

ABOUT RETARUS

With its outstanding solutions and services, intelligent infrastructure, and patented technology, Retarus manages communication for companies worldwide. Retarus' state-of-the-art technologies, highly available data centers, and innovative cloud messaging platform offer maximum security, maximum performance, and business continuity. With experience in steering information flows at the enterprise level, Retarus ensures that information is transferred securely and reliably to the right place, at the right time, in the right format – since 1992 and with now 15 subsidiaries on four continents. 25 percent of S&P100 companies as well as numerous Fortune 500 companies in the banking, finance and healthcare sectors rely on Retarus' services.

WHAT'S IN FOR YOUR CUSTOMER?

Cloudifies Technology

- Provides scalability, agility & ongoing innovation
- Replaces on-premise email security, email relays
- Integrates smoothly into complex landscapes

Protects the Business

- Complete email security for workplace & apps
- Extended security layer for Microsoft 365 / Google Workspace
- World-class operations and support

Keeps Control of Application Emails

- Top performance for deliverability
- Strict compliance and local processing
- Detailed monitoring, reporting data via API

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|-------------------------------|---|---|
| RETARUS SECURE EMAIL PLATFORM | EMAIL SECURITY Protects even against sophisticated attacks | <ul style="list-style-type: none"> • Essential protection • Advanced threat protection • Postdelivery protection |
| | TRANSACTIONAL EMAIL Makes processes more performant via reliable send-out of application emails | <ul style="list-style-type: none"> • API integration • High deliverability & throughput • Security for application emails |
| | INFORMATION PROTECTION Provides encryption for any device to anybody | <ul style="list-style-type: none"> • Secure webmail • Password-based encryption • Data loss prevention • Key-based encryption (PGP/SMIME) |
| | INFRASTRUCTURE & MANAGEMENT Protects the business via compliant and seamless operations | <ul style="list-style-type: none"> • Compliance archive • Email continuity • Predelivery Logic & forensic SIEM • Live search with granular access |

VALUE PROPOSITION

For IT Operations

- One platform for complex email landscapes & applications
- Optimized for end-users and administrators
- Highly responsive local & global support

For the CISO

- Good is not good enough: Best of breed technology
- Postdelivery protection for automated threat response
- Enabling for sophisticated threat intelligence, e.g. SIEM

For the Compliance Officer / GDPR Responsible

- Comprehensive set of encryption options
- Enhanced options (granular access rights, audits)
- Fully GDPR compliant, European HQ

For Procurement

- Licensing is tricky: Tailored for specific needs
- Transparent pricing, also for archive and SIEM
- Pay-per-use on a monthly base

HOW TO SPOT POTENTIAL...

...TARGETS

GENERAL TARGET CUSTOMERS

- **All verticals**
- **Heterogenous market**, wide range of different levels of IT security implemented
- Many customers have **no dedicated cyber security units**
- Embedded base
 - **60% cloud-based, 40% on-premises**
 - on-premise partly bundled or discounted with other IT security technology (e.g. Cisco firewalls)

BUYING CENTER ROLES

- **CIO / CTO**
- **IT Operations** for IT infrastructure or collaboration (*EU: major decision maker / US: influencer*)
- **CISO** (*EU: strong influencer or decider for ATP / US: major decision maker*)
- **Compliance officer** (*influencer*)
- **Procurement** (*influencer*)

...OPPORTUNITIES

OPERATIONAL OPPORTUNITY

- **Security Breach**, e.g. reported in the news or reported by the customers themselves
- **Merger, spin off, carve-out**
- **Organizational cloud directives, Infrastructure upgrades** (e.g. Microsoft 365/hosted email migration, server virtualization)
- **Data center migration/consolidation**
- Industries that handle **sensitive critical messages**

TECHNICAL OPPORTUNITY

- **Process, technology, people change**
- **Major infrastructure changes**, e.g. Microsoft 365 or Google Workspace implementation
- **Regulatory gaps of existing solution (GDPR)**

FINANCIAL OPPORTUNITY

- IT budgeting or CAPEX/OPEX **cost reduction initiatives**
- IT department **personnel reduction**
- **Support** and maintenance constraints
- **Renewal of existing software** or appliances licenses
- **Price benchmarking**

...TALKING POINTS

QUALIFYING QUESTIONS

- How do you currently handle email security - via software/appliance solutions or cloud provider?
- What applications/systems do you currently support via email? e.g. SAP, Microsoft 365...
- What is your solution in case of a system failure?
- How are you achieving business continuity?
- How much does one hour of downtime cost in lost revenue and productivity?
- Is your email security solution fault tolerant across multiple data centers?
- How often do you need to upgrade to integrate into new technology?
- What security or compliance standards does your organization have to adhere to? e.g. HIPAA, SOX, PCI-DSS...
- What is the monthly cost for your email security infrastructure? Incl. personnel, support / maintenance



INTERNATIONAL LOCATIONS

Global headquarters: Munich, Germany

US headquarters: Secaucus, NJ

US regional offices: Boston, Atlanta

International subsidiaries

- Madrid, Spain
- Paris, France
- Milano, Italy
- Vienna, Austria
- Glattbrugg, Switzerland
- Reading, UK
- Singapore, APAC

ANALYST COVERAGE

Gartner

positions Retarus as a regionally focused **secure email gateway vendor (SEG)** ⁽¹⁾

Forrester

positions Retarus in the Forrester Wave **Enterprise Email Security** ⁽²⁾

Forrester

presents Retarus as Europe-focused provider of a complete secure **email gateway solution** ⁽³⁾

Forrester

mentions Retarus' broad **email security capabilities** ⁽⁴⁾

Radicati

positions Retarus as the top trail blazer of global **email security** providers ⁽⁵⁾

Forrester

Retarus acknowledged as the only **email security** provider based in continental Europe ⁽⁶⁾

Utilities



Retail



Automotive



Manufacturing



B/S/H/



Financial Services



Sources

⁽¹⁾ Gartner, 8 Sep 2020, G00722358, M. Harris, P. Firstbrook, R. Chugh, Market Guide for Email Security

⁽²⁾ Forrester, 16 May 2019, 144398, J. Blankenship, The Forrester Wave™: Enterprise Email Security Q2 2019

⁽³⁾ Forrester, 14 Jul 2020, 157554, J. Blankenship, C. O'Malley, Now Tech: Enterprise Email Security Providers, Q3 2020

⁽⁴⁾ Forrester, 8 Jan 2019, 14534, J. Blankenship, N. Hayes, C. O'Malley, Forrester Now Tech: Antiphishing Solutions

⁽⁵⁾ Radicati, Oct 2019, S. Radicati, Radicati Market Quadrant Secure Email Gateways 2019

⁽⁶⁾ Forrester, Sep 2020, 162396, D. Holmes, S. Carielli, A. Cser, C. Cunningham, C. Sherman, B., C. O'Malley, The Forrester Tech Tide™: Zero Trust Threat Prevention, Q3 2020