

## **Nominee: SaltDNA**

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### **Nomination title: SaltDNA - Secure Enterprise Communications**

SaltDNA, a Cybersecurity 500 company, are based in Belfast, Northern. SaltDNA was formed in 2013 by a group of technology entrepreneurs with a shared history in enterprise security, telecoms, network optimization and mobile application development. While the market is packed with consumer based encryption communication technologies, the founders of SaltDNA recognised that none of these solutions fit well within an enterprise's operating framework.

SaltDNA provides a fully enterprise-managed software solution that enables absolute privacy in mobile communications. It is easy to deploy and uses multi-layered encryption techniques to meet the highest of security standards. The SaltDNA Desktop and Mobile apps are intuitive and easy to install and use. The SaltDNA Communication Manager provides a console for tight management of users and can be configured for the management of regulatory compliance.

Our product provides secure voice, messaging, conference calling and image transfer for busy executives, who need to make important decisions while on the move whilst using the highest grade open-source encryption protocols.

SaltDNA's customers include; Large Oil & Gas companies, Security Services, Enterprise Executives, Legal Firms and Government Bodies.

SaltDNA has many advantages/differentiators over competitors, both technically and functionally. The majority of SaltDNA's competitors operate in the consumer market, offer secure communications for consumer use. SaltDNA only deal with enterprises, and have built their features around this market. A key differentiator that SaltDNA has over competitors is that SaltDNA provides organisations to control who speaks to who within their company. SaltDNA provides a secure management system to ensure companies have complete control over all employees contact lists and communications, making it easier to manage communications, and facilitating the operation of closed user groups.

SaltDNA also offer a number of deployment options for organisations, which is an offering that competitors don't provide. The SaltDNA Solution is available as a hosted cloud based service or as an on-premise installation within private infrastructure, enterprises have the flexibility to deploy SaltDNA as needs dictate.

To that end, SaltDNA Enterprise has three different methods for how customer metadata is stored and managed, these are; "Compliance Mode", "Enterprise Mode" and "Privacy Mode". With the emergence of data collection regulations such as MiFID II and GDPR, compliance has quickly become a necessity within organisations. In a time when cybersecurity is paramount, the ability for organisations to implement a compliant and encrypted communications system is crucial. SaltDNA's offering facilitates archiving messages with the assurance of complete privacy.

The 'Enterprise' management option allows organisations to generate high level communication reports. Message content is not stored but an administrator has access to communication usage statistics. Finally, SaltDNA's 'Privacy' option guarantees that no communication metadata is stored and that no user statistics are available.

The feature list for SaltDNA is improving constantly, with SaltDNA offering many features that are exclusive to the market such as, message/call content archival, closed user groups, file/image transfer, burn functionality (message can be removed from both devices (sender and receiver) by either party regardless of where it originated) and 24/7 support.

Since it's creation, SaltDNA has annually grown, but 2017 is seeing the company perform exceptionally. In the first two quarters of 2017, SaltDNA's sales have increased by over 800% on 2016's figures. By the end of Q1 of 2017, SaltDNA had already bypassed 2016's entire sales revenue, moving into new industries in the process.

In that time also, SaltDNA have released the SaltDesktop, the PC application that works alongside SaltDNA's mobile app. The company has also launched SaltLegal, which is an industry specific solution that provides law firms with the ability to communicate with colleagues and clients with confidence that all conversations are secure. SaltLegal enables the transfer of secure legal documentation from the SaltMobile or SaltDesktop device, allowing collaboration between the office and the courtroom.

The creation of SaltLegal was driven under the influence of one of our first clients, a top-tier international legal practice dealing with issues around state responsibility, human rights, foreign corrupt and territorial disputes. Due to the complexity and global nature of clients the customer found that at least 30% of case related communications were being conducted via mobile devices. The client had legitimate concerns about the confidentiality of information communicated using smartphones.

SaltDNA had worked closely with Mishcon de Reya during the MDR LAB process, testing the SaltDNA solution to ensure that it was suffice for the legal industry. Whilst the legal industry is a key area for the company, SaltDNA's wider success has come as a result of its' flexibility to fulfill the needs of many different industries. This is mainly due to the different methods of metadata management that SaltDNA offer. Companies have the ability to securely archive their communications, to generate high level stats from their communications or delete any communication metadata to ensure no user stats are available.

The company have developed a well rounded secure enterprise communications solution which tried and tested in numerous different industries.

### **Why nominee should win**

- SaltDNA are constantly expanding their solution based on client feedback and market research.
- SaltDNA allow customers to manage their own secure communications solution by allowing them to take it on premise and manage how their metadata is stored.
- SaltDNA offer a completely innovative and differentiated solution to competitors in the market.