

Introducing GetSmart Software's Anti-Ransomware Platform

Our Product

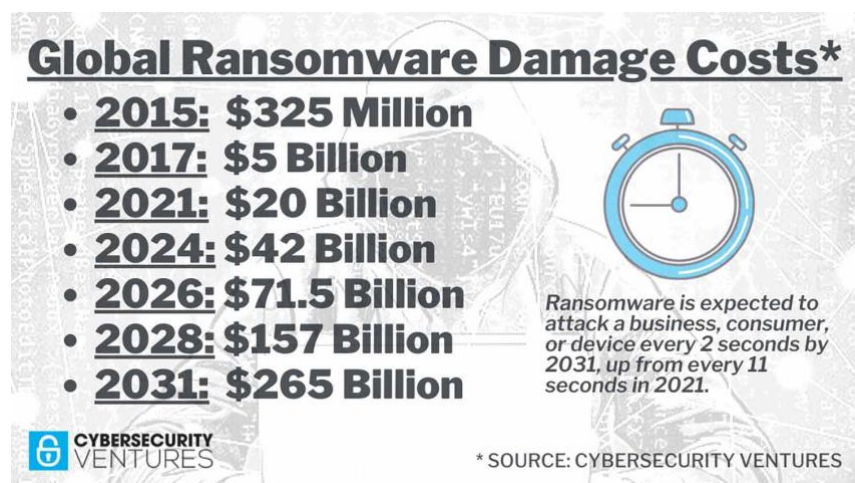
GetSmart Software LLC is pleased to announce its new Anti-Ransomware Preparation and Response Platform, powered by Scientrix. Created by nationally known experts in privacy and cybersecurity, this platform will provide your organization with:

- A pro-active guide to address the potential risk of a ransomware attack to your organization, which incorporates an “all stakeholder” approach to preparing for a potential exploit and responding to an attack.
- A dynamic cloud-based matrix to enable your organization to prepare for and respond to threats. We will help you complete the matrix to suit organizational needs, assigning key teams at the Executive, Legal support, HR, IT and Communications levels.
- Our platform will enable you to track readiness in real time and to update tasks assigned to your teams.

GetSmart Software also offers workshops on cybersecurity and privacy issues, tailored to your organization to assure compliance and a successful outcome.

Ransomware 2021

The damage caused by Ransomware attacks continues to escalate. According to the report of FBI Internet Crime Complaint Center (IC3), 2,474 ransomware complaints were received in 2020. At that time, the average ransomware request had increased from \$5,000 in 2018 to about \$200,000 in 2020.

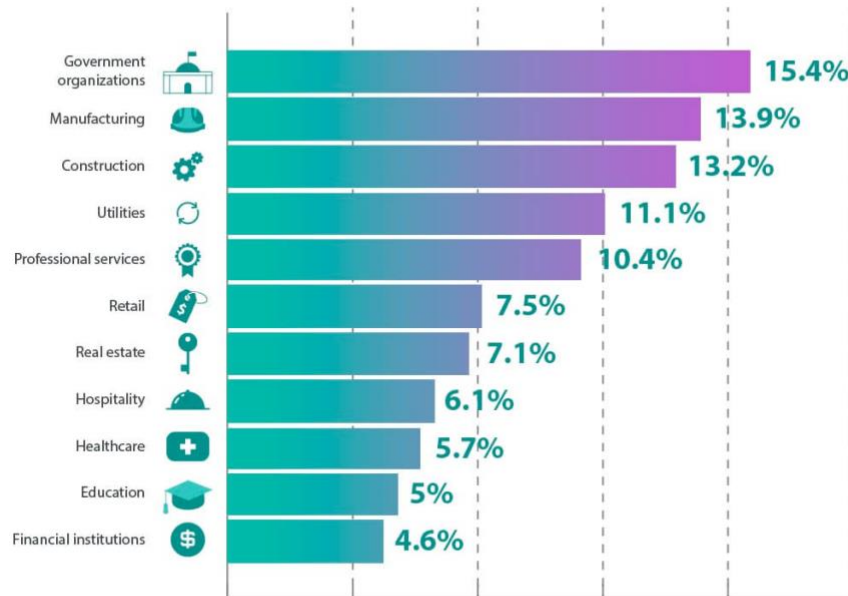


Global ransomware damage costs will reach \$20 billion this 2021, which is 57 times more than it was in 2015. It has been estimated that ransomware attacks hit businesses every 11 seconds in 2021.¹

¹ Sources: *Stop Ransomware*, Cybersecurity and Infrastructure Security Agency, <https://www.cisa.gov/stopransomware>;

In terms of the organizational impact of ransomware over the past year, we have identified the following trends:

INDUSTRIES IN NORTH AMERICA REPORTING RANSOM ATTACKS IN THE LAST YEAR



Percentage of all reported incidents caused by ransomware, as surveyed in 2019



- The rapid shift to remote work during the pandemic has led to more extensive security vulnerability and increased volume of data breach. With remote work, there are simply more entry points into an organization that can be exploited.
- Compromised credentials lead to compromised data: Stolen user credentials were the most common root cause of breaches in the study. At the same time, customer personal data (such as name, email, password) was the most common type of information exposed in data breaches — with 44% of breaches including this type of data.
- Preventing Ransomware attacks requires a unified strategy which engages both leaders and knowledge workers in an organization.

Federal Bureau of Investigation, *INTERNET CRIME REPORT 2020* (2020),
https://www.ic3.gov/Media/PDF/AnnualReport/2020_IC3Report.pdf;

National Security Institute, *The Growing Ransomware Wave*, <https://www.nsi.org/2021/02/15/employee-cyber-security-awareness-ransomware-wave/>

Add randomly significant reference

It's Time to Act

Ransomware is on the rise and shows no sign of slowing down and the cost to business is escalating. These disruptions damage both customer relationships and internal operations.² According to Gartner, by 2025, at least 75% of IT organizations will face one or more attacks.

Adoption of GetSmart's Anti-Ransomware Platform will enable your organization to **lower insurance costs, mitigate risk, and help achieve security compliance.**

Most solutions on the market today are expensive and temporary "one time" fixes. GetSmart Software's solution is affordable and provides an organization with ongoing capability to monitor readiness, by giving a company the tools to manage its cloud-based matrix.

Our SAAS business model is flexible and fits your needs. We charge a license fee scaled to the number of "seats" you wish to create access for on our Anti-Ransomware Platform. There's a discount for an annual subscription. This fee includes support and upgrades. There are no hidden fees. GetSmart Software also provides workshops and training for security and privacy matters, provided on a per-session basis.

Contact us today to get our introductory rates to licenses our Ransomware defense product:

Contact: ted@getsmartsoftware.com

Or set up a meeting through our web site at: www.getsmartsoftware.com

We look forward to hearing from you!

Sincerely,

Alex and Ted Alben for GetSmart Software LLC

² Sources: Stop Ransomware, Cybersecurity and Infrastructure Security Agency, <https://www.cisa.gov/stopransomware> (last visited Oct. 18, 2021); Federal. Bureau of Investigation, INTERNET CRIME REPORT 2020 (2020), https://www.ic3.gov/Media/PDF/AnnualReport/2020_IC3Report.pdf.; National Security Institute, The Growing Ransomware Wave, <https://www.nsi.org/2021/02/15/employee-cyber-security-awareness-ransomware-wave/> (last visited Oct. 24, 2021); and David Braue, Global Ransomware Damage Costs Predicted To Exceed \$265 Billion By 2031(Jun. 3, 2021), <https://cybersecurityventures.com/global-ransomware-damage-costs-predicted-to-reach-250-billion-usd-by-2031/>

Getting Started

To request a demo or to get pricing visit: [Getsmartsoftware.com](https://getsmartsoftware.com)

Email: ted@getsmartsoftware.com

Profile: www.linkedin.com/in/ted-alben-93063a1a4

Ted Alben CEO

Ted currently serves a wide variety of clients across vertical markets including government and the private sector. He is sought out for his expertise in IoT (including legacy physical security) emergency communications (including mass notification), cyber vulnerability, distributed networking, data storage systems, wireless communications, video over IP, and video analytics.

Ted has over twenty years of global experience in Enterprise, Metropolitan, Wide-Area, and Local-Area Networking, all disciplines, including optical, wireless (RF, Microwave, Free Space Optics,) RFID, and high-capacity telecommunication circuits.

A global Cyber Security Specialist, Ted's career highlights include 2008 Olympic Games initiatives for anti-terrorism and emergency operations center design, anti-crime technology development for US DHS and the Colombian Government, and domestic security for metropolitan centers in the UK and British Isles, including Trinidad. Security information network design for six of the top ten US ports for Maritime Domain Awareness.

Alex Alben, President

Alex Alben is a technology executive with a background in law and Internet start-ups. He co-founded GetSmart Software LLC with his brother, Ted, to bring new products to market that help companies solve critical regulatory problems. GetSmart Software recently launched "PII Comply," an application that enables businesses around the country to comply with California's new privacy law.

Alex served as the first Chief Privacy Officer for the State of Washington, coordinating legislative initiatives and internal governance relating to data and technology policy. In 2017 he was named one of the country's twenty "Doers and Dreamers" by GovTech Magazine.

In the private sector, Alex worked at both Starwave Corporation and RealNetworks, Inc. These leading Internet companies pioneered audio and video technology for the Internet including ESPN.com.

Alex received his A.B. with distinction from Stanford University and his J.D. from Stanford Law School. He frequently writes and speaks on privacy and Internet law issues for the Seattle Times, L.A. Times, and other publications. He is the author of "Analog Days: How Technology Rewrote Our Future" and teaches Privacy and Internet Law at the UCLA School of Law.

Partnership with Scientrix (www.scientrix.com)

GetSmart Software has partnered with Scientrix to bring you our Ransomware Prevention/Response Matrix Tool. A global firm, Scientrix has developed the world's leading adaptive strategy platform helping business digitally transform their strategies. Scientrix enables leaders to orchestrate a multi-dimensional strategy:

- Through its nested matrix architecture Scientrix enables leaders to map and connect multiple landscapes and to bring them together in a simple, well-orchestrated and visual way.
- Scientrix allows organizations to develop strategies in a controlled way and make them accessible to people from one single source. This enables teams to align their contributions always to the latest version of the strategy. With quarterly goal setting (OKRs) the organization constantly reflects on the goals and re-calibrates the direction where necessary.
- Scientrix enables the business to adjust quickly through of bi-modal modular operating models. The technology has been built to manage an ecosystem of performance cells which are flexibly configurable into different structures.
- With its unique alignment matrices Scientrix speeds up the alignment of teams and ensures that the teams stay align and share and collaborate. One of the key strengths of the Scientrix matrices and technology is that it breaks down silos.