



Unlocking the opportunities SafeNet and Gemalto APAC Partner Summit 2015



ONE COMPANY
DOUBLE THE OPPORTUNITY

About Cogito

Cogito Group are

- > Designers,
- > System integrators,
- > Sustainment specialists.

Cogito focus on Identity and Security services
Resellers of Gemalto and Safenet for years



Cogito Group

Complimentary product suite



Security at the edge

- > Front-end solutions
- > EMV smartcards
- > Mobile
- > Payment and Identity
- > e-banking authentication
- > Telco markets



Security at the core

- > Back-end solutions
- > Hardware Security Modules
- > Cryptographic Key Management
- > Encryption
- > Multi-factor Authentication

Complimentary partnership

Benefits for Gemalto and Safenet

- > Complimentary product set: Only one major product overlap – end-user authentication (smartcard, OTP etc)
- > Complimentary in market regional strength: Safenet strong US presence. Gemalto strong European presence.
- > Complementary in market segments: Safenet strong in local US and APAC Government. Gemalto strong in Banking and telecommunications.
- > Partnership allows strength to be realized in all markets for all products.
- > Reduced admin overheads possible
- > Larger sales/sales support footprint
- > More diverse and larger development pool could result in:
 - > New product opportunities
 - > Faster time to market for updates and new products

Complimentary partnership

Opportunities for resellers

- > Product sets are complimentary: Only one major product overlap – end-user authentication
- > For Resellers:
 - > Simpler: 1 reseller agreement; 1 portal
 - > More opportunities: more choice on user auth platforms to pick best fit for client needs and more upsell opportunities.
 - > More products to sell
 - > Potential for acceleration of feature additions and new products assists getting new and maintaining existing customers.
 - > Larger sales/channel support footprint

End-to-End Solution

Opportunities for resellers

- > For the customer – richer product suite and choice in user auth.
- > Case Study: Expanded opportunities within existing client base
 - > Safenet HSM solution sales and limited success with Safenet smartcards led to a larger Gemalto reader and smartcard sale to the same customer
 - > HSM sales have good margin, but do not occur as often as the smaller smartcard/OTP sales.
 - > This type of sale could happen in reverse too.

Questions

- > Please direct any further questions to
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Thank You