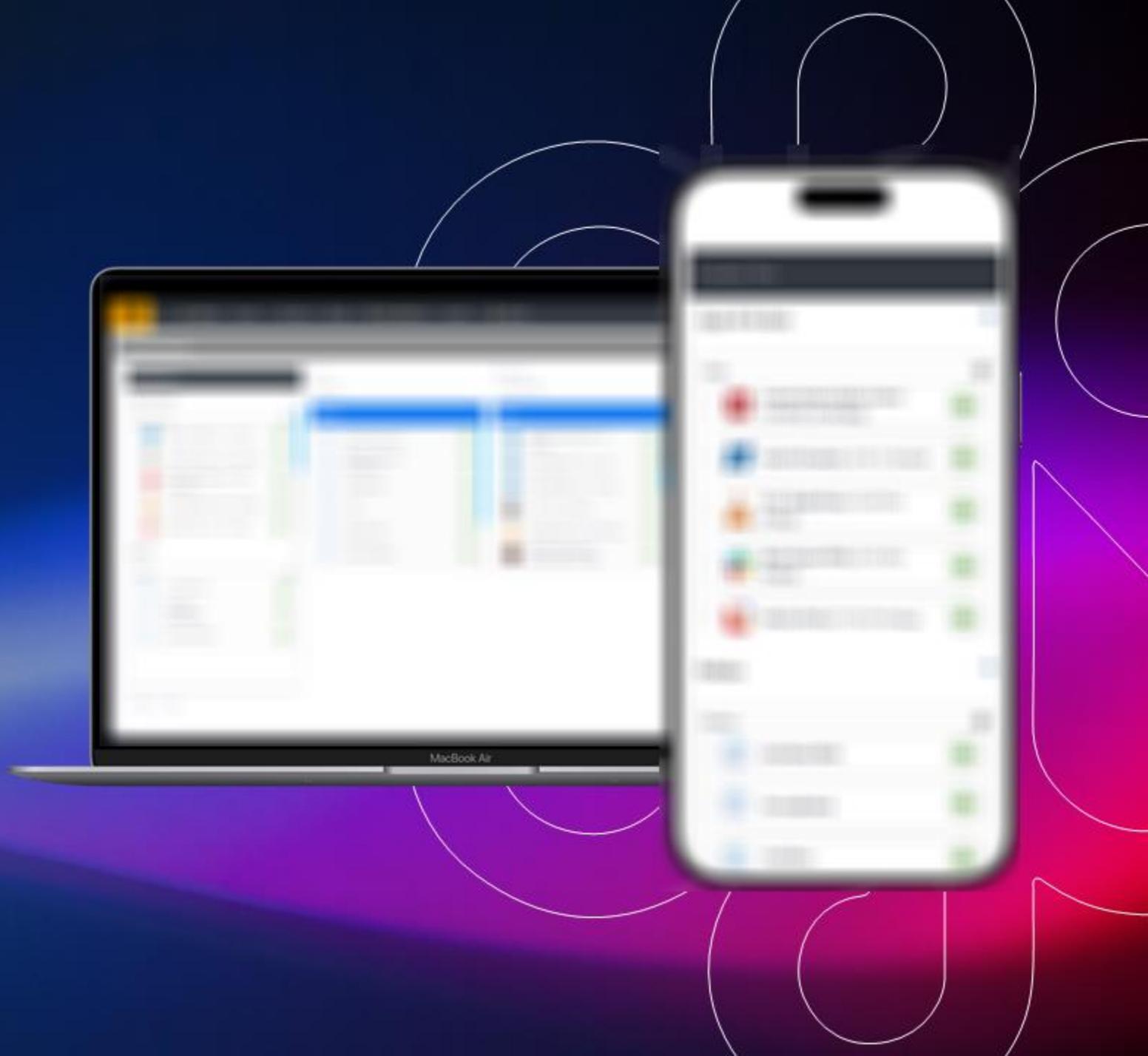


Company ABC

Your AI Admin



Investor Pitch Deck 2024

Organizations Need Control Over Their Devices

IT Departments need access to worker's devices for:



Operating Systems
Deployment



Software
Installation



Configuration



Inventory
Tracking



Visibility



Security



Compliance

Traditional Processes Are Inefficient

User-Driven Deployment



Build
Images



Gather
Drivers



Implement
Complex
Infrastructure



Deploy
Windows on
Individual
Devices

Drawbacks of User-Driven Deployment



Long Work Hours
& Deployment



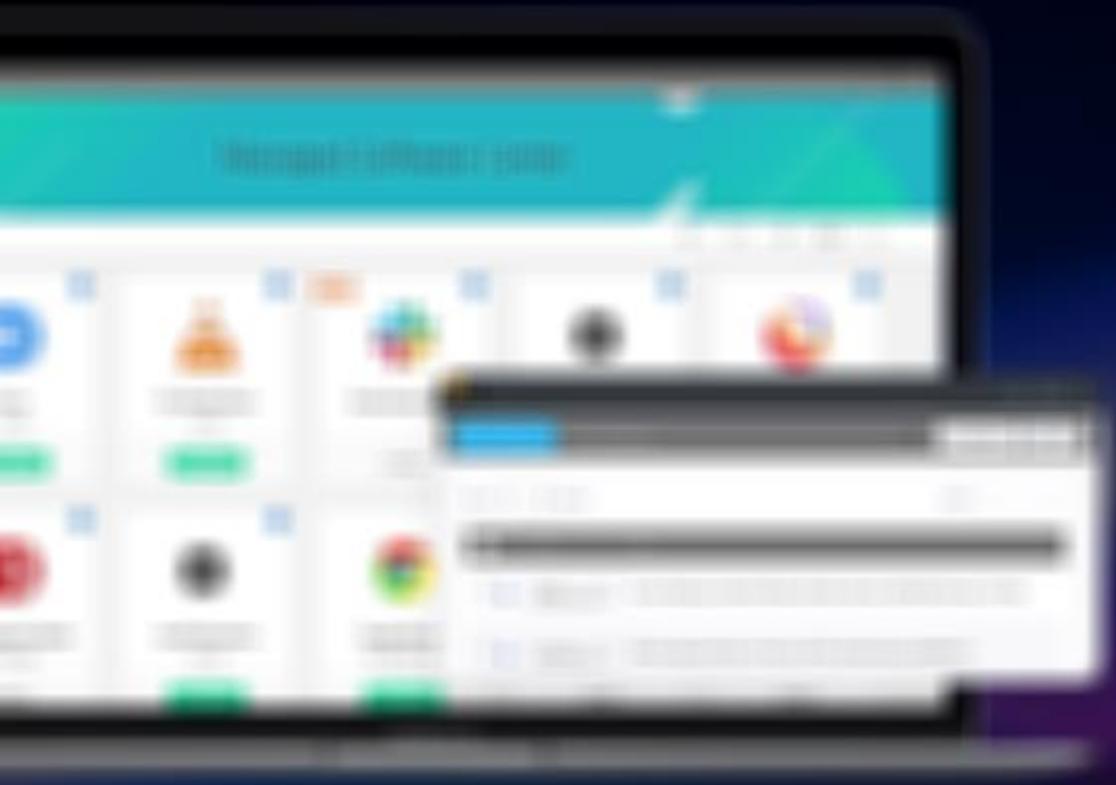
Increased I.T Staff
Requirement



Higher
Costs

HOW Company ABC SAVES YOU THE HASSLE

Configure Devices Within Minutes With Company ABC



➤ Automated Application Management

Company ABC provides access to thousands of prepackages apps with the option to "auto-update" and deliver to endpoints through self service software center.

➤ Limitless Policies and Configurations

Largest library of pre-made profiles & configurations (known as GPO in legacy tools) to customize the way your organization defines security and productivity.

➤ Modern Management

With our state of the art and modern interface, administrators can easily perform thousands of complex tasks.

Modern Endpoint Management Solutions are Inadequate

Despite using almost 6 different solutions, I.T professionals have to write lines of codes for customization

Company are using separate solutions for

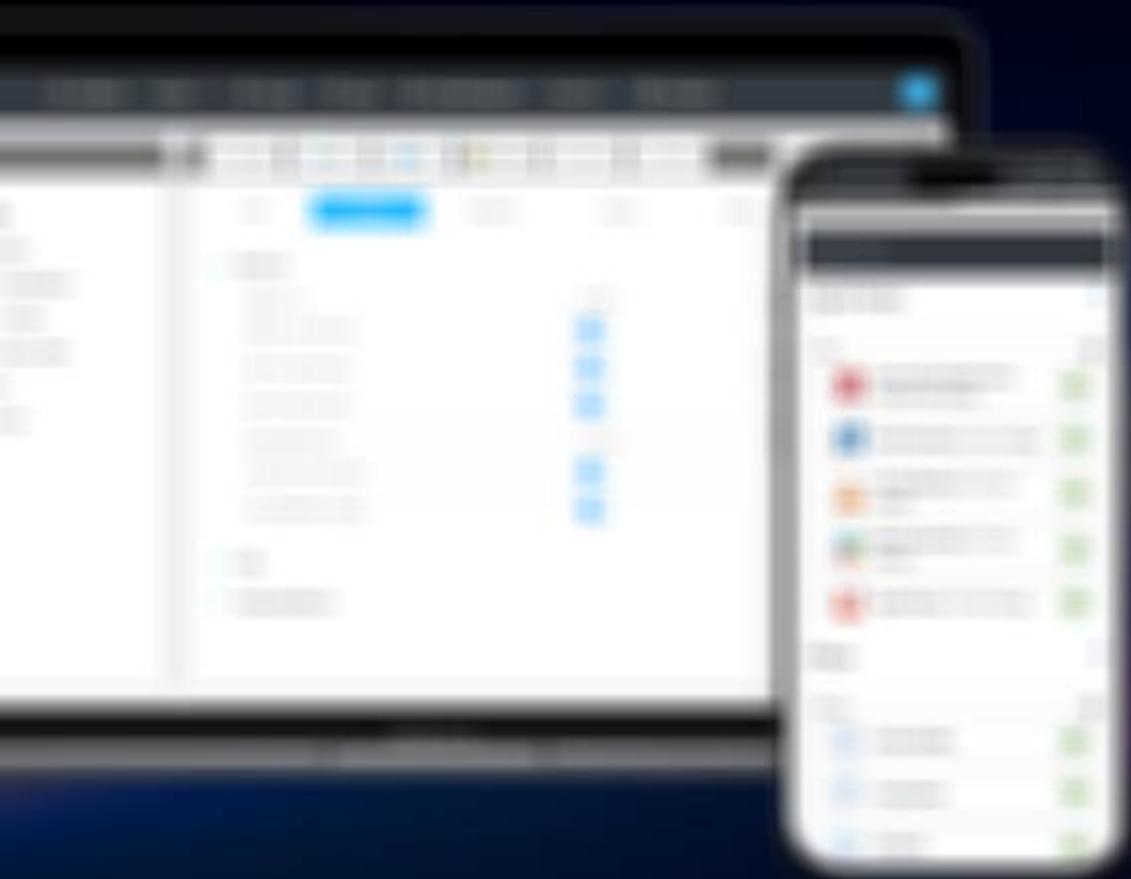
- Asset Management
- Endpoint Management
- Cache Management
- Automation
- Reporting/Monitoring
- Security

Drawbacks

- Separate departments managing each solution vertical
- Long hours writing scripts
- Lack of connectivity between different solutions
- Additional Costs

SAVES COMPANIES UP TO XX% ON I.T COSTS

Company ABC: All Solutions Bundled Into One

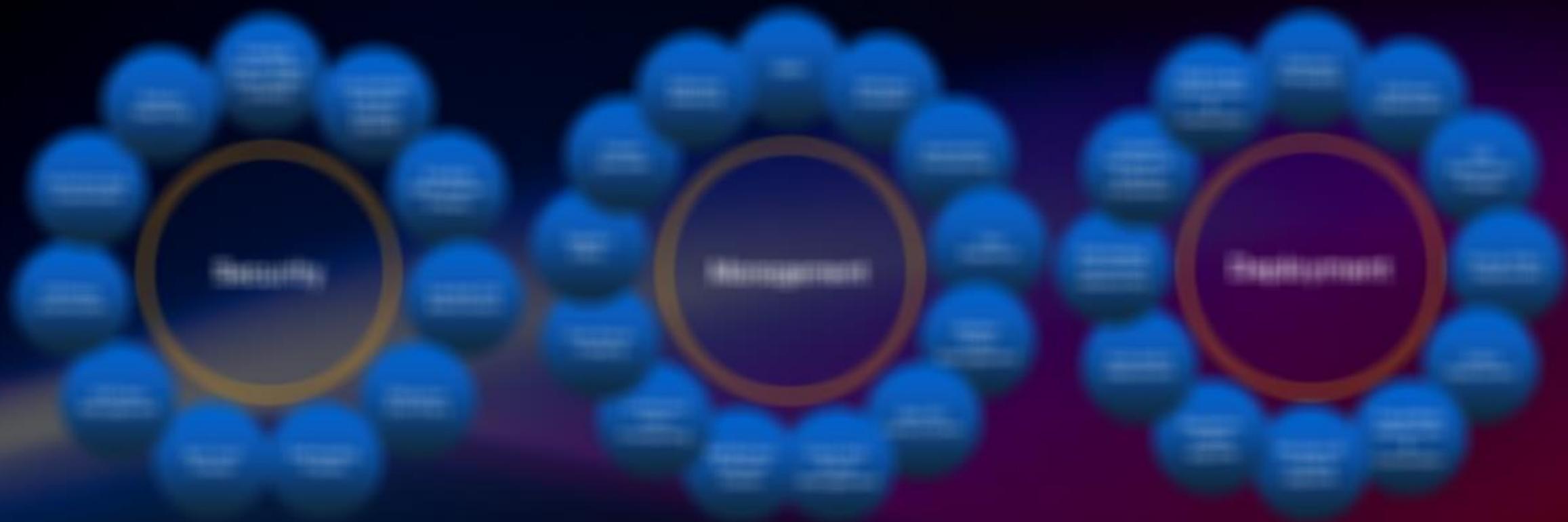


- End-to-end Mobile Device Management
- Limitless Features & Configurations

Company ABC

The Product: Company ABC AI

Largest set of tools for Windows-based systems packaged into single platform



Why Now?

➤ Remote Work is the New Norm

The pandemic changed the working environment completely. With more employees working from home, being able to manage and monitor devices is more important for companies than ever.

➤ The Need To Consolidate IT Department

With the advancement in technology, companies are looking for ways to consolidate their IT department, limit third-party reliance and cut on third-party spendings. Hence, this is an ideal time to launch a product that aggregates all the endpoint management related requirements and provides a one-stop solution.



How It Works?

01

Step 1: Initial setup and configuration of the system. This includes defining user roles, permissions, and data sources. The system is then deployed to the production environment.

02

Step 2: Data ingestion and processing. The system collects data from various sources and processes it to generate insights and reports. This step involves data cleaning, transformation, and aggregation.

03

Step 3: Data analysis and reporting. The system provides a user interface for data analysis and reporting. Users can create custom reports, dashboards, and visualizations to track key performance indicators (KPIs).

04

Step 4: System maintenance and updates. The system is regularly updated with new features and bug fixes. This step involves testing, deployment, and monitoring to ensure the system remains stable and secure.

Straight Forward Pricing Model



Implementation
Services

\$XX,000

Per Annum



Solution
Licensing

\$X/Device

Per Month



Annual
Support

\$XX,000

Per Month

Market Expansion Strategy



Partnerships

- Identify potential partners in the target market.
- Research partner capabilities and resources.
- Develop a mutually beneficial partnership agreement.
- Establish clear communication channels and roles.
- Monitor and evaluate the partnership's performance.
- Build trust and rapport with partners.
- Focus on long-term, strategic relationships.



Marketing

- Conduct market research to understand customer needs and preferences.
- Develop a targeted marketing mix (product, price, place, promotion).
- Utilize digital marketing channels (social media, email, search engines).
- Implement traditional marketing tactics (print, TV, radio).
- Monitor and analyze marketing performance using KPIs.
- Adjust marketing strategies based on market feedback.
- Build a strong brand identity and reputation.



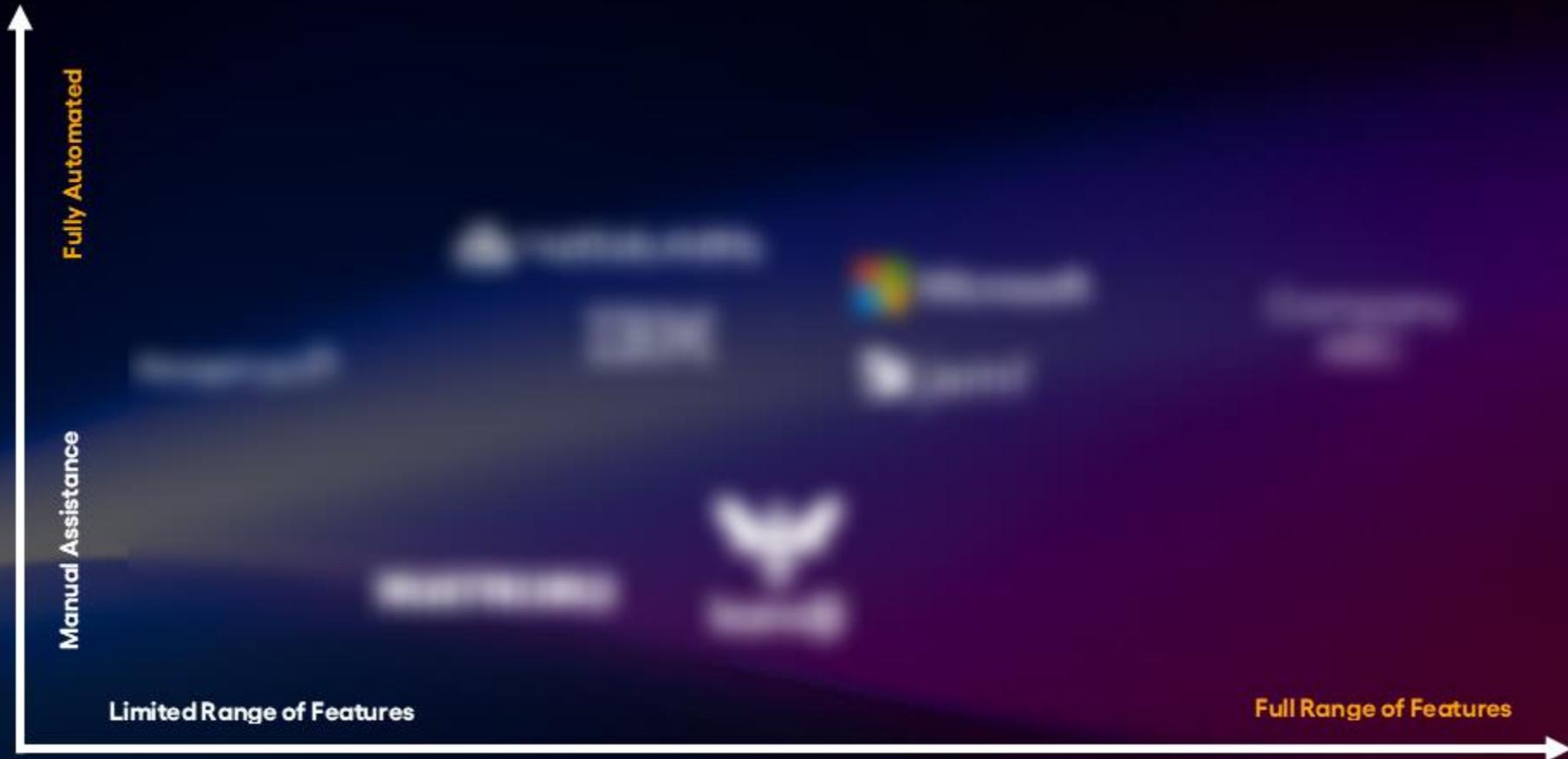
Development

- Invest in research and development (R&D) to create innovative products.
- Optimize existing products for the target market.
- Develop a robust supply chain and distribution network.
- Ensure product quality and reliability.
- Stay up-to-date with industry trends and technological advancements.
- Collaborate with partners and suppliers for resource optimization.
- Focus on customer experience and satisfaction.

Company ABC

Competitive Landscape

Company ABC provides full range of MDM tools that can be incorporated through simple drag & drop.



Key Market Stats

Global Unified Endpoint Management Market **2020 to 2030**



Forces Shaping the Market

- Continued acceptance of remote or hybrid work models in place of exclusively in-office work.
- Integration with endpoint analytics and endpoint security tools.
- A greater focus on intelligence and automation to drive efficiencies and improve Digital Employee Experience (DEX).
- Cloud-based delivery, as opposed to on-premise adoption, will dominate the market.

Company ABC

Use Of Funds

\$5,000,000

Investment

50%

Administrative: Operations and other SG&A to support expansion

30%

R&D: Investment into building and launching future features

20%

Sales & Marketing

Appendices

Financial Projections

Pro Forma Profit And Loss

	Year 1	Year 2	Year 3	Year 4	Year 5
IMPLEMENTATION REVENUE	100,000	200,000	300,000	400,000	500,000
LICENCE REVENUE	50,000	100,000	150,000	200,000	250,000
SUPPORT REVENUE	20,000	40,000	60,000	80,000	100,000
Revenue	170,000	340,000	510,000	680,000	850,000
Expenses					
Endpoint Cost	50,000	100,000	150,000	200,000	250,000
R&D Cost	30,000	60,000	90,000	120,000	150,000
Advertising & Promotions	20,000	40,000	60,000	80,000	100,000
Travel & entertainment	10,000	20,000	30,000	40,000	50,000
Office Expenses (Admin)	10,000	20,000	30,000	40,000	50,000
Licence & Fee	5,000	10,000	15,000	20,000	25,000
Total Operating Expenses	125,000	250,000	375,000	500,000	625,000
Wages & Payroll	50,000	100,000	150,000	200,000	250,000
EBITDA	45,000	90,000	135,000	180,000	225,000
Net Income/Revenue	26.5%	26.5%	26.5%	26.5%	26.5%

Company ABC

Gartner UEM Magic Quadrant & Our Vision



Market Positioning

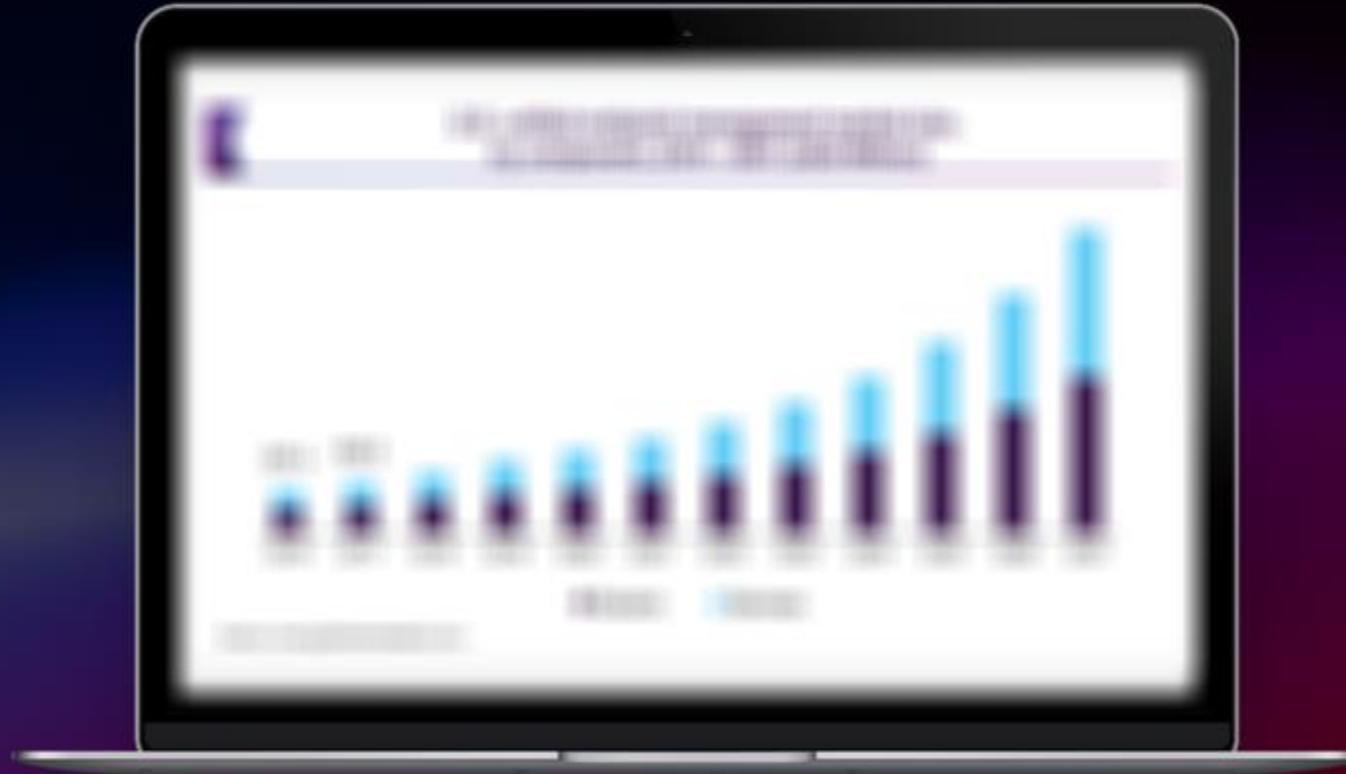
	Company A	Company B	Company C	Company D	Company E
Product 1	High	Medium	Low	High	Medium
Product 2	High	High	Medium	High	High
Product 3	High	Medium	Low	Medium	Low
Product 4	High	Medium	Medium	Medium	Medium
Product 5	High	Medium	Low	Medium	High
Product 6	High	Medium	Medium	Medium	Medium
Product 7	High	Medium	Low	Medium	Medium
Product 8	High	Medium	Medium	Medium	Medium
Product 9	High	Medium	Low	Medium	Medium
Product 10	High	Medium	Medium	Medium	Medium

Key Market Trends

Unified Endpoint Management in the US

The Unified Endpoint Management market in the U.S. stood at **US\$XXXX million** in 2017. In 2020, the market size was estimated to be **US\$XX.XX Million**, depicting a 3-year CAGR of **X.X%**.

However, post-COVID, the US market is expected to follow a growth rate similar to the global UEM market. (2,3)



Key Market Trends

Unified Endpoint Management Market by Verticals

- The IT and telecom vertical held the largest revenue share of over **XX%** in 2019, since this vertical has complex IT network components and dedicated servers that manage overall IT assets and flow of application across organizations.
- Banking, Financial services and insurance (BFSI) held the second largest market share in 2019 since this sector had high compliance requirements and endpoint management is crucial.
- The healthcare segment is expected to emerge as the fastest-growing segment over the forecast period due to rapid proliferation of IoT in the healthcare sector. (3)



Key Market Trends

Global Endpoint Security Market Trend

- The global endpoint security market is projected to reach **XX.X billion U.S. dollars** in 2021. The market is projected to continue growing, amounting to more than **XX billion U.S. dollars** in 2025.
- This growth is driven both by an increasing consumer awareness and an organizational need to protect sensitive data and enterprise networks. Unsurprisingly, cybersecurity is among the most important IT priorities for companies worldwide. (4)

