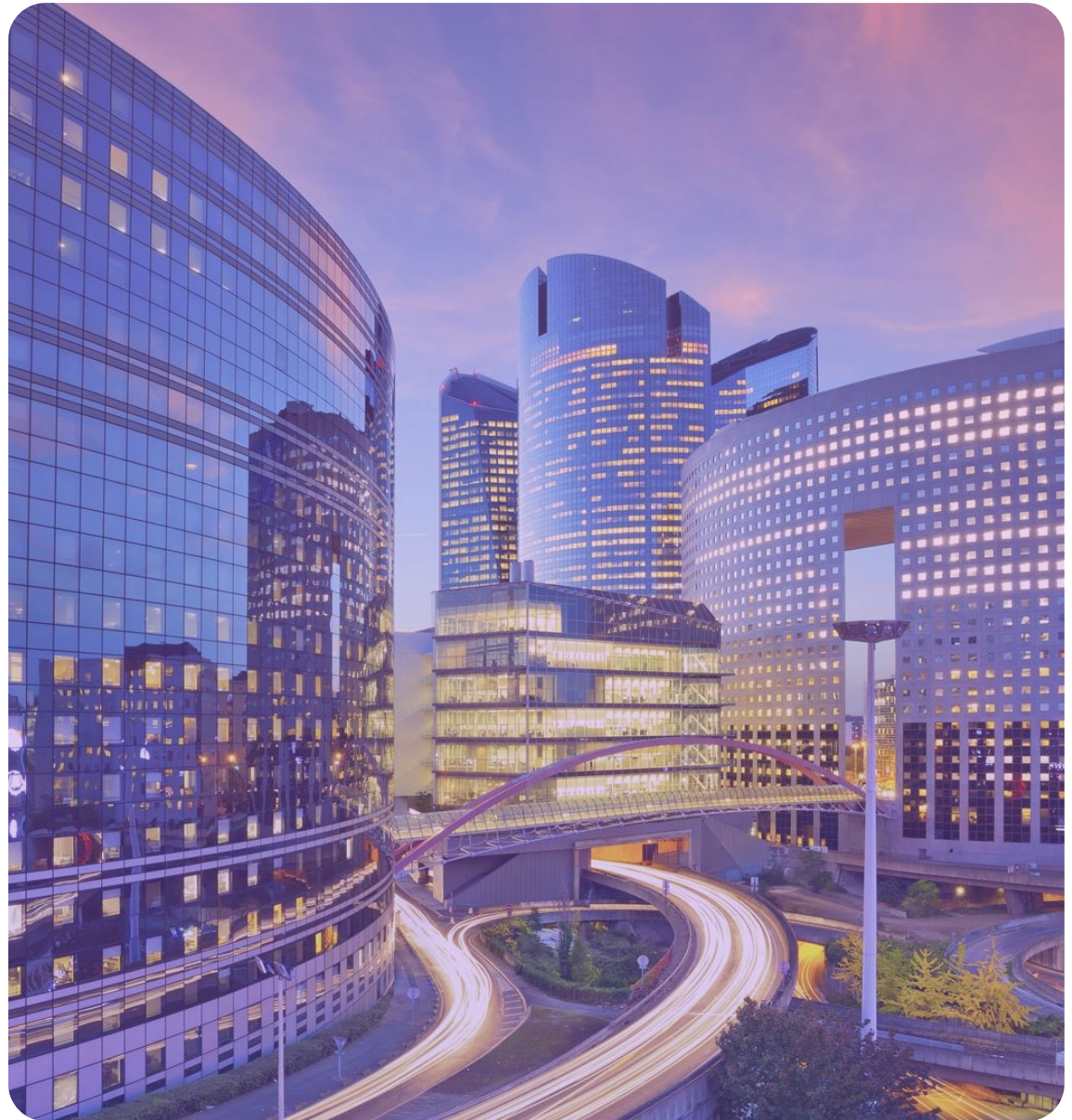




Panik Button

Marketplace offer



ABOUT US

At Panik Button, we empower businesses to rapidly and collaboratively respond to a cyber disruption and focus on the continuation of the business within 1 hour. Our patented fallback solution is separated from existing infrastructure and does not exist until activated therefore mitigating the risk of a preemptive attack.



Problem

Market Gap

Traditional solutions often focus on prevention rather than rapid recovery, leaving a void in the market for a comprehensive and efficient solution like Panik Button that prioritizes swift business continuity in the face of cyber threats.

Customers

Panik Button caters to a diverse range of customers across various industries, including finance, healthcare, retail, manufacturing, and more. These customers understand the critical importance of maintaining operational continuity and mitigating cyber risks.

Financials

Panik Button's financial projections demonstrate strong potential for growth and profitability. With a scalable business model and recurring revenue streams from subscription-based services, Panik Button aims to achieve sustainable financial success while providing essential cyber security solutions to its customers.

Costs

By minimizing downtime, reducing potential losses from cyberattacks, and streamlining crisis management processes, Panik Button helps customers save money and protect their bottom line.

Usability

With a user-friendly interface and seamless integration with familiar productivity tools like Outlook, Teams, Word, Excel, PowerPoint, and SharePoint, Panik Button enables customers to quickly adapt and leverage its capabilities to maintain business continuity effectively.



Solution

Close the gap

Panik Button effectively closes the gap in the market for rapid and structured crisis management solutions.

Target audience

Organizations across industries, ranging from small businesses to large enterprises.

Cost savings

Reduce costs by helping businesses minimizing downtime, mitigating data loss, and facilitating swift recovery.

Easy to use

Panik Button prioritizes ease of use and accessibility, ensuring that organizations can effectively leverage its capabilities without extensive training or technical expertise.



Product overview



Enabling businesses to quickly get up-and-running after a cyber attack



UNIQUE

Only product specifically dedicated to business continuity



FIRST TO MARKET

First patented cyber resilience solution fully focussed on business continuity



TESTED

Tested and validated in the market



EASY TO IMPLEMENT

Separate from existing infrastructure, so no adjustments needed

Panik Button: what is it?



Business continuity

Panik Button enables customers to create a safe-haven in case of complete system failure within one hour from for example a ransomware attack. This safe-haven contains all necessary tools and processes to limit financial and reputational damage.



Crisis communication

Communication is key to handle a crisis efficiently. Panik Button provides the tools, processes and can automate communication based on templates so you can inform staff, customers, suppliers and others with the click of a button.



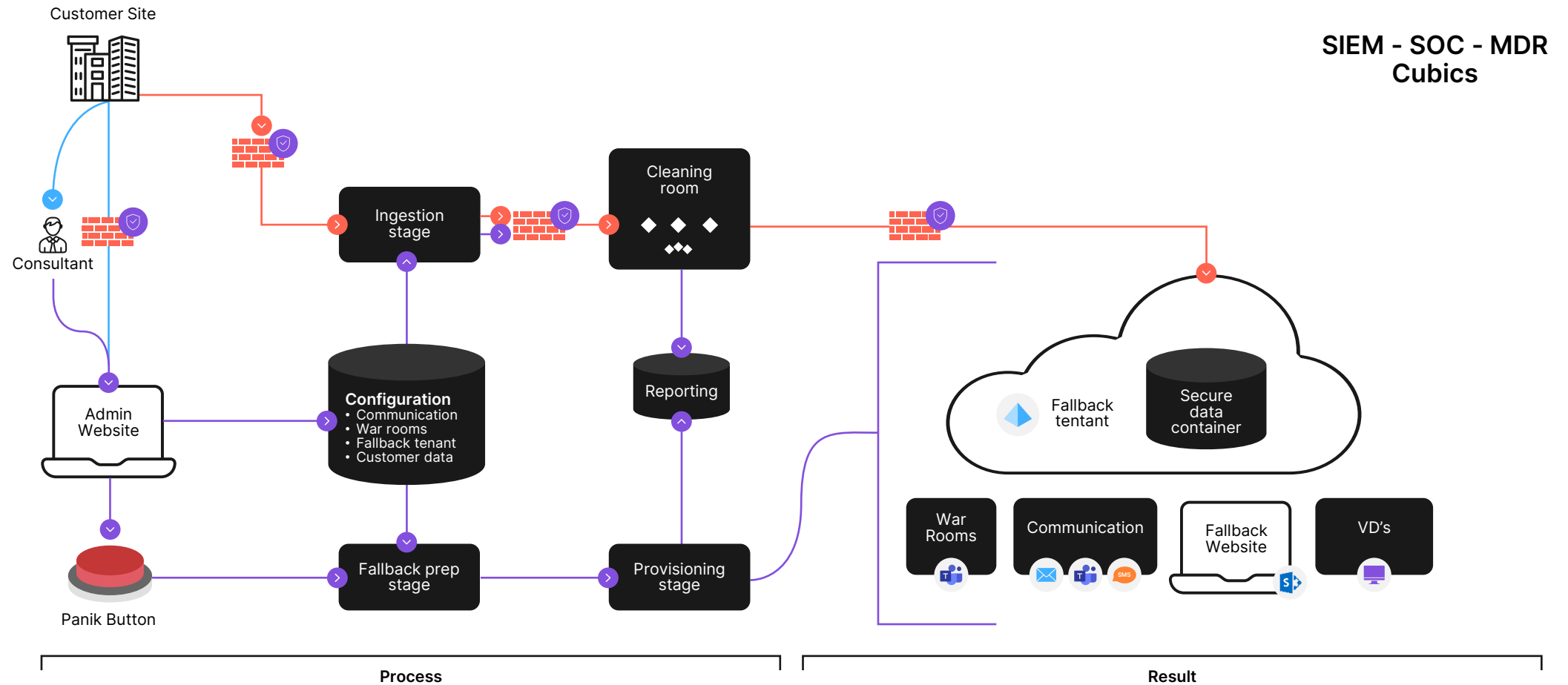
Focus on recovery

Panik Button will help customers to focus on and drive their recovery by delivering out of the box structure around process, collaboration and execution.

Unique Selling Points



Panik Button: functional design



Panik Button: subscription model

01

Crisis Communication

- M365 tenant
- Teams
 - Pre-configured team sites (war rooms)
 - Emergency procedures
- Email
- Virtual machines
 - Office
 - Outlook
- SharePoint

02

Business Essentials

- Includes option 1, plus...
- Backup service
 - Pre-defined set of data which will be stored in Azure
- Contact lists
 - Internal Organization
 - Customers, partners and suppliers
- Contracts, SLAs TAX information, payments
- View on pre-defined data via SharePoint

03

Business Ready

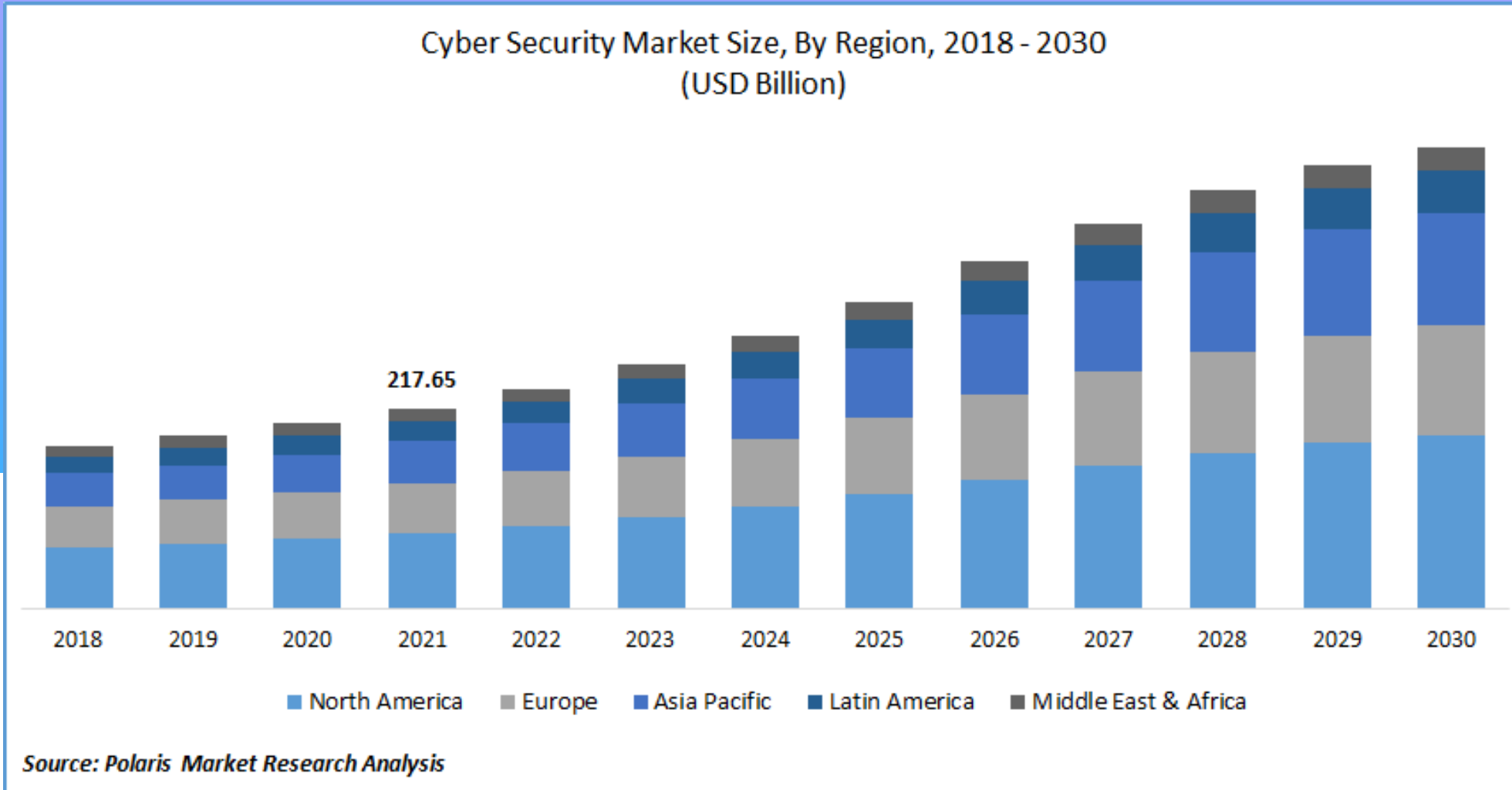
- Includes option 2, plus...
- Virtual desktops for client specific software
- Connections to customer SAAS solution via Panik Button

04

Protect your Infrastructure

- Includes option 1, 2 and 3
- Cubics SIEM forward node including SOC and MDR
- P-X Node
 - Node for critical infrastructure and manufacturing (OT)
 - Ability to secure and monitor air-gapped networks

Market development global



<https://www.polarismarketresearch.com/industry-analysis/cyber-security-market>

SUMMARY

- Panik Button offers a unique and tested solution that is first to market in providing comprehensive crisis management and cyber security resilience.
- Its approach addresses the critical need for rapid business continuity by enabling organizations to achieve operational continuity within one hour of a crisis.
- The platform streamlines crisis management processes through its all-in-one platform, integrating communication tools, data access, and recovery procedures.
- Panik Button strengthens cyber security resilience by providing a secure infrastructure that minimizes the impact of cyber attacks.
- By reducing the financial impact of cyber incidents and streamlining crisis response efforts, Panik Button helps organizations save money and protect their bottom line, ultimately leading to improved financial stability and operational efficiency.