Apakau
A Data Delivery Network for lowest data latency & maximum protection against database DDoS attacks

APAKAU
Assuring Enterprise Web & Mobile Apps Performance

Contact Information
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Industry Overview
Global BaaS market is estimated to grow from $216.5 million in 2012 to $7.7 billion in 2017*
(*) marketsandmarkets report

Development Stage
Bootstrapped – Private Beta

Year Founded
2013

Team
Vic Cekvenich - Founder
- Prolific developer, 15 years of enterprise software development
- Worked at Akamai CDN, NASA
- First book on Struts
- JDJ trainer of the year
- Start up experience @ Keibi
- Team builder
- Multiple tech stacks (+ P/T team)

Fadel Darwish - Cofounder
- PMI certified project manager
- 6+ years of experience in PM and enterprise sales
- Strong background in lean startups and agile development
- Experienced business developer

Mo Lam - Advisor
- 15+ years of business and strategy experiences
- Held senior positions at Hearst & IAC

Hon Wong - Advisor
- Founder, executive, angel investor, and active board member of tech startups
- Cofounder of Ecosystems, NetIQ, Digital Market, and Centrify
- Board Member at Relevant Technologies (Flextronics)
- Experience at Intel and 3Com

OVERVIEW
Protecting a database from DDoS attacks and maximizing uptime ranks highest on a CIO's or a CTO's priorities. Also, and due to decreasing user patience, studies show that data latency can be detrimental to a company's revenues and brand name. Companies use CDNs to lower latency of media (images, videos…) and to protect from DDoS attacks. But what about their most important asset - enterprise data?

OPPORTUNITY
First, enterprises and governments face a continuously heightening threat landscape, more sophisticated database attacks and an increased regulatory compliance burden. Outages are hard to explain to a board of directors or to customers. Outages jeopardize a company's:

- Revenues
- Online traffic
- End-user productivity, privacy, satisfaction and loyalty
- Image and reputation
- Database availability to other business processes: email, calendar…

Second, mobile internet is growing at an incredible rate, but both desktop and mobile experiences still do not meet user expectations in terms of latency. Low latency enhances user engagement which translates into higher traffic, conversions & revenues.

Third, a data delivery network brings a CIO/CTO the opportunity to reduce data center, scalability spikes, and bandwidth costs. The need for over-provisioning is eliminated.

Fourth, enterprise developers prefer to use APIs in developing their websites and mobile apps. But for security and reliability concerns, CIOs and CTOs prefer to use their own database rather than cloud solutions.

VALUE PROPOSITION
Through its intelligent data delivery network, Apakau provides the following:

1. Reducing the risk of database outages due to database DDoS attacks
2. Lowest database latency to enhance user experience
3. Reduction of data center, scalability spikes, and bandwidth costs
4. Reducing the risk of brand name damage and maintaining customer loyalty
5. Ease of use: iOS, Android or HTML developers can create full prototype and app
6. Powerful monitor and control center to manage traffic and IP-filtering

PRODUCTS
Xylem Shield: DDoS protection. Xylem Edge : low database latency.
The products are in beta. They can be used for web and mobile applications (iOS, Android or HTML5/JS).

BUSINESS MODEL
The services will be provided for a monthly subscription fee based on usage. Subscribers get 24/7 NetOps & tech support.

GO-TO MARKET STRATEGY
We are still developing our sales plan. It involves traditional sales force. Sale will be targeted to CIOs, CTOs and enterprise developers.
We are also establishing a referral partner program with a finder fee.