

Dathena



Proposition

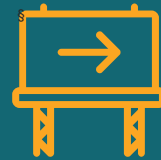
# PROBLEM: Today's Challenge with Data

Information is nowadays the most **critical** asset of **any organization**



Three distinct "pain point"

+30% of Data Growth / Year



New Regulatory Requirements

Data Privacy being the main focus



Digital Era, Complex IT

Environment (Cloud, BYOD, etc.)



25% involved internal staff

Behind Data Breaches



73% of Data Breaches

Were Financially Motivated



68 % of the organization admit they don't even know where their confidential information is located

Source: Gartner & Verizon Data Breach Report 2017



Proposition

# solution: Dathena in a Nutshell

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Artificial Intelligence to automate data classification for any organization



Data Protection & Cyber Security Officer  
Compliance & Risk Manager  
Document Owner



+11 CLIENTS AND DEPLOYMENTS SINCE JANUARY 2017 – 100% CONVERSION RATE

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Proposition

# DATHENA: The "smart" solution

Technologies

The screenshot shows a UBS document with the following data classification overlays:

- Personal Data:** A teal box highlighting the UBS logo and contact information: "UBS Service Line Clientèle privée. Tél. +41 (0) 848 848 051".
- Client:** A teal box highlighting client details: "M. Christopher Vincent", "27-14 298 Beach Road", "09554 Singapore", "Singapore", "No de client: 279-1277", "Numéro TVA: CHE-116".
- Tax:** A teal box highlighting the tax section: "Fiscalité UE : Divulgation volontaire".
- Strictly Confidential:** A red box highlighting the confidentiality notice: "Strictly Confidential".

Below the document, there is a URL [www.dathena.io](http://www.dathena.io) and the word "CONFIDENTIAL" in red.

Technologies

Artificial Intelligence to achieve up to **99%**

accuracy in Automated Data Classification

Source: Tier-1 Bank



Proposition

**solution:** Dathena enabling **scalable** data discovery  
automatically detect **security anomaly** of Confidential & Personal Data



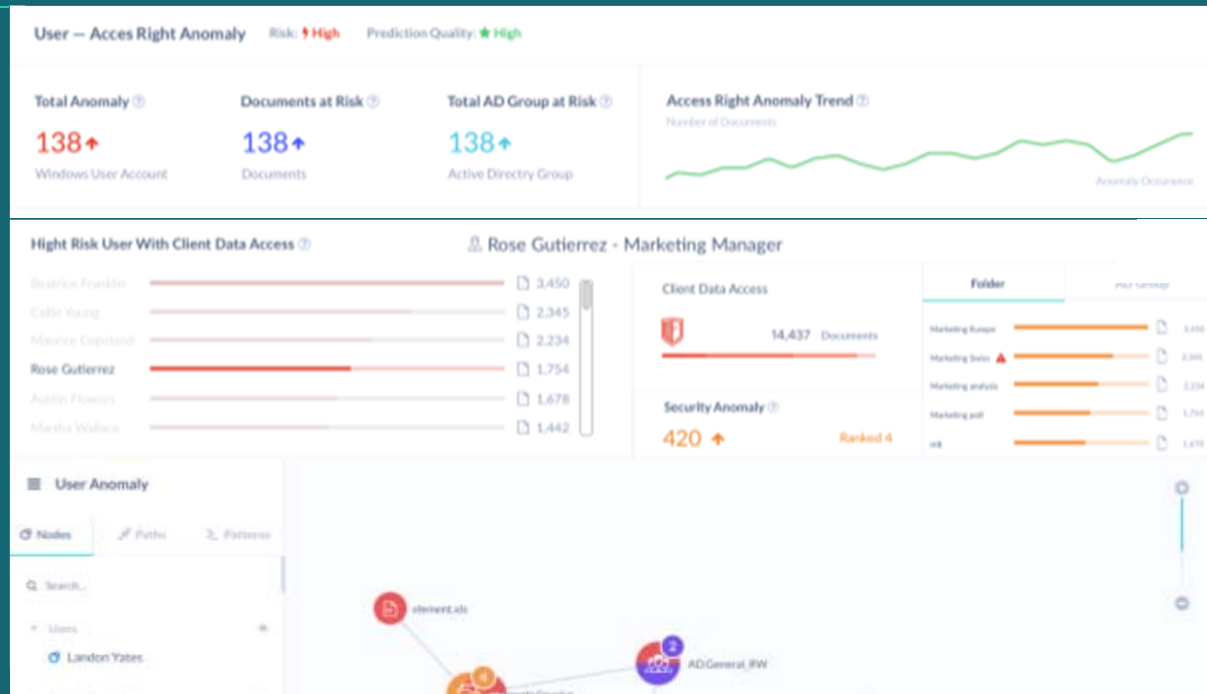
Find and Return Sensitive Information



Exhaustive Data Inventory



Detect Security Anomaly



Pioneering

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# Dathena: Cutting Edge Technology

4 years of research for a unique solution



4 years of research



ÉCOLE POLYTECHNIQUE  
FÉDÉRALE DE LAUSANNE

Dathena owns 100% of the IP  
(Patent Pending)



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Potential

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## Dathena: actual go to market

Any organization handling sensitive information



**BANK**



**GOV/DEFENSE**



**LUXURY**



**HEALTHCARE**

Gartner Says Worldwide Information Security Spending Will Grow 7% to Reach **\$86.4 Billion** in 2017

By 2020, 50% of all midsize and large enterprises will have implemented file analysis for managing unstructured data, up from less than 10% today.

*Gartner Market Guide for File Analysis Software  
Published: 19 September 2016 ID: G00290878*

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# Dathena: our road to success

consolidate, scale, expand our product line

## 1 CONSOLIDATE

Sept. 2017:  
Finalised first fund raising of \$1.5m to consolidate R&D and Sales in APAC and Europe.

## 2 SCALE

March 2018:  
Already secured a \$3.5M investment. Attempt to reach out \$10-15M to scale and initiate US market.

## 3 EXPAND OFFERING

Sept. 2018:  
Expand our product suite to structured data, develop Virtual Data Protection Officer solution.

**LONG TERM VISION:** Become the best “Smart Data Governance Platform”





Proposer

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# Dathena: our great team

meet the squad: Seasoned entrepreneur, ceo and risk manager



**CHRISTOPHER  
MUFFAT**  
FOUNDER & CEO

*10 years in cybersecurity leading role  
in banking*



**CHRISTOPHE  
AULNETTE**

BOARD MEMBER & PRINCIPAL  
ADVISOR

*former ceo of Microsoft france &  
Apac*



**TANIA KODLIUK**  
CHIEF SCIENTIST  
OFFICER

*phd in applied mathematics*



**PHILIPPE EYRIES**  
CHAIRMAN OF THE  
BOARD

*successful entrepreneur in  
cybersecurity*



**POUL NIELSEN**  
CHIEF OPERATING  
OFFICER

*successful entrepreneur in  
cybersecurity*

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