

THE RIGHT PARTNER FOR
INFORMATION SECURITY

INSEED
DISTRIBUTION

Corporate Profile

Tel Aviv, October 2011

Filippo Loretoni
Managing Director

INSED - Today



- Company established and fully funded
- Experienced stakeholders, deep knowledge of ICT Security
- Management among shareholders
- Projected Revenue FY 2012 1M€+

As a distributor, INSED focuses purely on Information Security Software, targeting highly innovative solutions that can offer a real breakthrough in the Italian market.

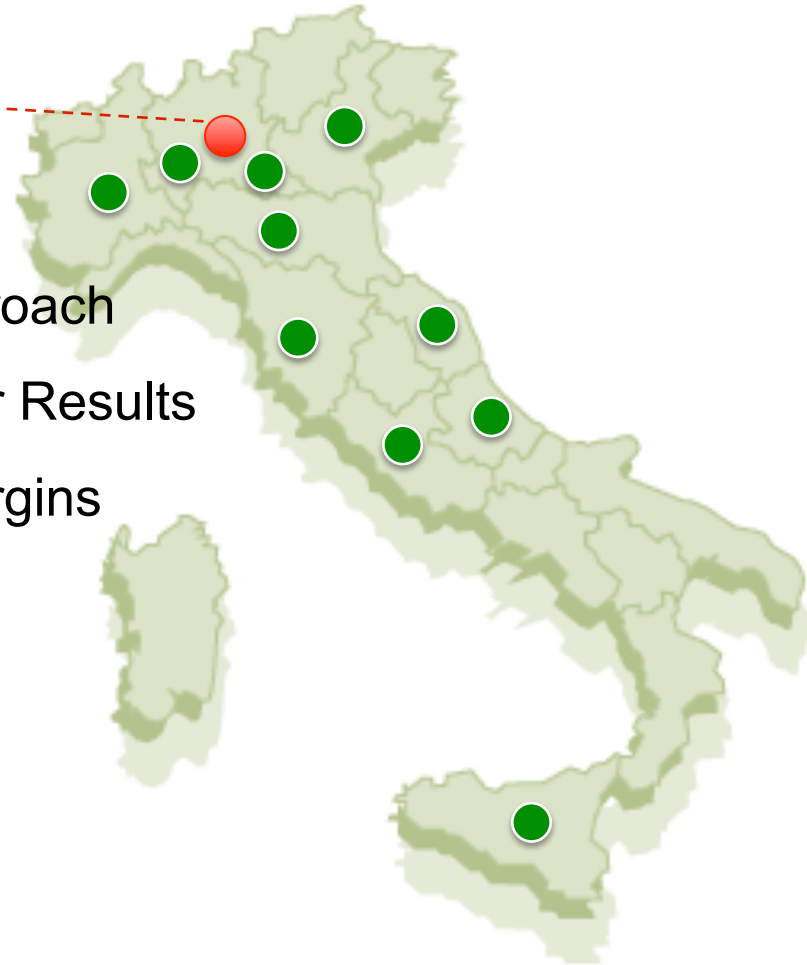
Our mission is to leverage know-how and solutions in the Information Security sector in order to maximize the commercial potential of all our partners

INSED - Vision



Our goal is to become the leading distributor of Information Security software in the targeted areas (Audit, Management & Governance) within three years

INSED – Added Values



Proximity Values – GLocal Approach

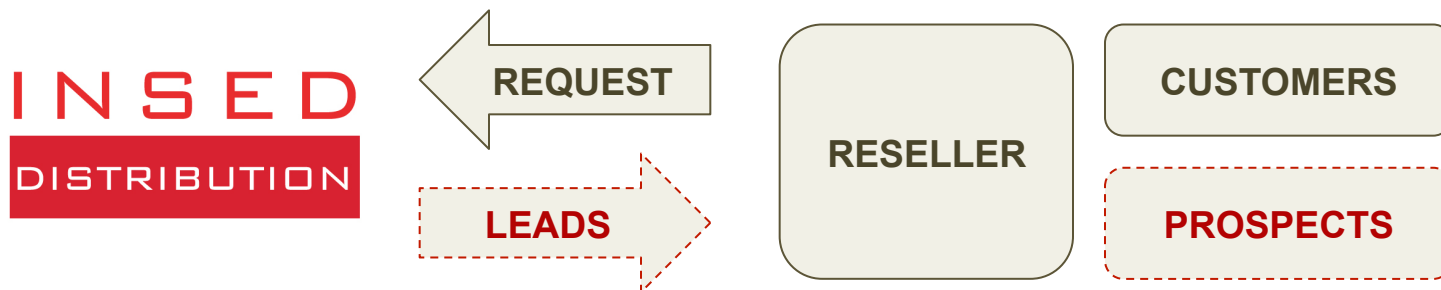
Technology Knowledge – Better Results

Market Knowledge – Better Margins



Business Development Focus:

- Direct Marketing activities for Lead Generation
- Exhibitions and Events (2Brands) for contacts Generation
- Continuous contact with end users to understand real needs
- Vendors access to information (CRM) to understand trends



Defined target market:

- 25 highly skilled partners with strong customers relationship
- Security Focused resellers
- Maximize perceived market value of each solution

Unique hands-on approach

- Strong relationship with selected partners (sales & training)
- You sell what you know best
- Increased loyalty & secure revenue stream for Vendors

Process Excellence

- Accurate sales process aimed at minimum risks & duplication of efforts
- More than 15 years of Sales Management Experience

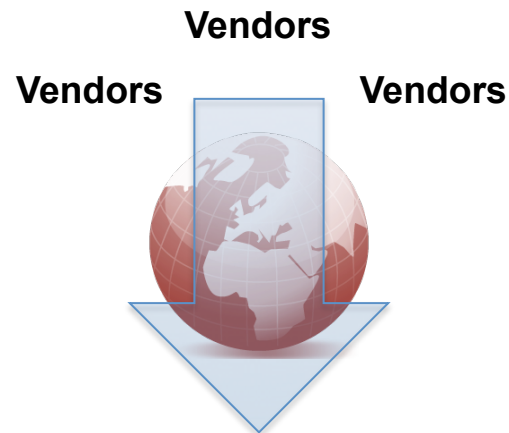
Technical excellence

- In-depth analysis of each opportunity (Internal & External Res.)
- Right product for Right need (thus max perceived market value)

INSED – Sales Process

INSED CRM Platform:

- Cloud based solution
- Updated Pipeline & Forecast
- Time saving process



The left screenshot displays a list of sales opportunities. The columns include: 'Comp./Prod. Di Azienza Cliente', 'Contatto', 'Prodotto', 'Importo %', 'Chiusura', 'Data Azienza', 'Stato', and 'Oltre'. The right screenshot shows a detailed view of an opportunity for 'ELECTROLUX ITALIA SPA'. It includes fields for 'Data apertura', 'Stato', 'Importo', 'Data chiusura prev.', and '% Chiusura'. Below these fields is a table of activities with columns for 'Data', 'Autore', 'Tipo', 'Regione sociale soggetto TP', and 'Eventi Azienza'. The table shows an activity on 19/10/2011 by 'Broggi Claudio' of type 'Visita/Conferenza Cliente'.

Lean Org Structure

- Externalize all non-core activities
- Keep commercial focus

Technical Committee

- Monitor innovative solutions
- Always ready to broaden its portfolio and support new and innovative solutions from selected Vendors

Unique set of professional services by H2 2012

Support for solutions delivery, POCs and other services required, will be available on a standard price list base, to all our partners & selected Vendors who might lack the necessary local infrastructure.

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DISTRIBUTION

For further information:

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