar agent)

- Agent-Based Analytics and Threat Detection
- Decentralized architecture
- Countless imaginable security scenarios

100% selfmade in Jena

100% own code base

- Customized metrics/AI
- Monitoring Process/Service
- Monitoring every Asset

- CVE scans from all viewpoints
- Security configurations
- Ports, software, connections

- Live Inventory
- Asset Management
- Patchmanagement

- Automated pentests
- Incidence Management
- Management Reporting

- Intrusion Detection
- Intrusion Prevention
- Hybrid (Host + Network based)

AI-Monitoring

Security early warning

IT-Management

Pentesting

Network-Security

Customer Benefits

Our customers benefited from the very first minute.

Transparency

See immediately

- where their IT systems are vulnerable and
- what they can do about it.

Automation

- reduces its attack surfaces,
- recognizes possible upcoming attacks live and
- can react to them automatically.

Performance

- no additional hardware and
- no large-scale implementation projects are required on the customer side.

Compliance

The company has

- a higher security level,
- less downtime,
- complies with legal regulations (e.g., GDPR or ISO/IEC 27001) and

Companies reduces the risk of a successful cyber attack by over 80% in a much easier, cheaper and faster way, than in the past.

Proofed business model:

There is a best practice business case for IT-Partners to generate revenue with Enginsight.

Cybersecurity is a Megatrend, but also not easy to manage.

Simplify Security is the next big thing!

The impact of cybercrime grows rapidly, COVID-19 driven digitalization balloons the security blind spots and EU and NATO are on the brink of a cold cyber war with Russia.

4.4 trillion Euro: the value at risk for the next 5 years

60% of cyber-attacks target SME

60% of the SME victims did not recover and shut down within 6 months

68% of them have no systematic cybersecurity approach



Cyber Security become the game changer for companies.



Cybersecurity is a business problem.



Security hole Log4Shell: Internet on fire



ENGIN SIGHT

ELIMINATES THE HUMAN FACTOR IN IT-SECURITY

Enginsight is a technology company that builds a highly efficient cybersecurity platform. Organizations of every industry use our software to protect their business – against cyberattacks.