



Jefferies & Bain
Your Communication Partner

ENHANCING MEDIA VISIBILITY

FOR



HYPERCLOUD



DNIF HYPERCLOUD

DNIF HYPERCLOUD is an analytics platform built for customers with extremely large datasets who find traditional SIEM unaffordable or extremely expensive.

It is a **cybersecurity platform** that can ingest a high volume of data and at the same time be cost-effective.



COMMUNICATION OBJECTIVE

- Creating brand awareness in India and the US for the parent company
 - **NETMONASTERY & product**
 - **DNIF HYPERCLOUD**
 - Communicating the value propositions of the technology through Public Relations and Social Media
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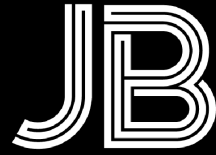
STRATEGY IMPLEMENTED

- Strategically placed product comparison articles in Indian and international publications
 - Leveraging milestones through press releases
 - Establishing thought leadership through authored articles
 - Participating in industry events
- Enhancing digital presence through in-depth analysis, brand post engagement, blogs, whitepapers, and more

#Research Snipers #Cybers Guards #Help Net Security #CyberFrat #Hacker Noon #Dzone #Eytro Digital
#MouthyTech #TechGenix #The News Stack #Security Boulevard #Forbes #DataQuest #Analytics Insider
#YourStory #Inc42 #Track.in #CIO Insider #Industry Wired #VC Circle #IT Voice #Techie Expert

BUSINESS **IMPACT DELIVERED**

- 5- Star Gartner Peer Insight rating compared to 26 top cybersecurity vendors in the world including the likes of Splunk, IBM QRadar, LogPoint, LogRhythm, etc.
 - Positioning Shomiron DasGupta as a thought leader from the cybersecurity industry and featuring him in major publications globally.
 - Strengthened external reputation and trust with clients, partners, and their internal stakeholders.
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THANK
YOU