

Apakau

A Data Delivery Network for mobile and web to provide lowest latency and maximum protection against database DDoS attacks



Contact Information

Vic Cekvenich
San Francisco, CA
(415) 598-8878
vic@apakau.com

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 are faced with a heightened threat landscape, more sophisticated database attacks and an increased regulatory compliance burden. Outages are hard to explain to a board of directors or to the customers. Outages jeopardize a company's:

- Revenues
- Online traffic
- End-user productivity, privacy, confidence and satisfaction
- 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 speed. Low latency enhances user engagement which translates into higher conversions and revenues.

Third, a data delivery network brings a CIO/CTO the opportunity to reduce data center, scalability spikes, and bandwidth costs.

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 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).

BUSINESS MODEL

The services will be provided for a monthly subscription fee based on usage.

Enterprises can sign up on apakau.com. 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.