barac
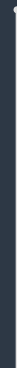
Instant Cyber Detection

Our Mission

To Enable entreprise and government organisations to **detect threats and cyber attacks** on their whole IT infrastructure (including servers, IoT devices, etc..) **in real time** by using **Artificial Intelligence** on **normal and encrypted traffic without decrypting it**

Current Systems Problems

Not Made For Real Time and for **encrypted data**

Takes Time

Batch Jobs takes time and are very complex to implement

False Positive

Create a lot of false positive that make you loose money & time investigating

Encrypted Traffic

It's **IMPOSSIBLE** to analyse encrypted traffic without decrypting it and **80% of the traffic will be encrypted by 2020**

What We Do
Help Businesses Save Millions

Using our proprietary and powerful technology and algorithms, We help organizations collect and analyse **metadata** and network information in **real time** using **advanced machine learning algorithms and artificial intelligence** to detect early signs of cyber attacks **on both normal and encrypted traffic**

By using metadata and not breaching privacy, our ambition is to take the cyber security market to the cloud
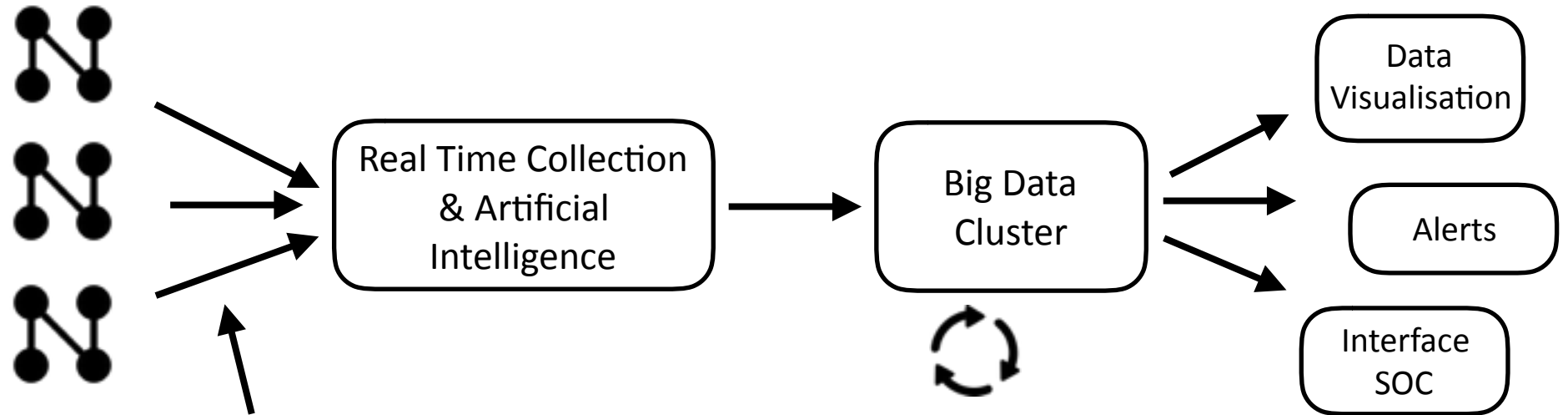
Old Vs Real Time Architecture

Batch Jobs from databases or logs that takes time and ressources

Old Architecture

Data Warehouse → Data Analysis → Data Visualisation
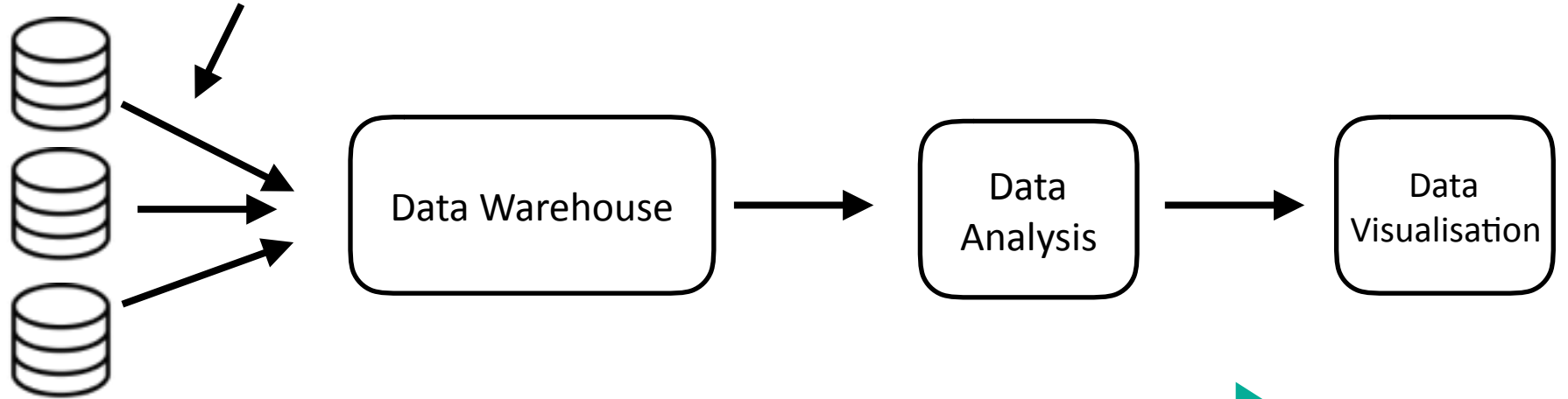
24/48 Hours

Real-Time Barac Architecture

Real Time Collection & Artificial Intelligence → Big Data Cluster → Data Visualisation / Alerts / Interface SOC

Enhance Models Daily

Collect Metadata Real time from agents (sources)

Real Time

Competitive Advantages

Real Time
Collect and analyse information in real time from multiple sources, at a rate up to **100 million events per second**, to take immediate decisions and have instant valuable information

Artificial Intelligence
Apply powerful a combination of **behavioral analytics** and **machine learning** algorithms with a fuzzy logic approach to analyse data. Algorithms are enhanced daily

Encrypted Traffic
Analyse data and detect attacks on encrypted traffic **without decrypting it** instantly using A.I and Machine learning

Streamers
Leverage proprietary streamer technology, to easily integrate with existing servers and send **only important** data continuously thus reducing bandwidth utilisation and collecting only needed information

Easy to implement & Cost Effective
70% quicker to implement than any other platform and dramatically decrease storage, collection and analysis cost by using Hadoop storage and a real time messaging approach, resulting in less CPU usage, less bandwidth and lower storage costs

Market Potential

1 Trillion USD in 2018-2021

Europe Asia & Middle East

New York Africa

Industries

Telecom Financial Industries

Customers & Partners

A Fast Growing Ecosystem !!

Business Model

On-Premises	Services	Training	SaaS
Paid yearly based on the number of agents and the complexity of the infrastructure	Adapt the models, the APIs and the visualization to the customers needs	We provide trainings and documentation to our clients and partners	We will be starting our SaaS platform in 2018. We are taking the cyber security market to the SaaS

Sales & Distribution	Direct and Through Partners (privileged)
Focus	Financial, Telcos and Big Corporation (IoT)

Barac Vs Competition

	Barac	Cisco	DarkTrace	Legacy Systems
Reduce False-Positive	✓	✗	✗	✗
Realtime	✓	✓	✓	✗
Easy to use	✓	✗	✗	✓
Implementation Time	✓	✗	✓	✗
Artificial Intelligence	✓	✗	✓	✗
Encrypted Traffic	✓	✓	✗	✗
Scalability	✓	✓	✗	✗

Financial Projections
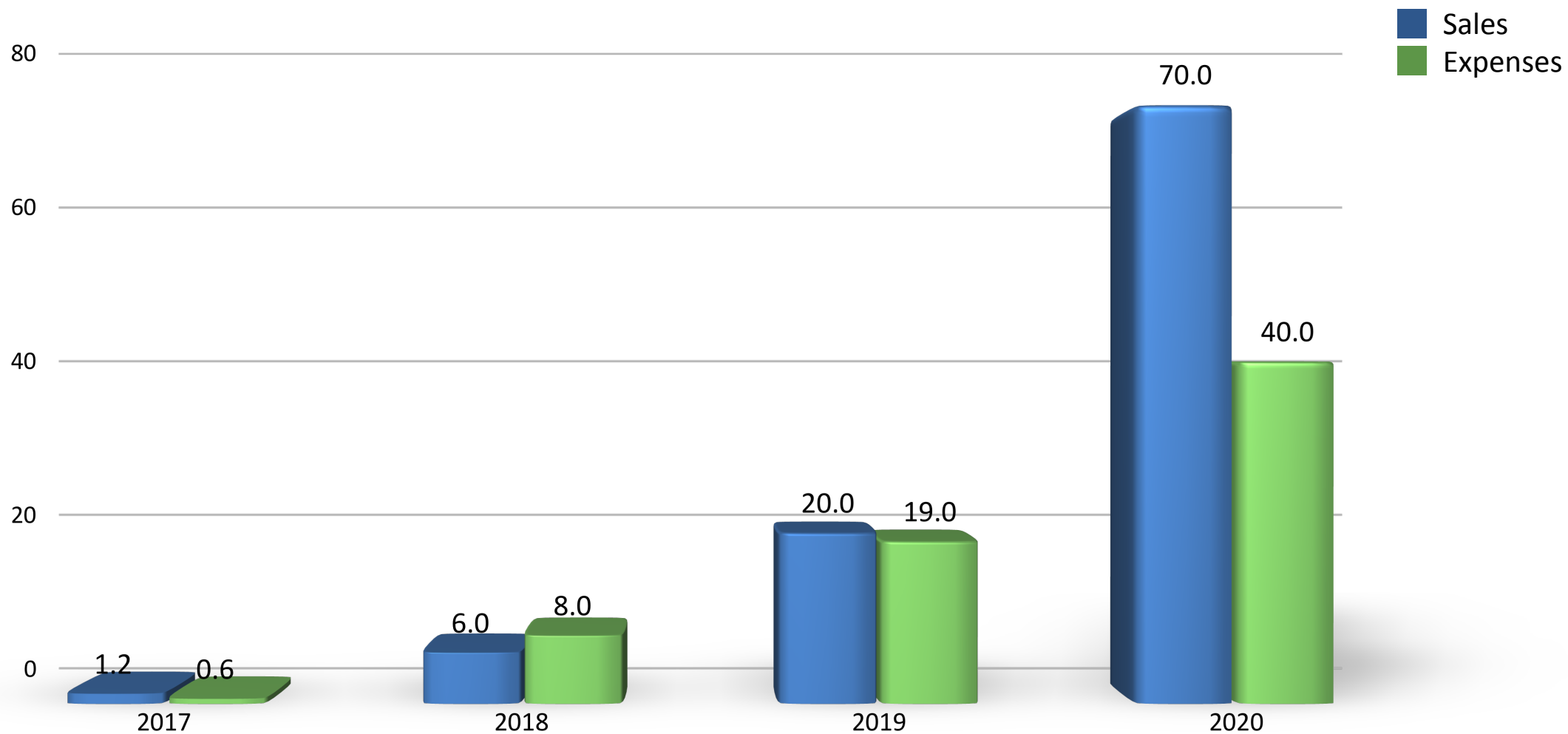
Data in Million £

TimeLine

How we Did This ?

Started Developing the platform and the models

Platform ready for implementation and several POCs with clients

Working on realtime Big Data Consulting Cases

Grow to several industries with partners

| CONSULTING | DEVELOPMENT | GO TO MARKET | GROW |

5 Years Ago

2 Years Ago

6 Months Ago

Now !!

Meet The Team

- **Nick Banks**: 25 Years experience in Cyber security as VP sales and 2 successful exist

- A team of 22 People With 70% PHDs

Omar YAACOUBI

@Stanford University with more than 9 year experience in Consulting, Strategy and Big Data project with Startups, Financial services, telcos and Retails

Mahdi Ben HAMDEN

@Master from Science Po Paris and more than 20 years experience in Europe and Africa working as a IT and management. Grow a business from 20M turnover to more than 100M

Advisory Board

David Castle

Data & Cyber expert with more than 25 years experience in financial and investing

Ian West

25 years experience in cyber and security with high level position in leading consulting

Correy VOO

More than 25 years experience and former CTO Bank of America, former CTO British Telecom, former CTO UBS bank