

Swiss Cybersecurity

GZA Webinar – May 27, 2020
6 am PST / 9 am EST / 3 pm CET

with Cyverse AG, Exeon Analytics AG and SIX
Group AG

greaterzuricharea.com/webinars

Your host today



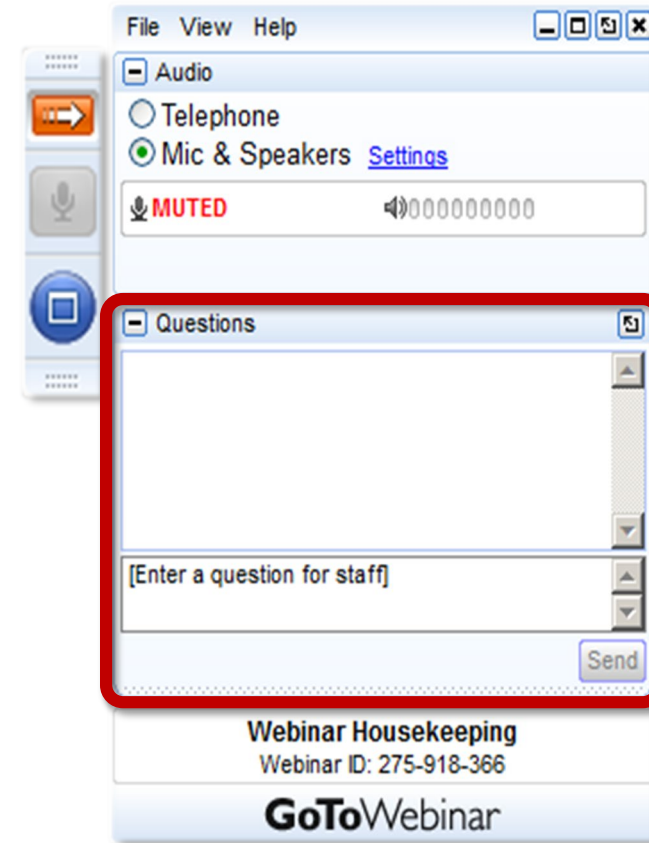
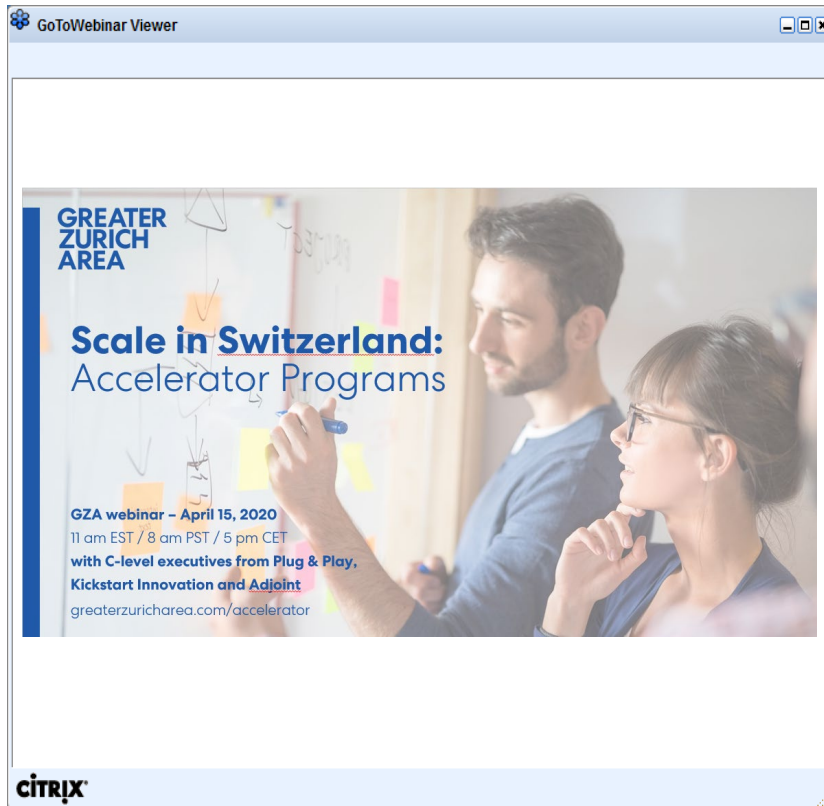
Rolf Bühler

Director Europa

Greater Zurich Area Ltd (GZA)

rolf.Buehler@greaterzuricharea.com

Webinar housekeeping

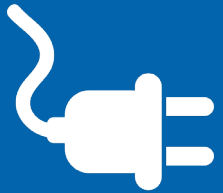


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Greater Zurich Area Ltd (GZA): Your Swiss business concierge



Site selection & site visits

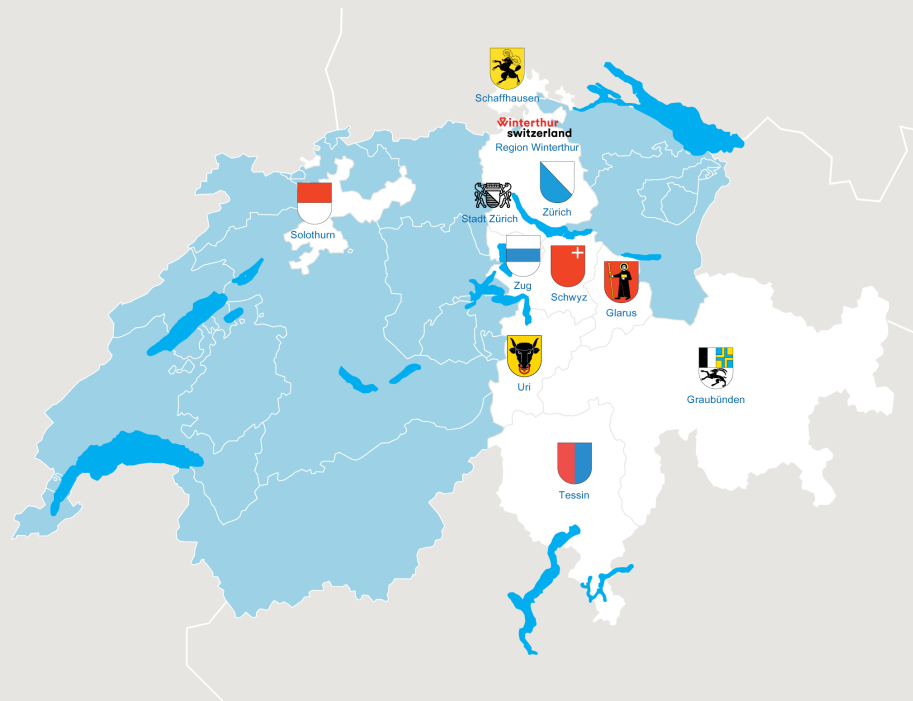


Connect & integrate



Advice & support





amag

BARANDUN
LEGAL & TAX

CHAMgroup

CREDIT SUISSE

eawag
aquatic research

EBP

ETHzürich

EMPA

FLUGHAFENZÜRICH

FRORIEP

Glarner
Kantonalbank

Graubündner
Kantonalbank

IQEQ
Know how Know you

IWG
International Workplace Group

L
LafargeHolcim

MME ||
Legal | Tax | Compliance

packimpex
tailoring relocation solutions

Schaffhauser
Kantonalbank

Schnopp & Partner

SCHWEIZER LUNCH-CHECK
DIE LECKERSTE WAHRUNG DER SCHWEIZ.



Schwyz
Kantonalbank

STEINER

SwissLife

SWISS PRIME SITE

Swiss Re

TECH
CLUSTER
ZUG

UBS

Universität
Zürich

VISCHER
SWISS LAW AND TAX

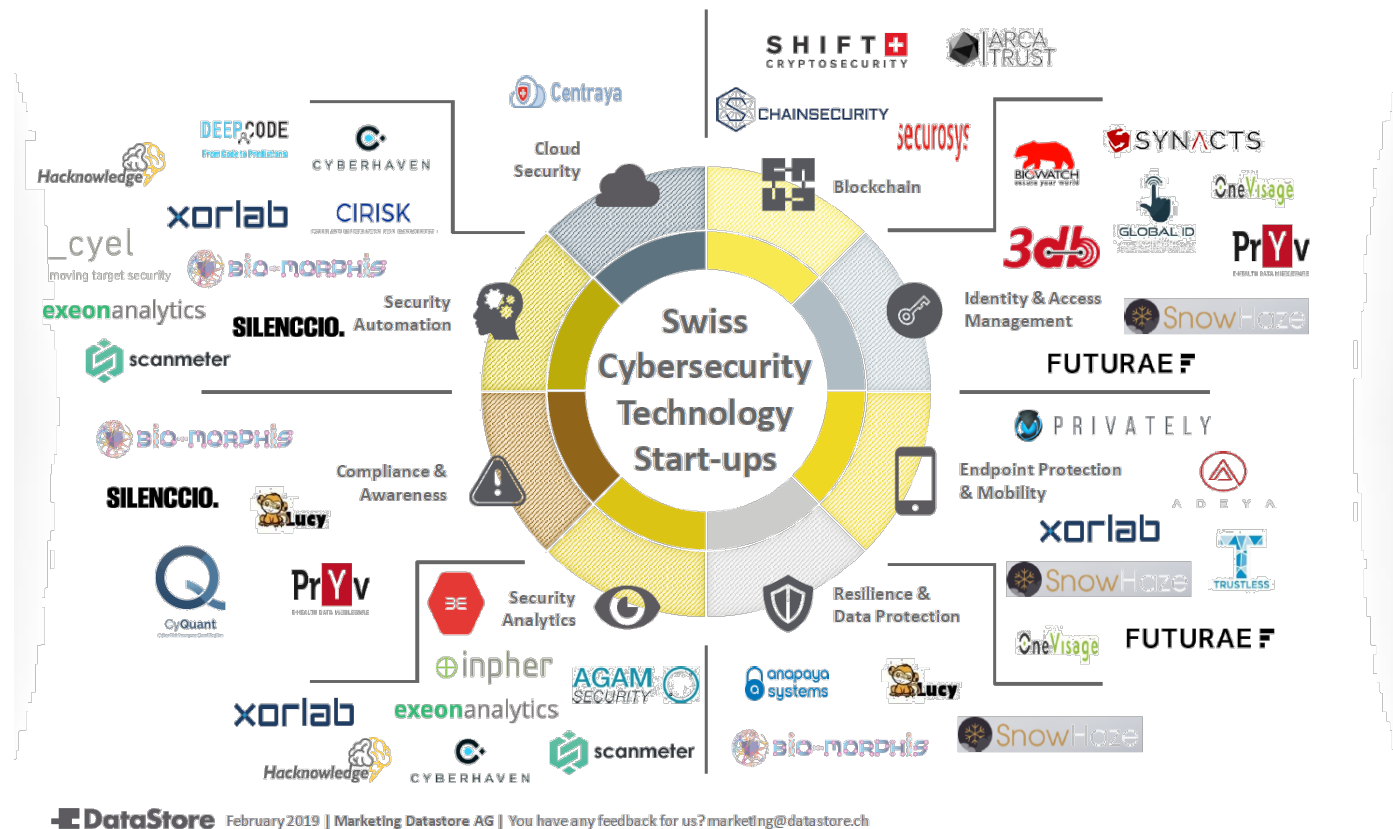
ZÜRCHER
HANDELSKAMMER

Zürcher
Kantonalbank

Zuger Kantonalbank

ZURICH

Swiss Cyber Security Startup Map



Industry partners in the Zurich Information Security & Privacy Center



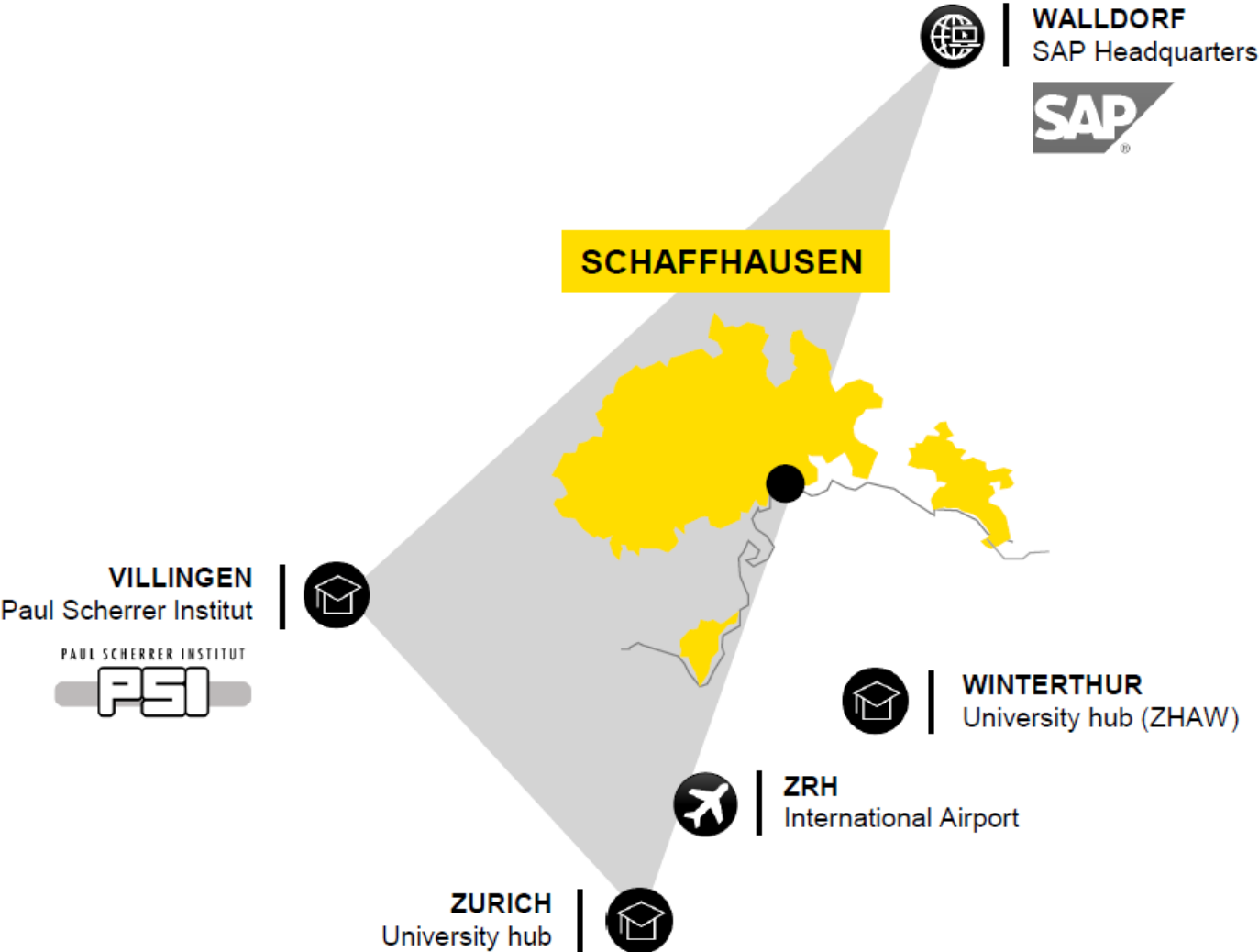
Core professorships:



Further professors connected to ZISC:



ICT and Cyber Security Hub Schaffhausen



HQ Functions



R&D



Cyber Security

Acronis is a global tech company and cyber security leader with global headquarters in Schaffhausen.

The Schaffhausen Institute of Technology is an international research-led institution located in Schaffhausen that provides research, knowledge and education in different fields of advanced technology.

Dr. Michael Boppel

Head Managed Security Services,
SIX Group AG, Zurich



Dieter Bartl

Sales Account Manager
Cybersecurity, SIX Group AG, Zurich





Bridging the gap between the Swiss Financial Center and international start-ups

May 27, 2020

Michael Boppel, Dieter Bartl



Michael Boppel

Head Managed Security Services

Business Unit
Innovation & Digital

michael.boppel@six-group.com



Dieter Bartl

Senior Account Manager

Business Unit
Innovation & Digital

dieter.bartl@six-group.com

SIX is a central infrastructure provider and ensures the flow of information and money between financial institutions



Ownership represented by Banks

- Owned and governed by **125 domestic and international financial institutions**



Regulation

- SIX as a **systemically** important part of the Swiss financial system, is subject to consolidated supervision by **FINMA**
- Some operational components are also subject to oversight by the **Swiss National Bank (SNB)**



Services

Critical services SIX provides:

- Trading (Stock Exchange)
- Post trading
- Payments
- Interbank clearing
- Direct debit
- Financial information



The **stability** and **security of services** are central to SIX due to the nature of businesses we run on behalf of the Swiss Financial center

The mandate of Innovation & Digital

Key Highlights

- Established in 2018 as an own **business unit** with over 60 employees
- **SIX FinTech Ventures**
- **Fintech start-up accelerator F10**
- Launch of **Cyber Security Services** for the Swiss Financial Center
- **SIX Cyber Security Hub**: InfoSharing community with 80 financial institutions

Innovation & Digital – Our efforts in four areas

Drive innovation at SIX
by continuously exploring
novel ideas and enhancing the
financial infrastructure

ZISC Zurich
Innovation
Security & Privacy
Centre

ETH zürich

Boost startup ideas
through acceleration
program and direct
investments



**SIX FinTech
Ventures**

Cooperate with Swiss banks
to develop new services and
drive digital transformation

Establish thought leadership
through expertise and
competence in relevant
technological and methodical
fields

SIX Cyber Security Hub

Co-creating innovative cyber security services with start-ups and integration into existing services is a key



International start-up, joined F10 2018



~10 employees in 2018



Scanning Internet/Darknet



Fast Development



Integration into SIX services



Access to the **Swiss Financial Market**



Strong **cooperation/development** clients, SIX, and start-ups

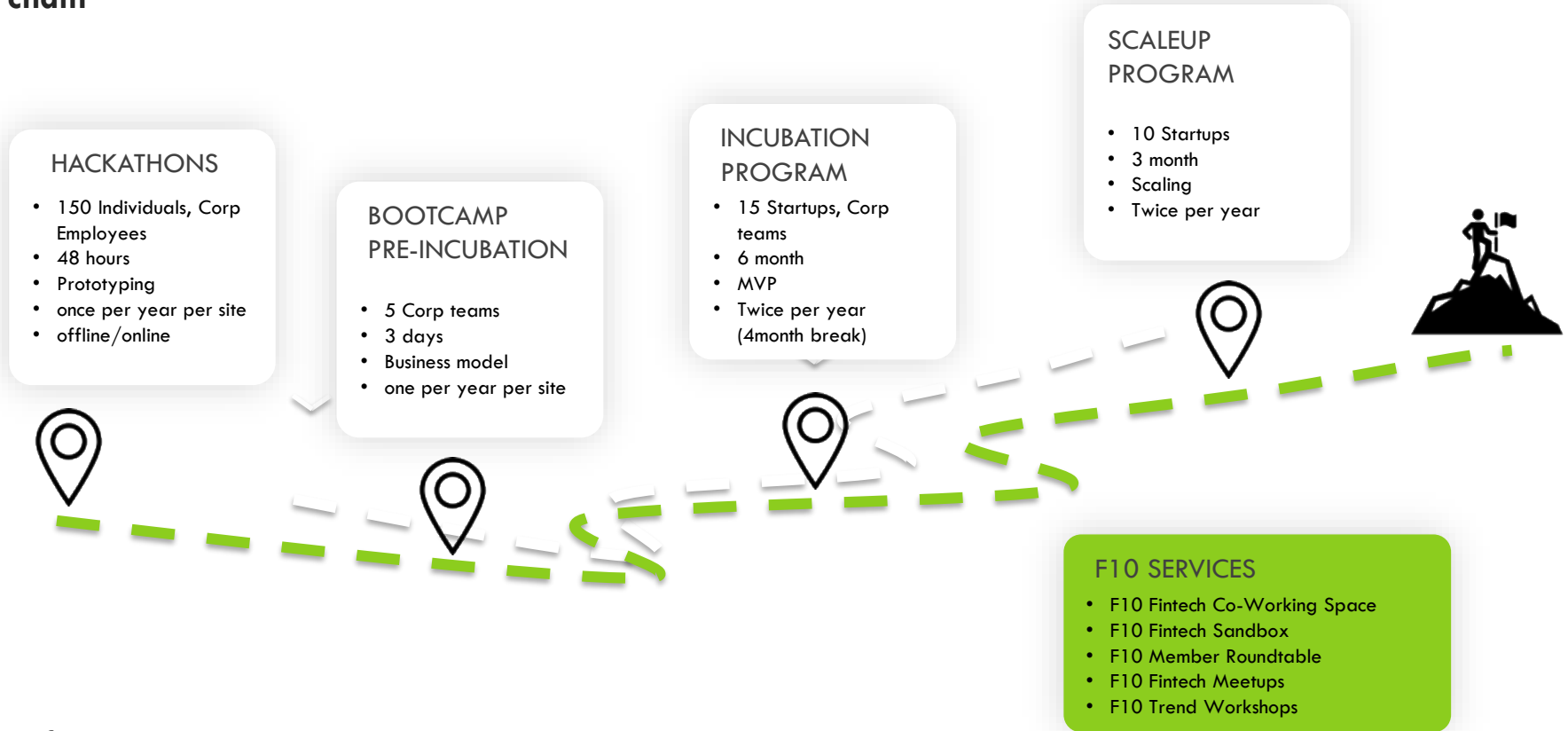


Moving together to new topics, e.g.
Vendor Risk Monitoring

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F10 Programs & Services

F10 programs & services deliver value to corporates, startups and investors along the innovation value chain



Dr. David Guggelmann

Security analytics researcher and
CEO of Exeon Analytics AG, Zurich

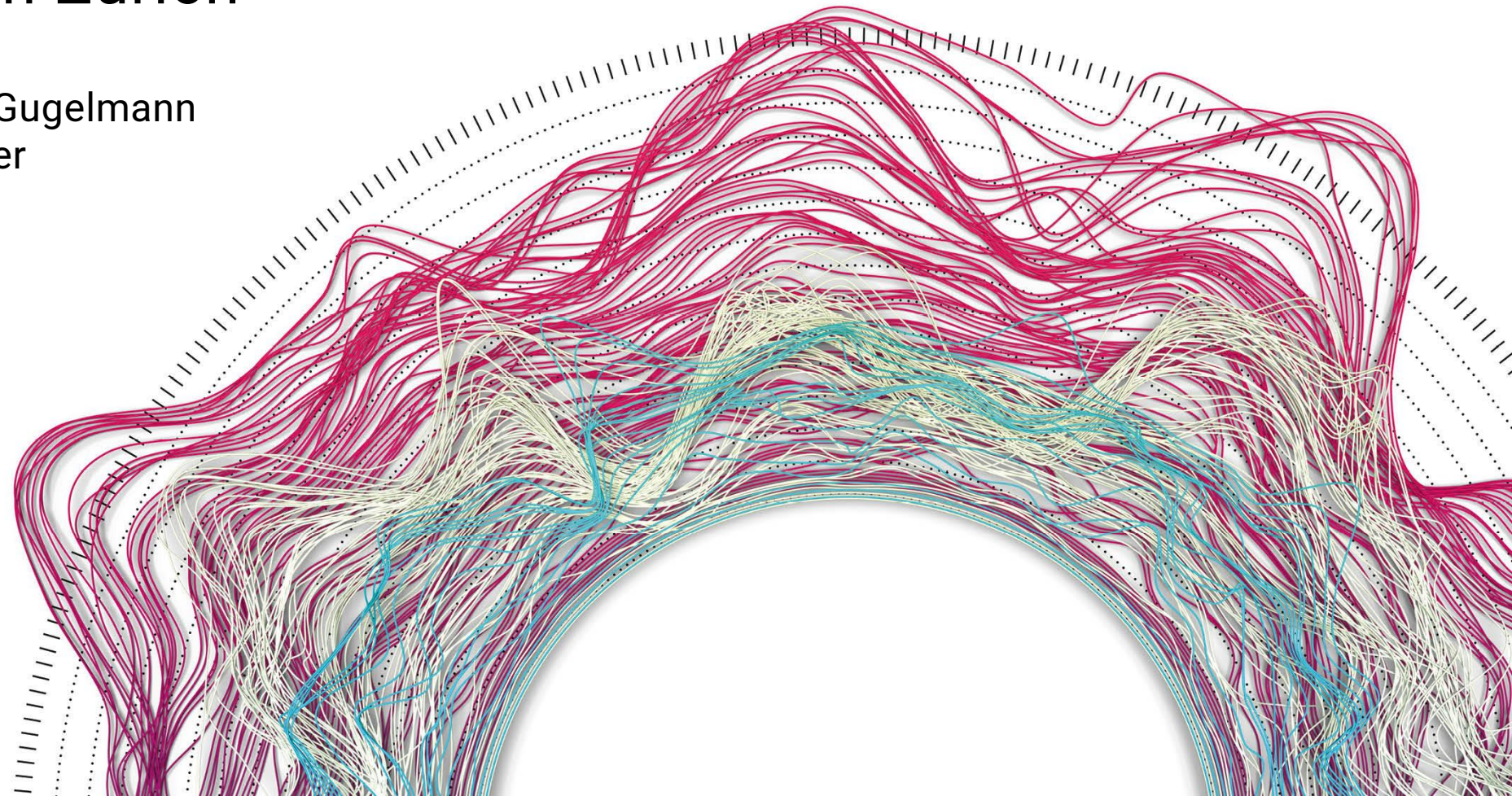


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Detecting Hidden
Cyber Threats.

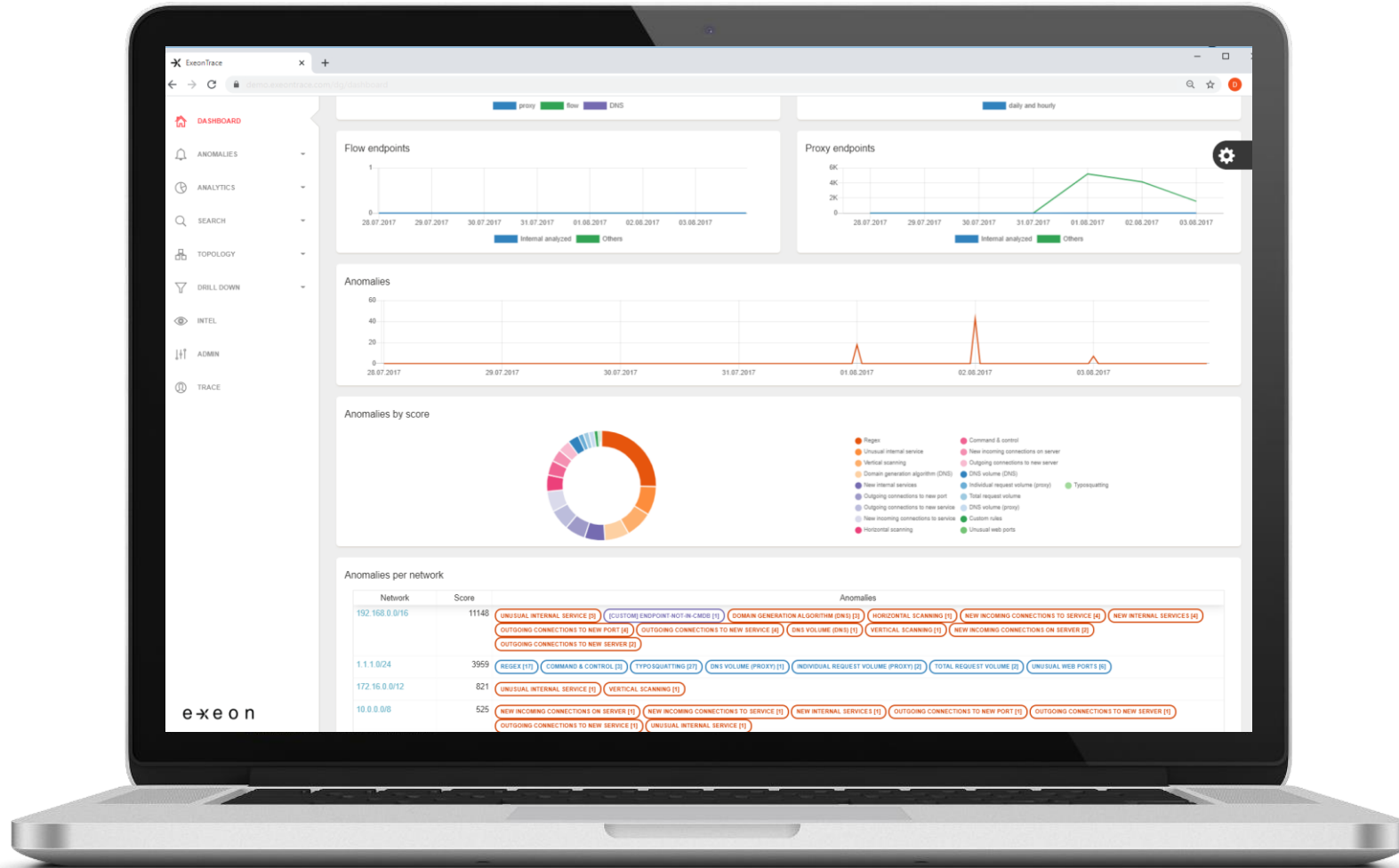
Exeon: Leading Security Analytics made in Zurich

Dr. sc. David Gugelmann
CEO & Founder



Exeon

Building the alarm system for your IT network



e x e o n

Detecting Hidden
Cyber Threats.



Former security researchers and hackers
ETH Zurich Information Security & Privacy
Center (ZISC)



Deployed at some of the largest Swiss
organizations



Flagship customers



Flagship partners



Based on award-winning research from
ETH Zurich

Travelex being held to ransom by hackers

By Joe Tidy
Cyber-security reporter

🕒 07 January 2020 | Business

Ransomware Attack Causes School 'District-Wide Shutdown'

Swiss Defense Firm Hack Tied to 'Turla' Malware

Long-Running Espionage Malware Campaign Has Suspected Russian Government Ties

Hackers went undetected in Citrix's internal network for six months

Half a million BA customers given go-ahead to sue airline over data breach

Marriott to face \$123 million fine by UK authorities over data breach

CRO Charles River Labs hacked, data from clients stolen

A spokesperson said the data stolen would not have included patient information. A cybersecurity expert said organizations that aggregate data, like CROs, are often a target for criminals as well as foreign espionage groups, especially from China.

Capital One Data Breach Compromises Data of Over 100 Million

Raspberry Pi used to steal data from Nasa lab

🕒 24 June 2019

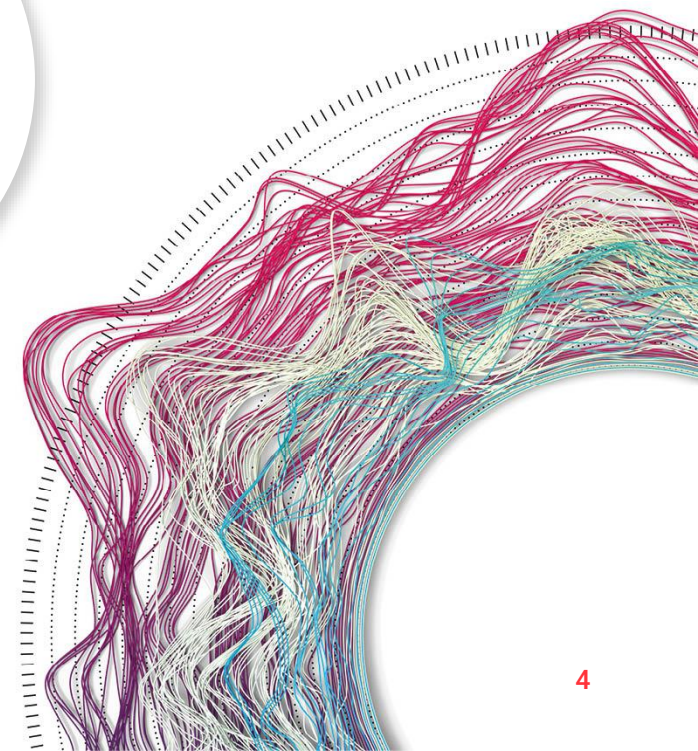
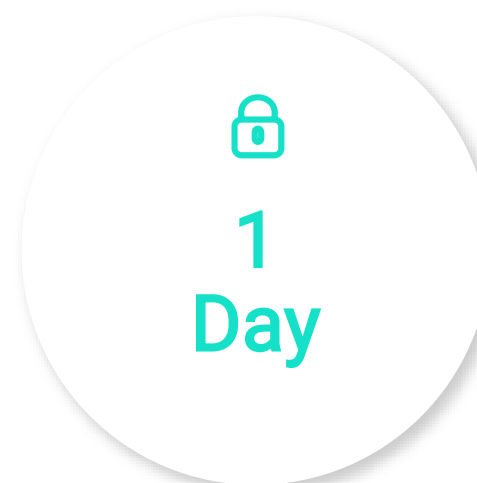
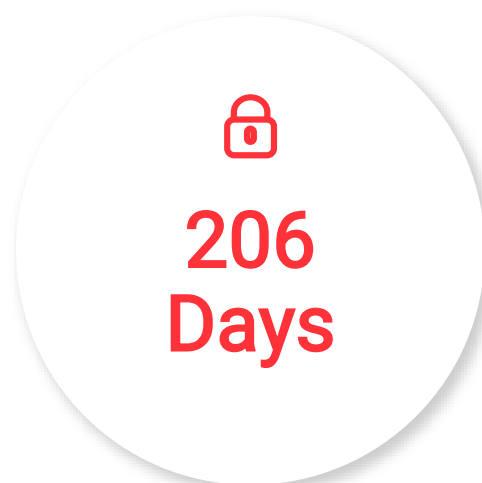
f 🗨️ 🐦 ✉️ [Share](#)

ExeonTrace

The alarm system for your IT network

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Detecting Hidden
Cyber Threats.



The journey to a leading security analytics solution

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Detecting Hidden
Cyber Threats.

Research at ETH Zurich

2015

Best Paper Award at
DFRWS 2015 EU

"[Hviz] has the potential
to be some of the most
fascinating network
forensics to come along
in a good while." Brad Harris,
IBM X-Force

Exeon

2016



Exeon
founded



First large
consulting client

2017



Development of the
ExeonTrace
software



Closing of the first
financing round

2018



Sale of software
license to a first
large Swiss bank



First clients in EU

2019



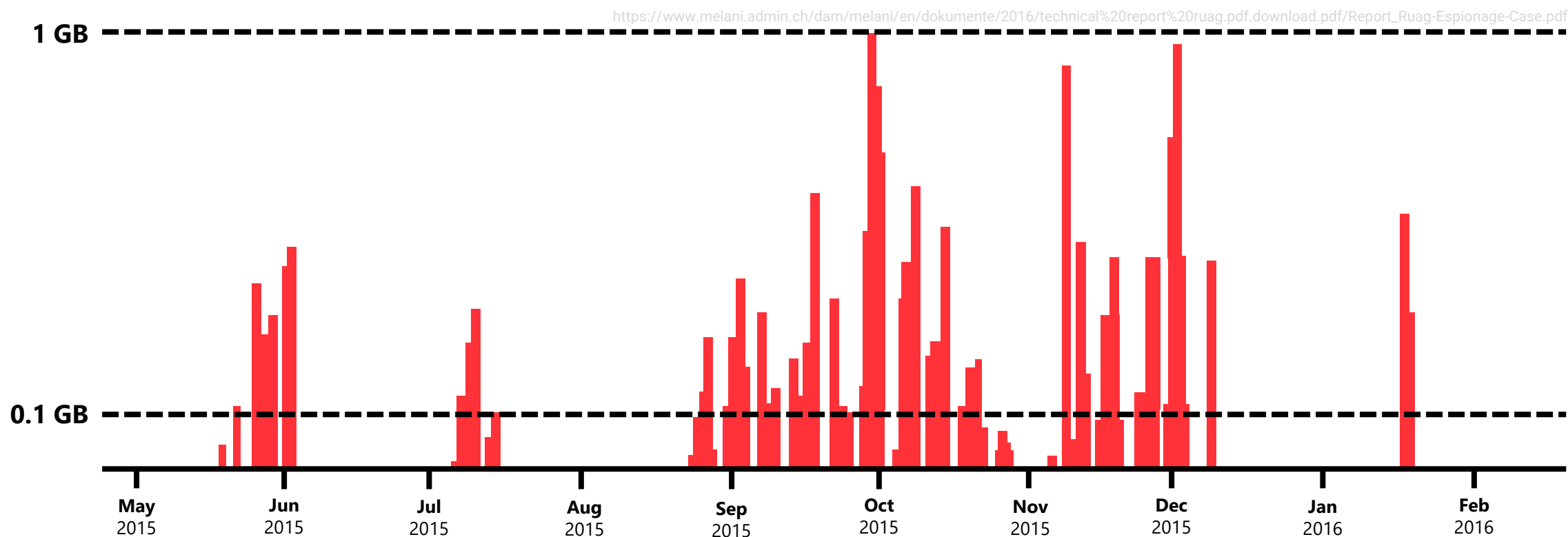
Focus on scaling
sales and growing
internationally

2020

Example: APT attack against RUAG

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Detecting Hidden
Cyber Threats.

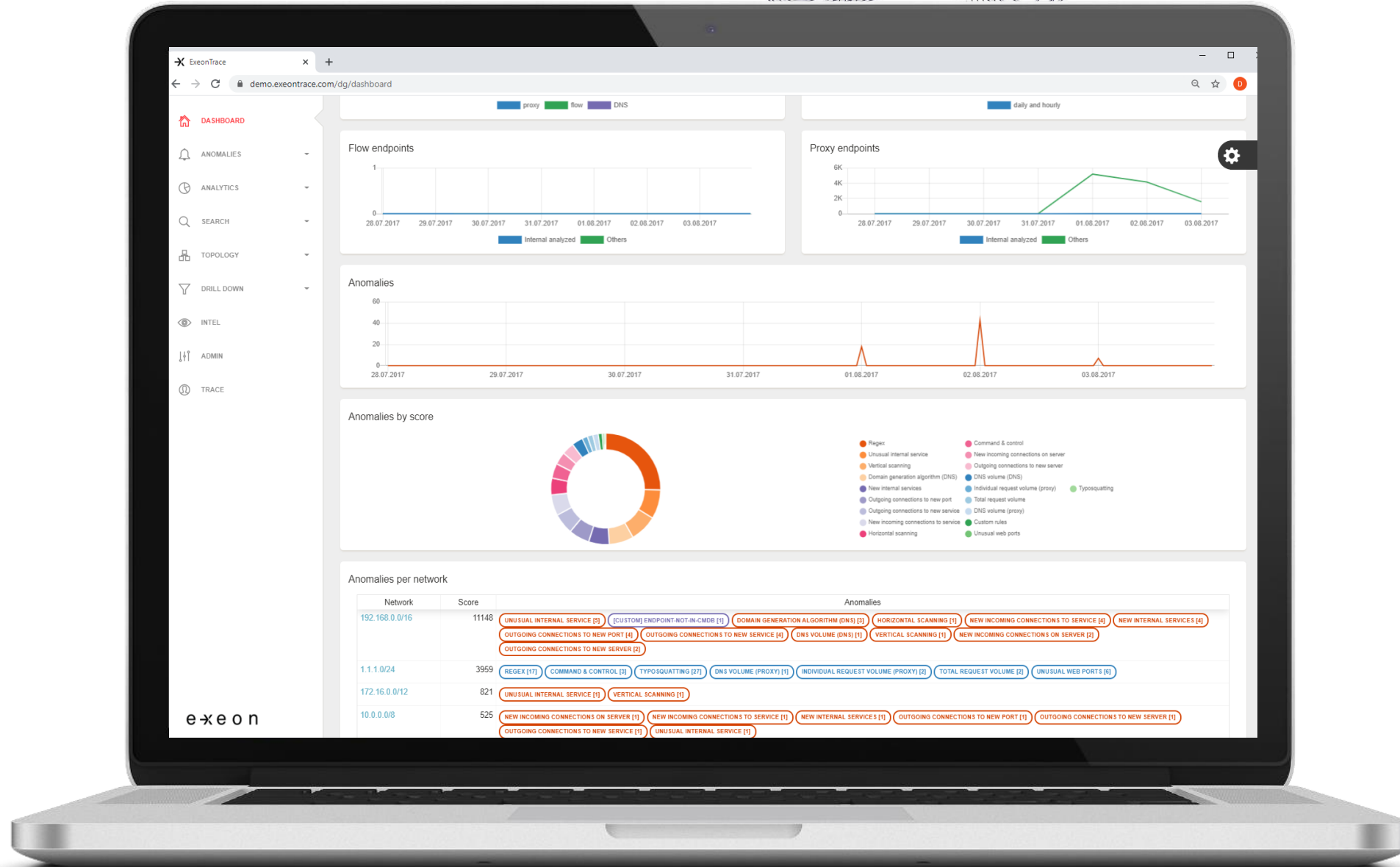


NOT DETECTED BY RUAG!

APT detection with ExeonTrace

e-x-e-o-n

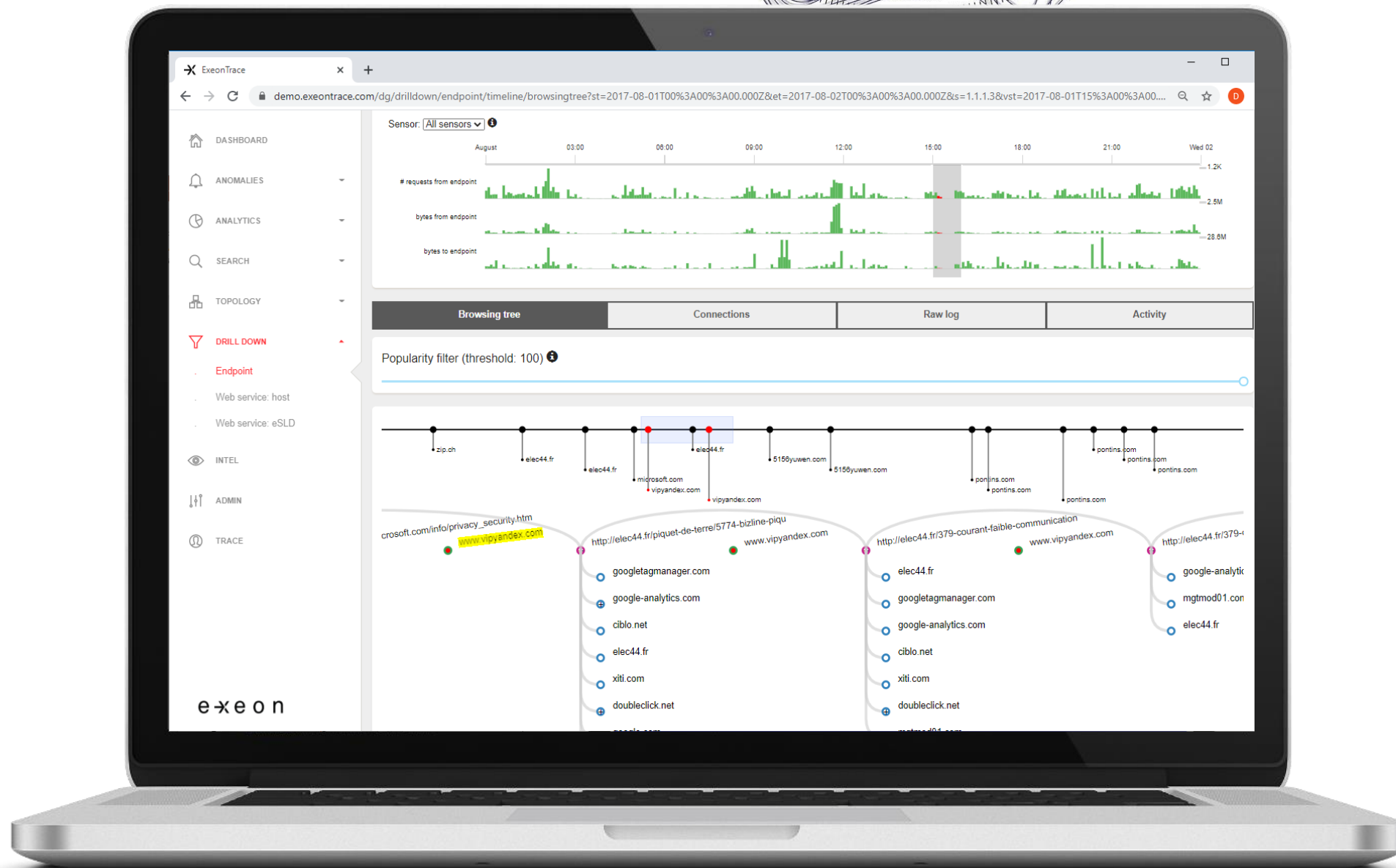
Detecting Hidden
Cyber Threats.



APT detection with ExeonTrace

e-x-e-o-n

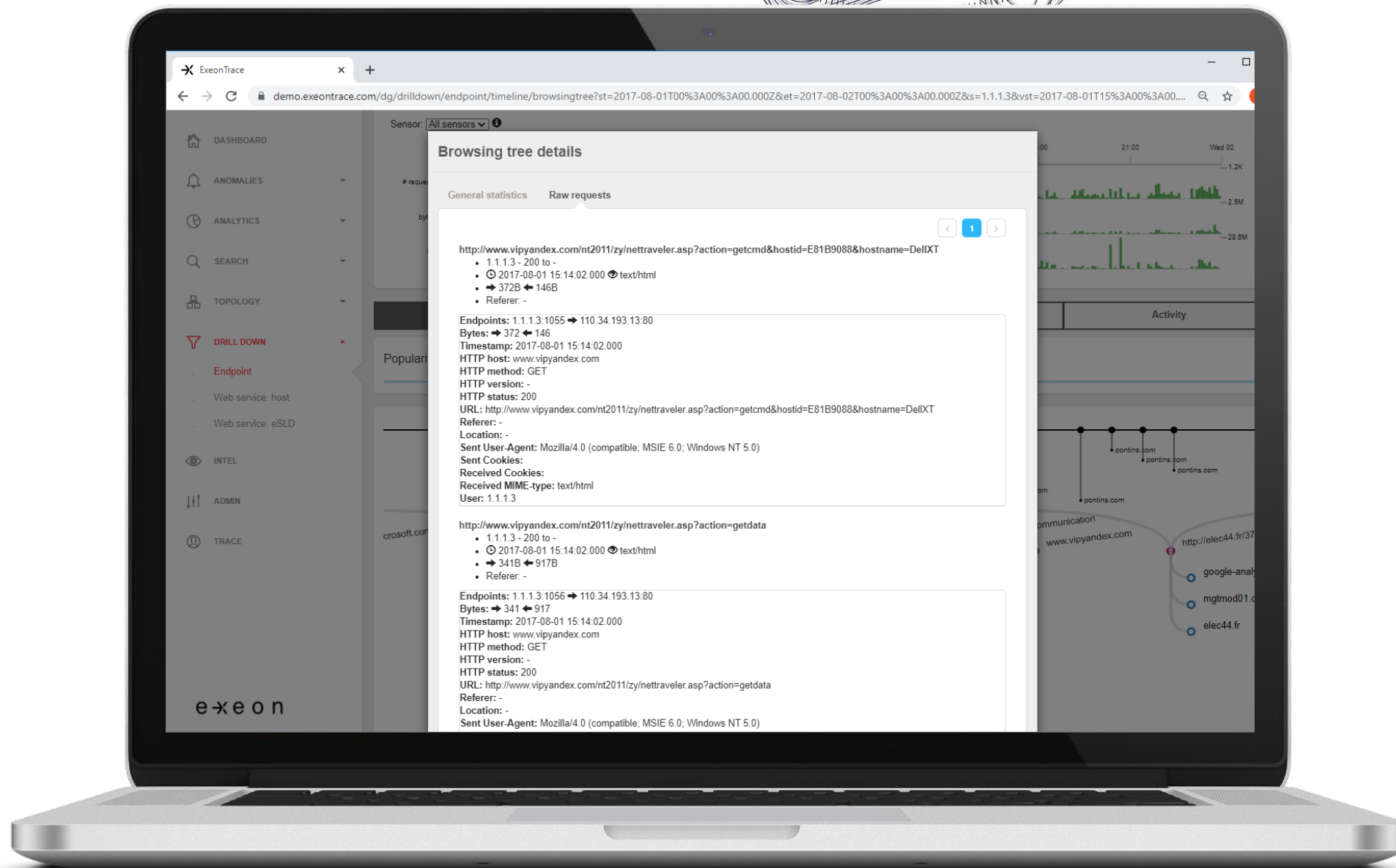
Detecting Hidden
Cyber Threats.



APT detection with ExeonTrace

e-x-e-o-n

Detecting Hidden
Cyber Threats.



Thank you

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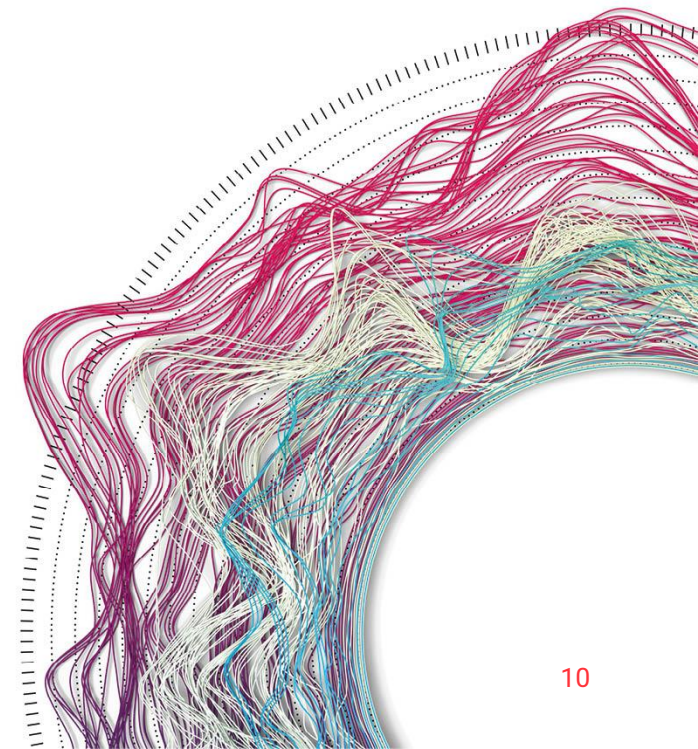
Detecting Hidden
Cyber Threats.

Interested in threat detection and visibility in your network?

It only takes **a single day** to deploy ExeonTrace!

Contact us for more information:

Exeon Analytics AG | Grubenstrasse 12 | CH-8045 Zurich
contact@xeon.ch | <https://www.xeon.com>



Shira Kaplan

Founder & CEO, Cyverse AG, Zurich





Cyverse AG:
Why I decided to bring the Israeli
cyber-security “Buzz” to Switzerland

May 27, 2020 | Zurich, Switzerland

It is a pleasure to e-meet you.



Shira Kaplan

Owner & CEO, Cyverse AG

- Intelligence Analyst in the Israeli 8200 Elite Technology Unit of the Intelligence (2002-2004)
- Business & management positions at publicly-traded companies : Teva Pharmaceuticals (NASDAQ: TEVA) & Bank Julius Baer & Co. (SIX: BAER)
- B.A. from Harvard (2004-2008), MBA from St. Gallen HSG (2012-2014)
- World Economic Forum Young Global Leader (2017)
- Angel investor in Israeli cyber-security & tech startups (CyberX, Biocatch, IntSights, Fireblocks, Climacell)
- Mother of 3 children (ages 6, 4 and 1)



Why I co-founded Cyverse AG in the Greater Zurich Area

The University of St. Gallen
Part-Time MBA 2014
Finance & Banking

- Cyverse AG emerged from St. Gallen MBA Thesis
 - **“Swiss Venture Capital Investment in Israeli Cyber Startups – A Critical Analysis,”** Shira Kaplan, July 2014
 - 7 trillion USD (25% of the world’s wealth) managed in Swiss banks (Swiss Bankers Association);
 - There was a [big opportunity](#) to capture in terms of cybersecurity startups in Israel
- With Cyverse co-founder Anat Bar-Gera, we focused first on **distributing next-gen Israeli cybersecurity technology** to [large Swiss enterprises](#)
- Zurich is fantastic in so many ways – **efficiency of doing business, traveling around Switzerland and abroad, finding cybersecurity talent, Zurich’s reputation of trust, security and privacy**

SWISS VENTURE CAPITAL INVESTMENT IN ISRAELI CYBER-SECURITY STARTUPS: A CRITICAL ANALYSIS



Side by side with the leading companies, CyberTech 2014 will also hold a **Start-Up Pavilion** presenting the most promising and innovative entrepreneurs in this arena, including the following:



The Israeli cyber-security ecosystem has been “boiling”

Exits in 2018-2020

Start-Up	Acquired By	Exit Value (USD)	ROIC	Years to Exit
Secdo	Palo Alto Networks	\$100m	10x	2.5 years
Dome9	CheckPoint	\$175m	6x	8 years
Fireglass	Symantec	\$250m	12.5x	3 years
Skycure	Symantec	\$250m	9x	5 years
Indegy	Tenable	\$90m	3x	5 years
Twistlock	Palo Alto Networks	\$410m	6.5x	4 years
Luminate	Symantec	\$200m	14.2x	2 years
Argus	Continental	\$450m	18x	4 years
Syngia	Temasek	\$250m	N/A	3 years
Solbeit	Mimecast	\$100m	7.7x	4 years
Armis	Insight Partners	\$1.0bn	10x	5 years
Forescout	Advent International	\$1.9bn	N/A	20 years

Source: Cyverse AG, based on Israeli & global media, as well as www.crunchbase.com



We have been trusted by >60 European enterprises (local & global)



swissgrid



Schindler



avalog
essential for banking



ewz



valora



ALPIQ

Garrett
ADVANCING MOTION

Adecco



Lonza

BKW

Honeywell



IEQT
VENTURES



KION
GROUP



Ringier



Israel's cyber-security talent & innovation come from top military units in the IDF

8200 Unit of the Intelligence

Cyber-Security Unit

Software Unit

Talpiot Course



We work directly with startups coming out of these units.



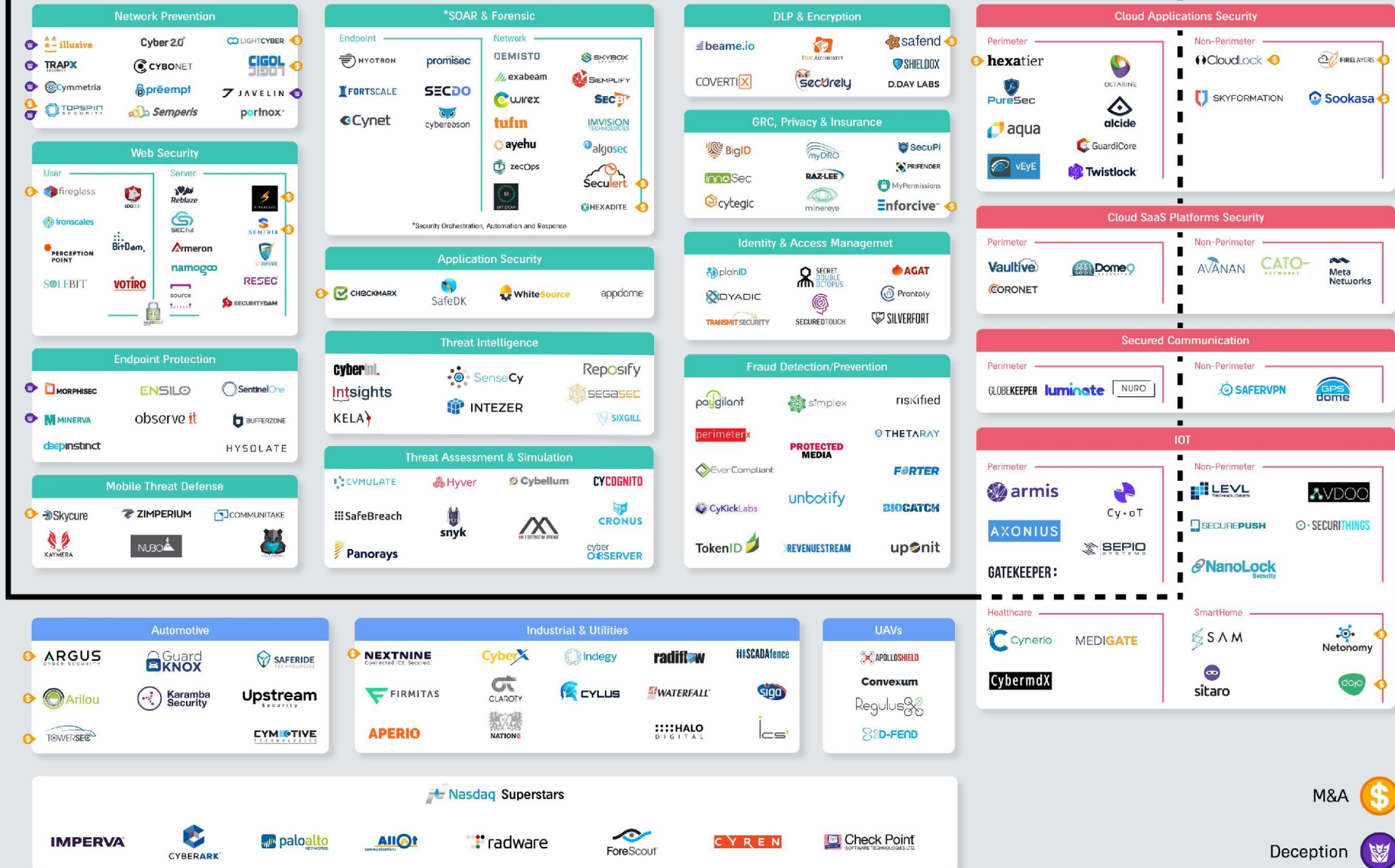
A few unique features of the Israeli cyber-security ecosystem

- Constant flow of **cyber-security / intelligence talent**, coming from **top army units** (both men and women!)
- Ecosystem is fueled by Israeli **geo-political risk environment** (Crisis-mode/ urgency) that is fostering risk-taking & innovation
- Strong **government support / championship** for the Israeli cybersecurity ecosystem (cyber-security is a “growth engine”)
- Strong presence of **foreign venture capital funds** in Tel Aviv (Sequoia, Bessemer, LightSpeed, Insight Partners etc. etc.), as well as **local venture capital funds**
- Culture of **openness, connectedness & information-sharing** (people do not keep information to themselves – and that creates an ecosystem)
 - Social media
 - Technology sections on newspapers
 - Endless numbers of podcasts, blogs...
 - There’s constantly a “buzz” around the Israeli cyber ecosystem
- **Cybersecurity in Israel is very sexy...** – everyone wants to go into cybersecurity...



500+ cyber startups in Israel

Enterprise Perimeter



The Israeli cyber-security ecosystem

2015-2019 highlights



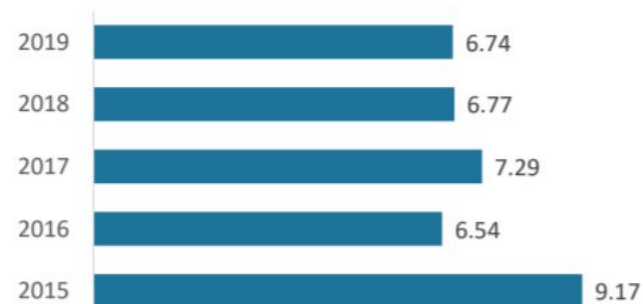
Cyber Security 2015-2019



Cyber Security Exits



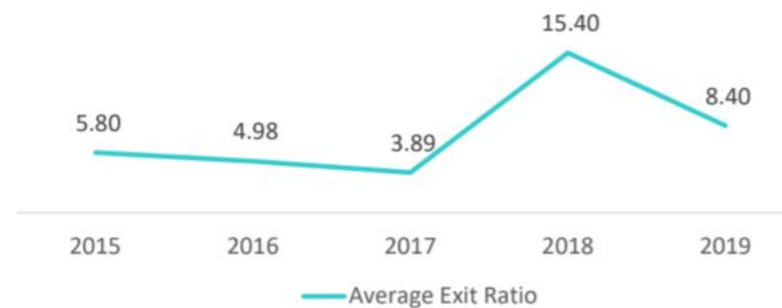
Cyber Security Average Time to Exit



Top 3 Cyber Security Exits in 5 Years



Cyber Security Exit Multiple



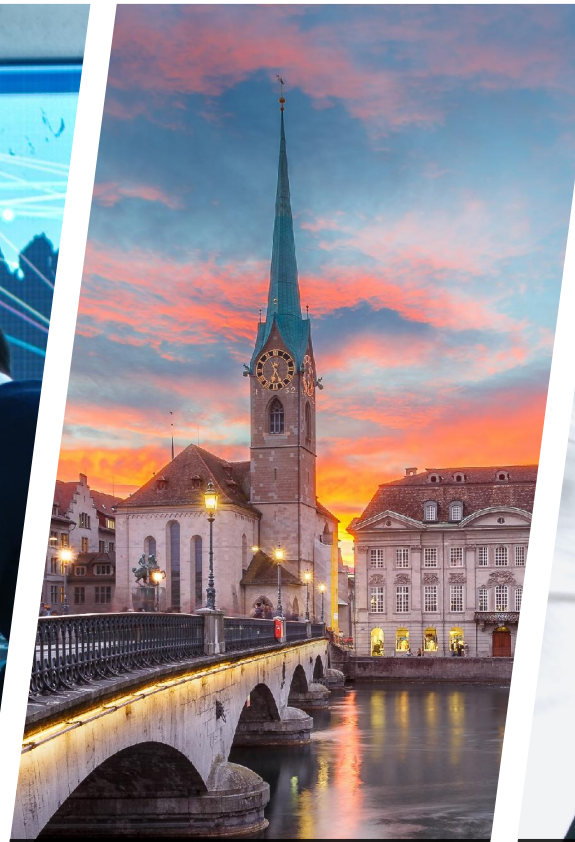
Source: <https://www.ivic-online.com/Portals/0/RC/Exits/IVC-Meitar%20Exit%20Report%20-%202019%20final.pdf>



Cyverse AG brings
innovative
cyber-security solutions to
enterprises.



**We distribute
best-in-breed Israeli
cyber solutions to local
and global corporations**



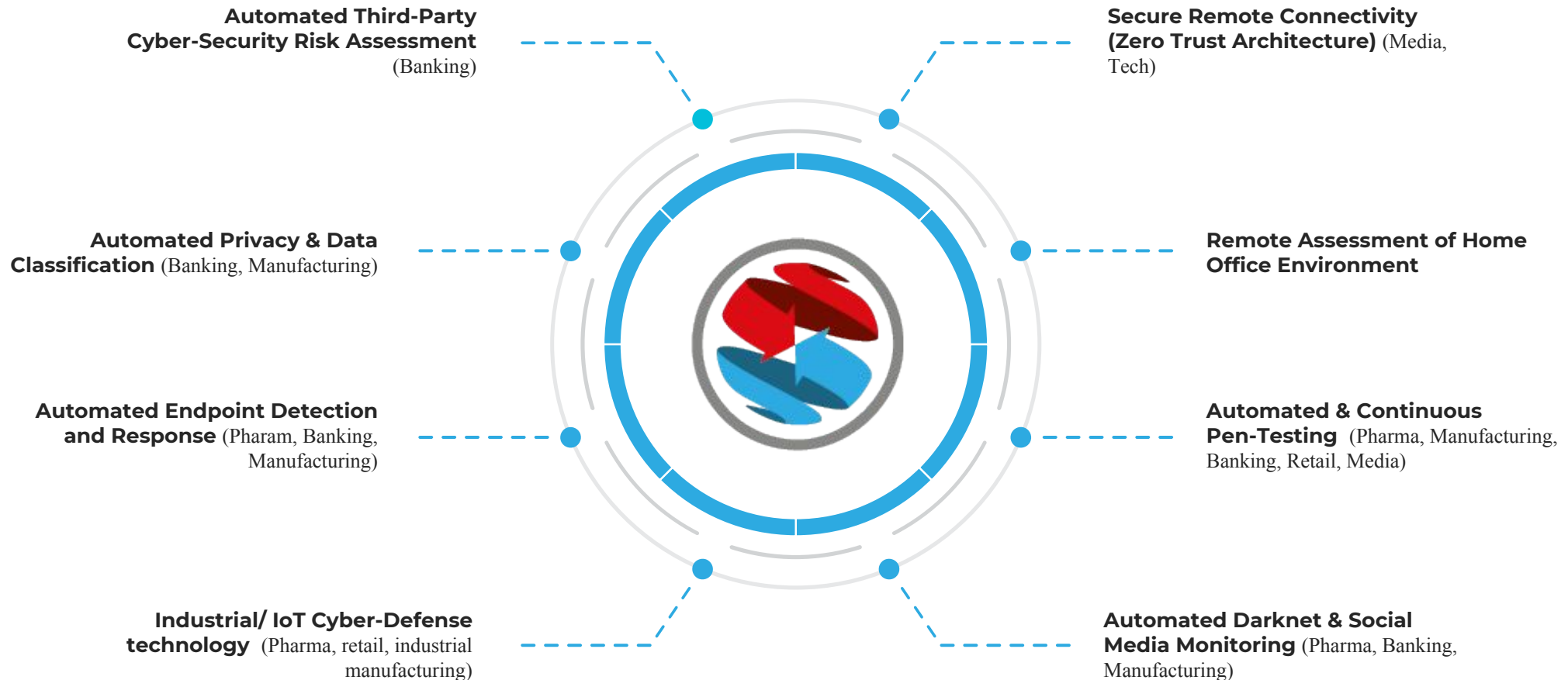
**We are an innovative
cyber-security firm
based out of Lake Zurich**



**In the last 3 years, we have
served 60 Swiss, German
and Scandinavian
multinational and local
customers**



Our Portfolio of Innovative Cyber-Security Solutions

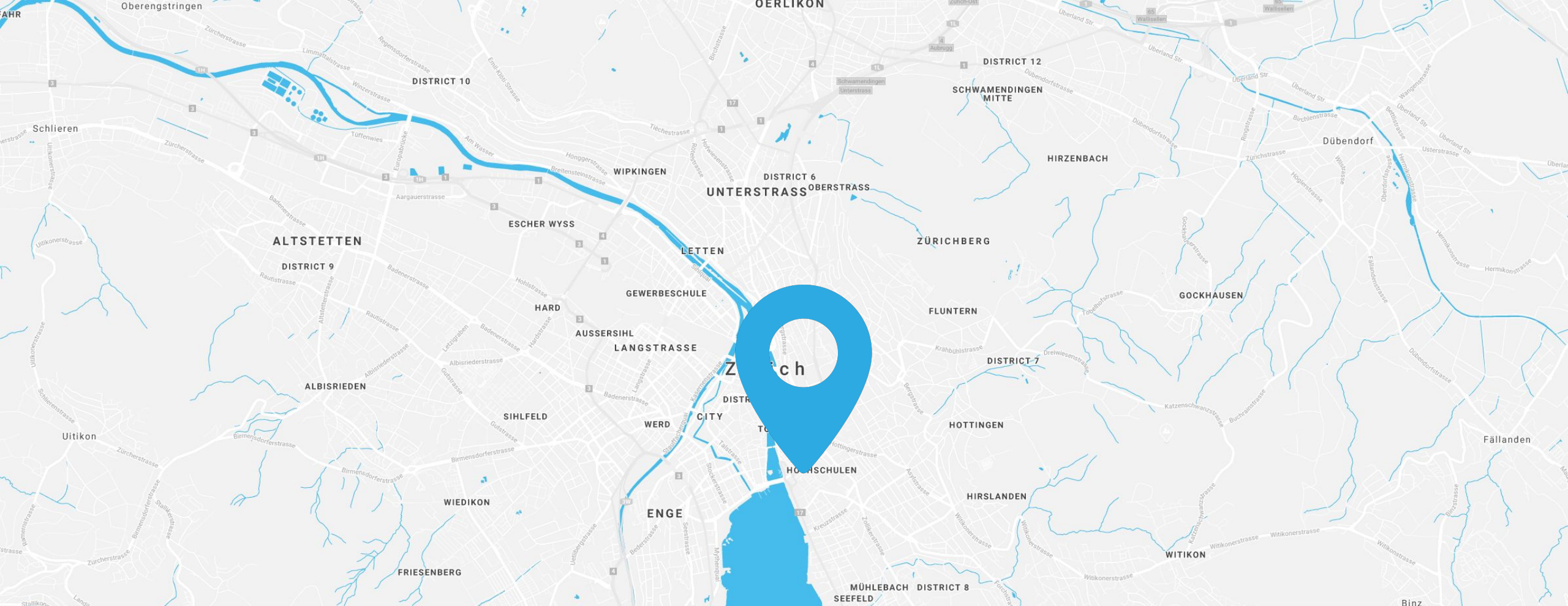


One of my favorite quotes

**“If you want to have
a job for the next 50 years,
go into cyber-security.”**

Eugene Kaspersky, CEO of Kaspersky Lab
Tel Aviv Cyber Week, June 2015





We're looking fwd to working together with you.

Please reach out to me on Linked In!

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Switzerland

+41 (0) 43 53 93 188
Shira.kaplan@cyverse.ch
www.cyverse.ch

Key characteristics of an Israeli cyber-security startups

- Typically, 2-3 founders, who **served together in the army**
- Immediately face the **US market** (CEO usually relocates to the US within a year)
 - Sometime – see the opportunity in **Europe**
- Seed round of **2-8 million USD** (backed by VCs and angel investors; spent on R&D)
- Series A round of **10-15 million USD** (backed by VCs and angel investors; spent on Sales & Marketing)
- Rapid expansion until **exit**, typically 3-5 years from foundation



Cyverse AG: Company Highlights



Headquarters:

Zurich Bellevue
Raemistrasse 18, Zurich
8001

Founded: 2016

Team: 7, with Joint
Venture of 70 Israeli
ex-military cyber-security
experts



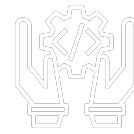
Markets:

- Pharmaceuticals
- Industrial Manufacturing
- Financial Industry
- Energy & Utilities



Geographies:

- Switzerland
- Germany
- Scandinavia
- France





Have we left one of your questions unanswered?
Give us a call or send us a message and we'll be in touch shortly.

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Switzerland: +41 44 254 59 59

info@greaterzuricharea.com