Cycurity

Compliance & Competitive Intelligence

Company Profile

Cycurity Vision Ltd. specializes in Compliance, Competitive & Business Intelligence and Reputation Management. The company was established in March 2013 as a merger between A.H. Intel System and KYCINT. The company's founders are two veteran, high-ranking officers of the Israeli Intelligence Community.

Growing rapidly, the company currently employs over 50 people recruited from several elite IDF Intelligence research units. In addition to research backgrounds we employ professionals with mother tongue capabilities according to the countries in which we are operating the social network influence and lobbying projects.

All of the company's expert analysts are capable of conducting multi-lingual OSINT (Open Source Intelligence) researches, to operate multiple Online Reputation Management projects, as well as to approach multiple HUMINT (Human Intelligence) sources. This enables the company to produce, deep and comprehensive intelligence reports.

Cycurity's technological capabilities are managed partly in-house, with proprietary technology and partly through an array of partnerships and relationships. All of our technical personnel are highly skilled and experienced individuals, all of whom have years of experience in different branches of the Israeli Security Intelligence organizations and a proven track record of business collaboration.

CYCURITY RESEARCH DEPARTMENT

RELATED SERVICES

Cycurity's Research Department is comprised of intelligence officers recruited from elite IDF Intelligence research units, who specialize in research and analysis of market segments and companies across all sectors. We start every project with an intelligence audit to pinpoint the client's knowledge gaps. Applying technology, human resources, multilingual skills and wide expertise, our Research Department is capable of responding thoroughly and professionally to complex intelligence needs.

Cycurity's Research Department offers a wide range of intelligence related services:

- COMPLIANCE / ENHANCED DUE DILIGENCE KYC REPORTS

- CI (COMPETITIVE INTELLIGENCE) RESEARCH

- MARKET ANALYSIS RESEARCH / BI (BUSINESS INTELLIGENCE)

- INTELLIGENCE RESEARCH SUPPORTING BIDS FOR TENDERS

- INTELLIGENCE RESEARCH ON A VARIETY OF ISSUES

COMPLIANCE KYC REPORTS

Following the global stringency of anti-corruption regulations in the governmental, public and private sectors, Cycurity's Research Department makes use of its intelligence infrastructure of expert analysts and researchers in becoming an integral part of institutes' compliance programs. Our KYC reports offer compliance officers in every field an enhanced due-diligence of any high-risk third parties. Our vast knowledge and expertise in the compliance field has positioned us as market leaders. We support a wide range of institutions globally committed to a variety of regulatory bodies such as: OECD anti bribery convention, FCPA and UK anti-bribery act. Cycurity's Research Department keeps up to date with all the global compliance regulations following over 1300 global risk compliance and sanctions lists on a daily basis.

KYC reports are now a regulatory requirement for compliance officers for most international businesses in order to comply with the relatively new anti-bribery acts. All agents and representatives, involved in the marketing and sales circles of international businesses, have to be monitored to avoid violation of the anti-bribery laws and to avoid the risk of penalty and sanctions. Cycurity provides in-depth exhaustive enhanced due-diligence reports on companies and individuals in line with all international regulations.

CI (COMPETITIVE INTELLIGENCE) RESEARCH

Cycurity's Research Department takes pride in its vast experience in the field of Competitive Intelligence. Using an array of open sources, human resources, confidential databases and unique techniques of gathering information, Cycurity's research department creates the most comprehensive CI research regarding companies in markets of interest. Cycurity's professional team of analysts have a wide range of expertise in creating precise reports regarding competitors, their products and services, financial information, litigation aspects, risk assessment or any other required information in every field of every market sector.

MARKET ANALYSIS RESEARCH / BI

Cycurity's professional team of Intelligence Officers are highly experienced in a wide range of fields and market sectors. Our Research Department offers extensive tailored-made Market Analysis Reports upon request. The Research Department's versatile knowledge and experience generates unique reports regarding any market in any region focusing on financial aspects, governmental or geopolitical issues, technical and technological readiness of the various market sectors, emphasizing and broadening the research on demand. Using cutting edge research techniques, combined with a global network of sources and Cycurity's skilled analysts put together the most comprehensive and extensive Market Analysis meeting the client's unique requirements. When a company is considering opening a new market, introducing a new product range or changing a business strategy Cycurity's Market Analysis Research will provide a detailed and precise report enabling an important preliminary understanding of the relevant market. This service allows institutes to reduce risk and cost effective decision making in every business venture.
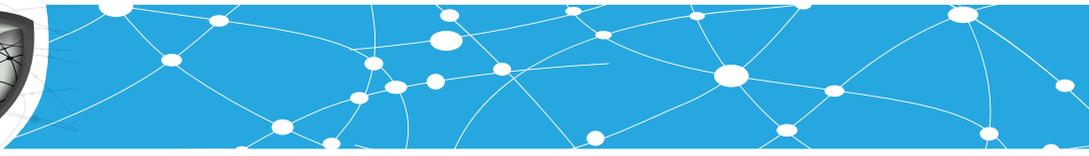
INTELLIGENCE RESEARCH SUPPORTING BIDS FOR TENDERS

In the preparation process of creating a winning bid for a tender, Cycurity's Research Department's vast expertise and global knowledge in a variety of fields fully completes the offered bid, by creating a comprehensive, accurate and thorough report regarding any and all parameters required by the tender. Our specialty is creating a Geopolitical analysis of the relevant country / region emphasizing the compatibility of the equipment requirements of the tender making the bid the most adequate offer compared to any other offer. Our expertise offering this unique service creates precise and perfected bids which puts our clientele one step ahead of any competition.

PERIODIC INTELLIGENCE RESEARCH ON A VARIETY OF ISSUES

Cycurity's Research Department's capabilities allow for efficient production of targeted status papers regarding a wide range of required issues in any country / region such as: Political assessments, regional stability, Internal affairs, National and general security issues, Terror, radical Islam, Foreign Affairs, Regional conflicts etc. Our professional and versatile team of intelligence officers offer professional reports in any quantity and in any time frame required.

Reputation Management Overview

The rise of social media has revolutionized the Internet through its ability to connect people and help them spread their opinions and Ideas. People search for reviews online before purchasing a product. Businessperson look up their business associates online. Social networks are where people look for reliable, trustworthy information and opinion.

An expert in the field of Intelligence Analysis, Cycurity understands the importance of online brand and personal reputation. This allows us not only to paint a comprehensive intelligence picture fitting the client's knowledge needs, but also to control the way reputation is reflected online.

The proliferation of social media brought about the need to manage one's online reputation, be it personal or business – Bad news travels faster through social networks and negative sentiment can severely damage reputation and business. We proactively help our clients to take control and manage their online reputation and turn negative sentiment to positive growth.

This requires a multifaceted process, the first step of which is monitoring (i.e. listening to) social network traffic. However, not only is following what people are saying online a daunting and onerous task, in itself is not enough anymore. In the social age people expect swift engagement. Cycurity's services allow our clients to make their voice heard rapidly and contextually through generated content and one-on-one discussions. Thus, client can impact the flow of information by providing their side of the story where and when it matters.

Cycurity's Reputation Management Solutions

Social networks are a critical medium for reputation and crisis management, marketing campaigns and the political arena. Industry thought leaders, politicians and influencers, are all active on social networks. Strategy planners need to cultivate tens of thousands of social relations to get their message out and shape the conversation.

Fostering multiple relations on social networks in a manual fashion, rarely works well. It is a complex process with a long ramp up period, and most marketing teams fail to forge true relationships on the net.

Our service combines a unique technological platform and an experienced operational team. We begin by creating a strategic plan to deliver our clients messages to the right influencers and thought leaders. Using sophisticated social algorithms; we identify, befriend and cultivate relations with a large number of relevant influencers, including thought leaders, journalists and business executives.

We build and maintain the necessary technological and operational infrastructure to execute the strategic plan in a highly professional manner. We then transform our clients' messages into informative and compelling content, suitable for consumptions on social networks and customized for the particular targeted community.

Once we have all the pieces in place, we execute hundreds of social campaigns every month to:
- Increase positive reputation
- Reduce impact of negative publicity
- Provide real-time feedback regarding your messages and market perception

Our solution technology and methodology is intelligence based. We work alongside lobbyists, PR companies and regular advertising and marketing teams.

Our solution is based on building relevant relationships and establishing trust. It is a long process that results in real positive relationships with our relevant identified audiences.

Our services have been used by a variety of customers, including major conglomerates. Our team has close to a decade of experience in delivering successful results in high stake situations.

Grassroots Lobbying

The past decade has witnessed social networks taking over the public arena by storm, quickly shifting the fulcrum of public, social and political debate toward the virtual sphere. With this newly formed cyber Hyde Park boxes, vox populi has gained a new, resounding voice, that has already sent political ripples across the globe. Ideas, perceptions and values go viral daily and change not only the way we look at our world, but our political reality itself. Political leaders are constantly listening to their voters, adjusting their stances and actions to stay in sync with their communities. Changes that were once brought to life on the streets - are now happening online. What might start as an innocuous post by an a-political person can rapidly develop in to a full-blown tsunami of cyber pandemonium with the potential to dramatically affect political maps.

Cycurity's technology and unique strategic planning modernize and improve grassroots lobbying by recruiting the voice of citizens to generate a never-before-seen directed mobilization of masses that revolutionize and further democratize the way people interact and impact legislative and regulatory entities. By combining grassroots lobbying with the tremendous power of social networks, we bring a game-changer to the way public campaigns are generated and managed.

Large Scale 1:1 Marketing

Relationships are an important part of any business activity, but the age of Internet has depleted one basic business interaction of its relationship aspect: marketing. Our ads reflect our interests and desires. They match our age group, social status and whereabouts – but today's Ad Blindness is yesterday's door slamming at the vacuum cleaners' sales agent's face.

Cycurity's technology brings back your relationship with your client into your online marketing flow. We foster one-to-one long-term relationships with thousands of predefined targeted online community members. These relationships are harnessed and transformed into a genuine interest in your brand, product or business activities. Brand placement, brand reputation enhancement and consumer mobilization are made a lot easier with carefully cultivated receptiveness.

Public Image and Reputation Enhancement

Reputation is an asset often neglected or mismanaged. The higher your activity profile is, the greater your exposure and risk – for you personally, or for your Company. Public opinion, as reflected online both on social and traditional media outlets, tells the world who you are and determines the scope of opportunities your business will attract. Your public image shouldn't be left to the random, rating driven whims of the media or your competitors' interests.

Cycurity's technology provides you with the tools to shape your own reputation. We offer an intelligence backed strategic approach to take control of your online public image. Be it crisis management or a meticulously planned, proactive reputational rebirth: our technology and multi-lingual analyst team will reshape your public image anywhere.
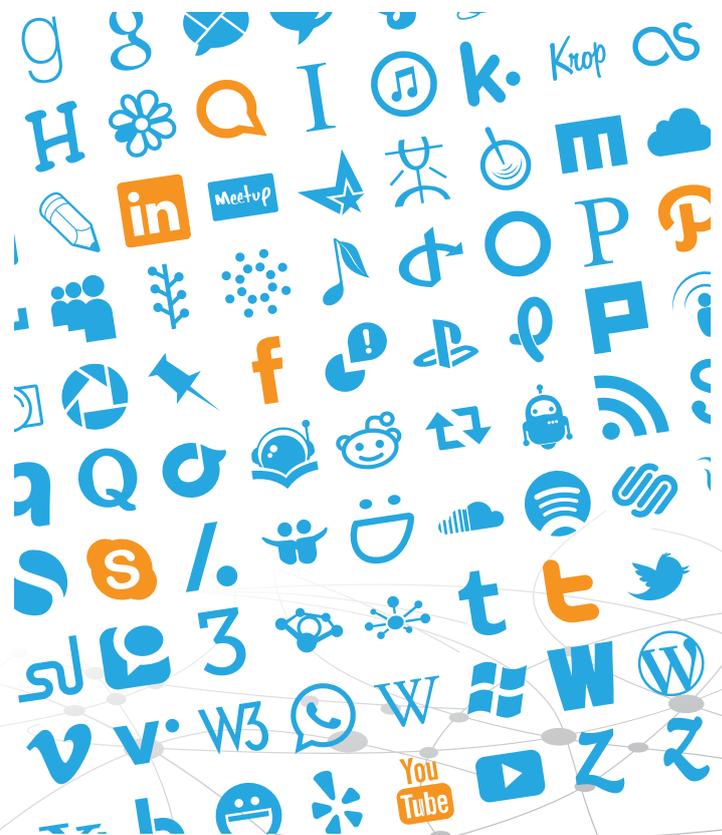
Counter-SEO (CSEO)

'Bury Search Results – Enhance your Online Image'

Cycurity's CSEO Division is comprised of experts with vast experience in the SEO field. We have identified the requirement of many entities and individuals to enhance their online image that suffer from negative and irrelevant search results. Standard SEO service providers promote positive search results and improve their clientele's ranking on various search engines. The obvious need to deal with the negative search results that appear on organic searches and harm ones online image are often left unattended.

Cycurity's CSEO Division bridges this gap by using classic SEO tools in addition to our unique techniques in order to bury negative search results that are ranked high and cause reputational damage. Our team of professionals specialize in every aspect of the SEO world to offering full-fledged solutions. We have taken this expertise and converted it, forming the CSEO service which produces tailored solution suited to every scenario and all requirements.

We offer this service to every institute, entity or individual that require a positive enhancement to their online image. A standard CSEO project takes approximately 6 – 8 months with tangible results within a month. This cost effective service guarantees the burial of the problematic search results to an unnoticeable location and is completed by actively maintaining and monitoring this positive status thus assuring a clean and enhanced online image for years to come.

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Cyberspace Intelligence

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