

How to tell a complex story simply

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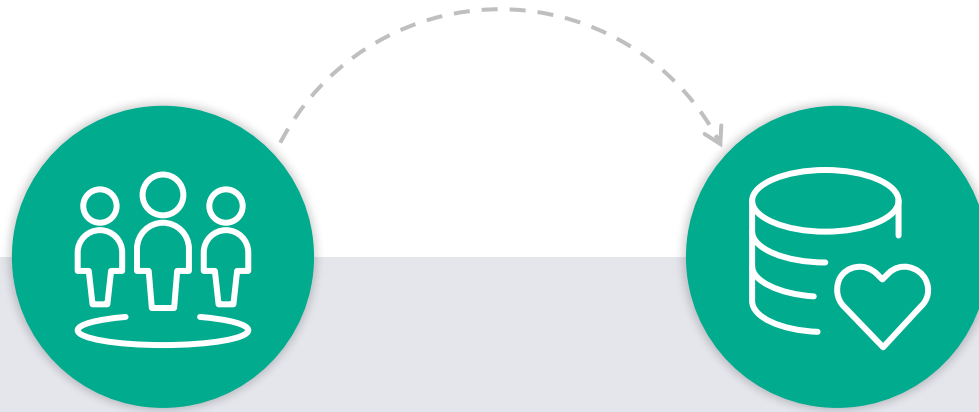
Jacek Ferchmin

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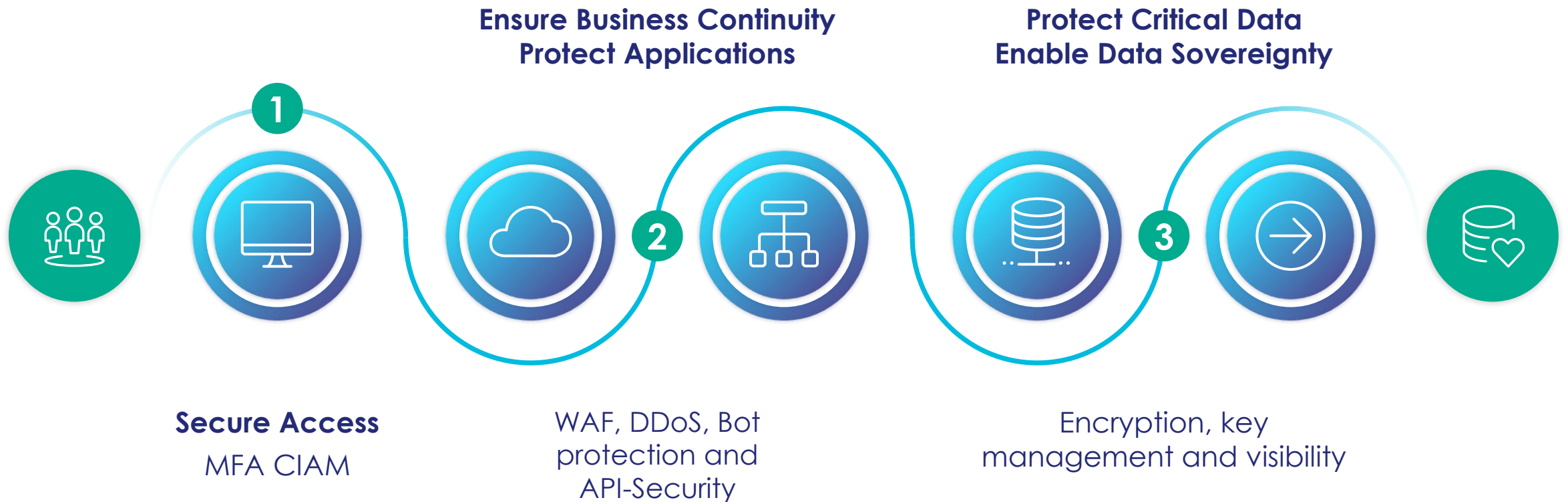


The Thales Story

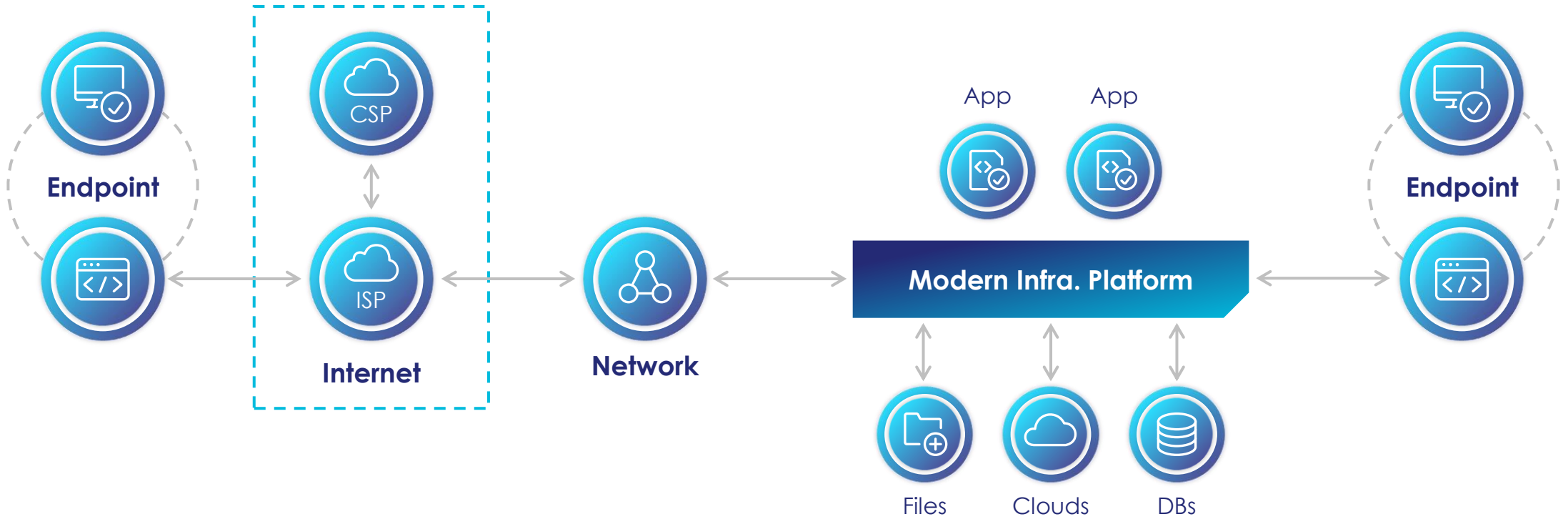
The Thales Story: We protect identities, critical data, applications and all paths to it



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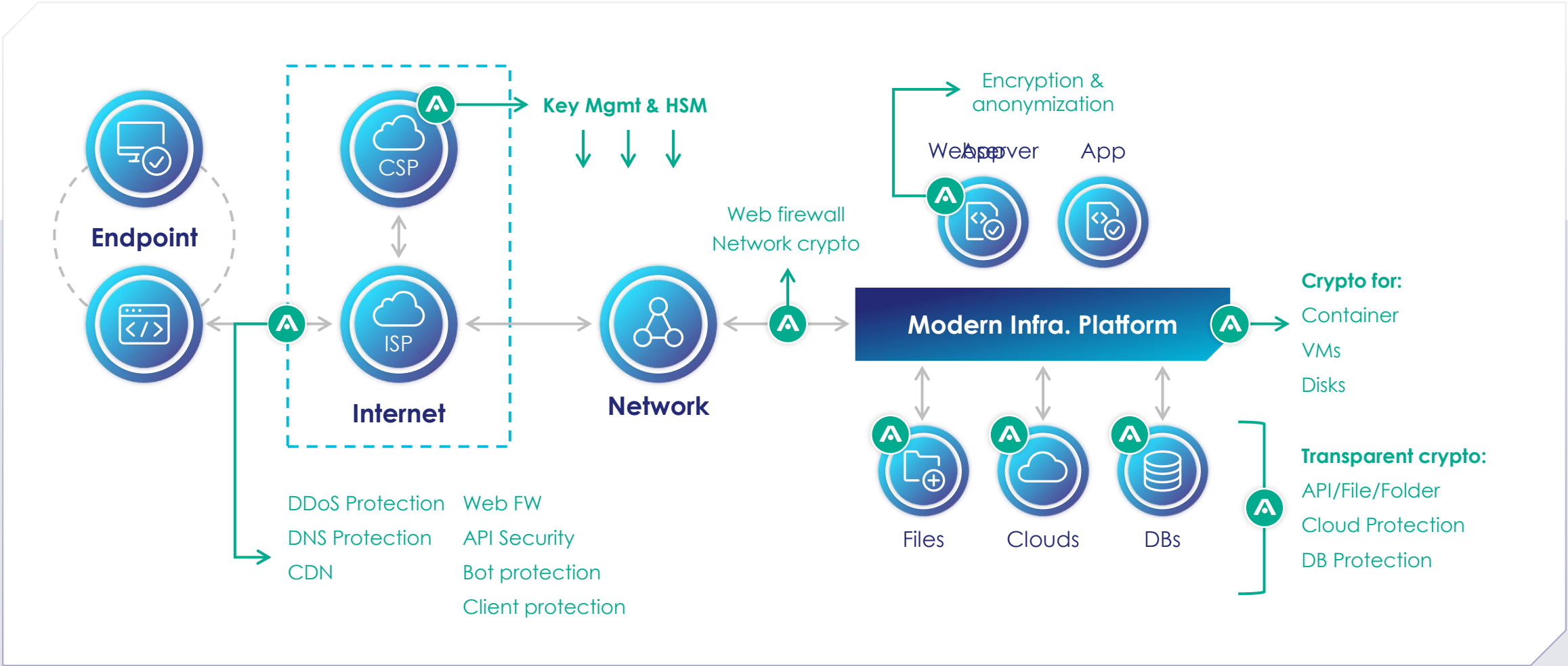
Thales Story



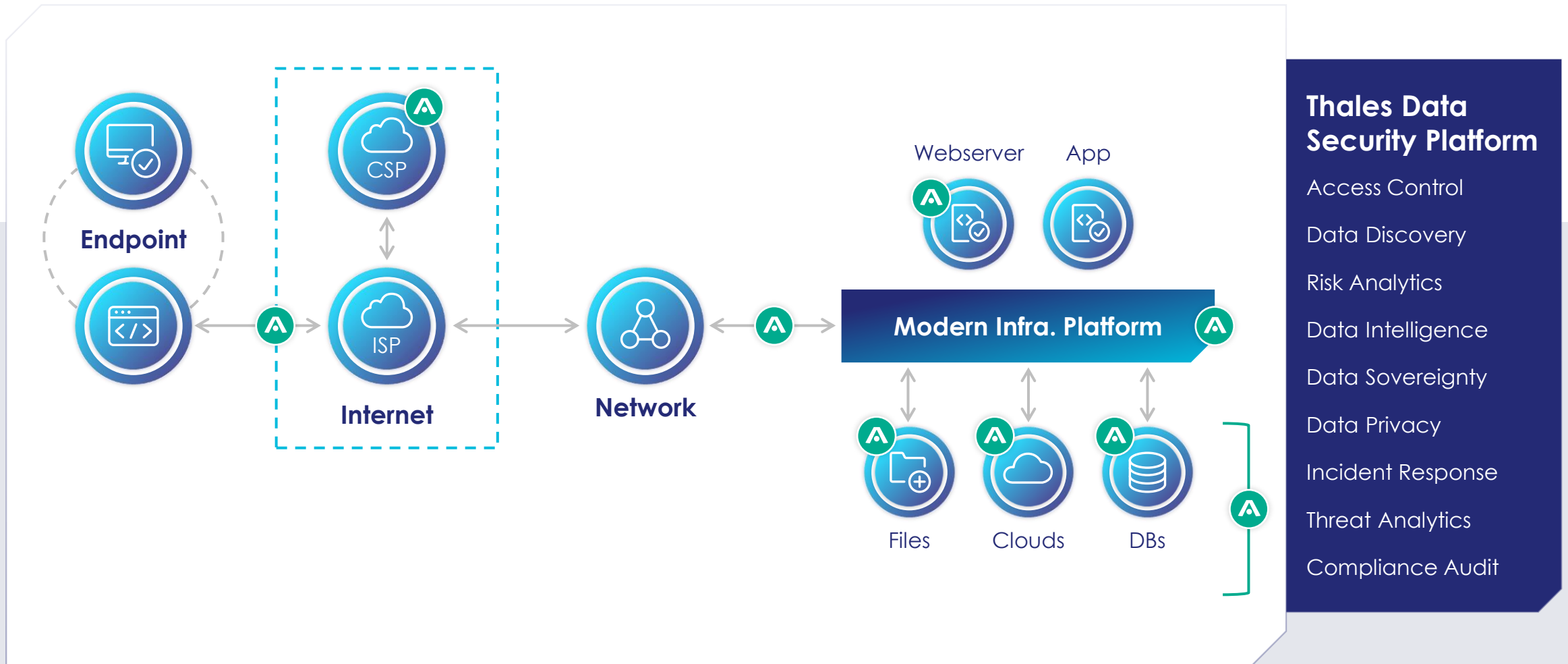
We protect identities, critical data, applications and all paths to it!



Thales Story



Thales Story



One Thales ecosystem benefits



One **Thales** competency centre

A full stack of security solution
big up sale opportunity

Foundation for value-add services

Thales & Imperva management are looking for the best practices
for the smartest programme possible.

Our role is to you what works best

Which model is the best:

Selling licences, delivering implementation support and maintenance,

offering advanced architectural advisory

Full blown managed services

Tools for Success



We give you more than products.
We give **you a vision!**

Joint marketing activities to
generate leads.

Practical **workshops and trainings** to build your
confidence and competencies.

Direct access to **our experts** at
every stage of the project.

The strength of global
Thales brand recognition with
local coverage

Managing the sales process
together with confidence
and trust

Four Levers of Your Profitability Growth



Increasing **Contract Value** (Upsell & Cross-sell)

Development path from a strong entry point like **HSM** to comprehensive **data and application protection**.

Open many **sales opportunities**, maximizing the return on investment in acquiring and keeping the client.

Building **Long-Term Value**.

A comprehensive solution binds the client more strongly, securing future revenue stream.

Complex solution is very difficult to replace.

Complete whole Data Security Posture Management from **One Trusted Partner**

Top reasons why customers buy our solutions



They have to...

...comply with regulations like DORA, PCI-DSS, NIS2, GDPR etc.

...solve an issue they've experienced – like became victim of a breach, DDoS attack etc.



They want to sleep well at night...

...and don't be headline in the newspaper...
Whom will the CEO count responsible if something happens?



They want to make their lives easier

...survive an security audit faster
...reduce complexity, security silos and use resources efficiently



They need to support the business

...digitalize processes and use technologies like Cloud etc. in a secure way



They can rely on a local & trusted partner and leading, European vendor

Top reasons why customers buy our solutions



They have to...

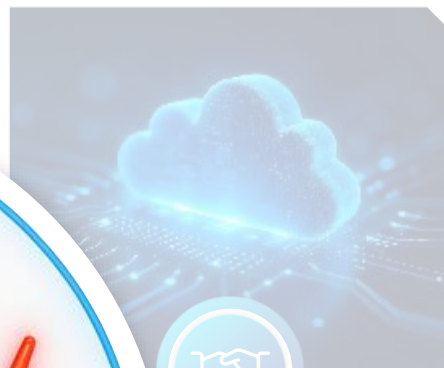
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...solve an issue they've experienced – like became victim of a breach, DDoS attack etc.



They want to well at night

...and don't be headline the newspaper. Whom will the CEO count responsible if something happens?



They need to start the business

...to digitalize processes, use technologies like Cloud etc. in a secure way



They can rely on a local & trusted partner and leading, European vendor



Thank you

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