

DataSafeXL

Business proposal



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DataSafeXL – Company profile

1. Business Description

DataSafeXL Ltd (“DataSafeXL”) specialises in the security of Microsoft® Excel spreadsheets. With DataSafeXL’s products and services you can protect, encrypt, restrict access to your spreadsheets and impose time limits for their use. DataSafeXL has developed an innovative security platform for Microsoft® Excel which truly enhances the protection of sensitive/confidential data.

2. Company Details

Company name: DataSafeXL Ltd

Founded on: 27th October 2008

Commencement of trading activity: 01st January 2009

Registered no: 6734435

3. Mission Statement

“To be the leading provider of consultancy services and products relating to the security of the Microsoft® Excel application.”

4. Product Description

DataSafeXL’s main product is named “XLSafe”. The following benefits can be achieved with the use of “XLSafe”:

- **Secure your confidential data:**
Thanks to the innovative security system of XLSafe, the contents of your files can only be viewed on your own computer. Your Microsoft® EXCEL spreadsheets will remain protected when your files get stolen, lost or transmitted to other computers.

- **Protection against password recovery software:**
The security of XLSafe files cannot be compromised by password recovery software or other third party tools. This is achieved through XLSafe's advanced encryption platform.

- **Encrypt your data at 128-bit:**

The contents of your files are automatically encrypted using the strongest cryptographic provider at 128-bit.

- **Restrict distribution of your files:**

You can distribute your protected files to their intended users without worrying that these users will pass on your spreadsheets to other third parties.

This is achieved by using XLSafe's pioneering hardware activation algorithms.

- **Protect spreadsheet structure:**

With XLSafe, you can easily maintain the design of your spreadsheets and protect it from accidental or intentional changes.

XLSafe offers advanced tools to easily protect any aspect of your spreadsheets.

- **Hide and secure formulae/ cell contents:**

You can protect/ hide the contents of cells containing formulae, text labels and constant values with a click of a button.

You can also easily specify input cells and leave them unprotected based on their cell color.

- **Hardware activation:**

With XLSafe's hardware activation system you can create licenses for your spreadsheets and control the number of users who will have access to your files.

- **Time expiration capabilities:**

You can choose to have an expiration date and/ or trial period after activation of your files. After the expiry period has passed, users will not be able to access the contents of your spreadsheets.

- **Easy to use interface**

XLSafe's features can be accessed via a user-friendly interface which novice Microsoft® EXCEL users will find easy to interact with.

- **Stand-alone protected files/ simple installation**

XLSafe spreadsheets do not require any installation wizards and can be easily distributed to their intended users as stand-alone files.

- **Technical support**

DataSafeXL offers a dedicated technical support helpdesk, available Monday to Friday between 10am -6pm. An online resource centre with tutorials and help guides is also available.

Web: <http://www.DataSafeXL.com/support.htm>

E-mail: support@DataSafeXL.com

Telephone: +44 208 123 3513

Limitations:

The following limitations apply to all files protected with XLSafe:

- Access to the Excel options menu is restricted
- ActiveX controls and Visual basic controls cannot be used
- Recording macros and accessing the VBE editor is prohibited
- External add-ins cannot be used with XLSafe files
- Compatibility with Microsoft® Excel 2003 or 2007

5. Consultancy Services

DataSafeXL can incorporate the “XLSafe” protection interface to complex spreadsheets which have already been developed by its clients with the inclusion of VBA code and Visual basic objects, thus maintaining full functionality of complex spreadsheet designs.

DataSafeXL has developed a secure portal for uploading client files with an SSL 128-bit encrypted connection, available on <https://www.DataSafeXL.com/upload>

6. Competitor Benchmarking

DataSafeXL's product is unique in the sense that there are no direct competitors who can offer the features and level of protection that are present in the "XLSafe" security platform. The following table summarises the differences between DataSafeXL, and competitors DoneEX , Microsoft Excel built in protection system and Microsoft Excel IRM system.

Feature	XLSafe	DoneEX ¹	Microsoft Excel	Microsoft (IRM) ²
Real-time encryption/protection of spreadsheet data	✓	✗	✗	✓
No restrictions for modifying protected spreadsheets	✓	✗	✓	✓
Protection against third party intrusion tools	✓	✗	✗	✗
Hardware lock mechanism	✓	✓	✗	✓
Hardware key code activation system	✓	✓	✗	✗
Activation with .NET Passport authentication	✗	✗	✗	✓
Time expiry protection against system clock changes	✓	✗	✗	✗
Restrict authorised users from distributing files to other parties	✓	✗	✗	✗
Use of VBA code in protected spreadsheets	✗	✓	✓	✓
Application level protection	✓	✗	✗	✗
Hassle-free distribution of stand-alone protected files	✓	✗	✓	✗
Easy to use protection panel with advanced features	✓	✗	✗	✗

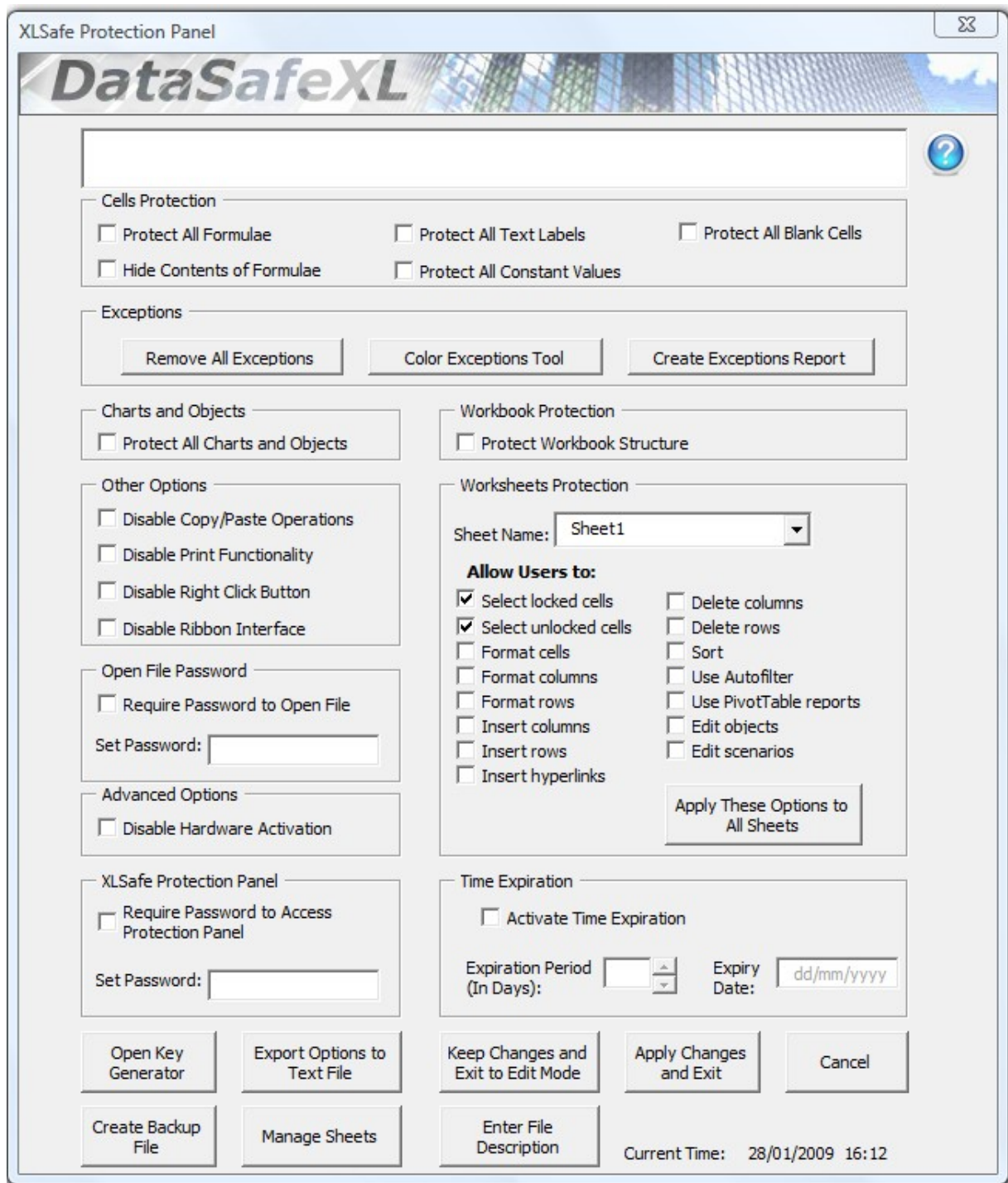
Notes:

¹ DoneEX is a compiler utility for Microsoft Excel files, i.e. the user needs to use the software to convert a spreadsheet to a protected format, unlike XLSafe which provides real-time encryption.

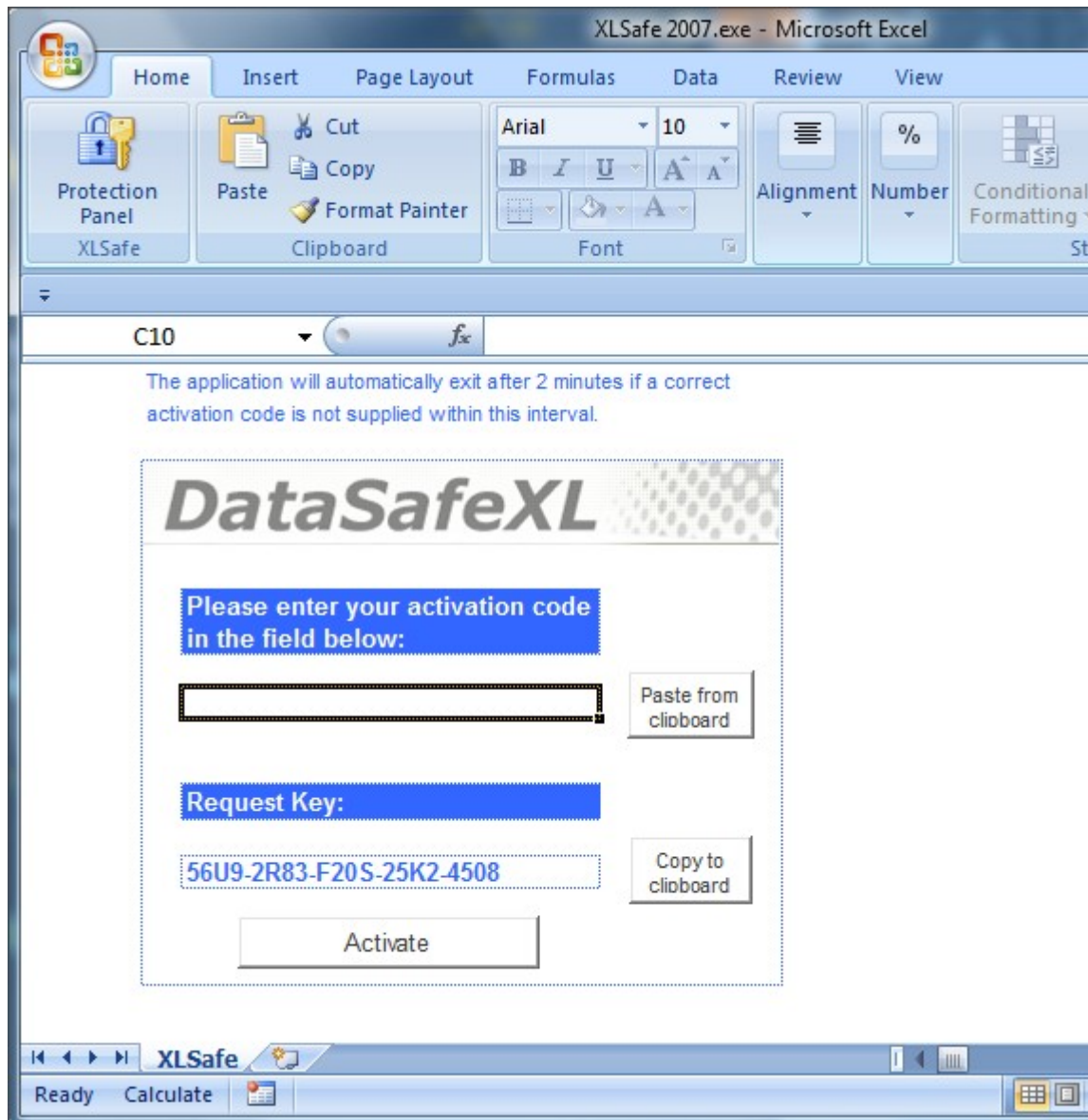
² IRM stands for information rights management technology. To set up IRM in your organization, you need a domain controller running Windows .NET Server, a premium Client Access License, and Active Directory. For organizations without those resources, however, Microsoft hosts an IRM service. This service uses .NET Passport authentication, rather than your organization's Active Directory authentication.

Note that authorised users of IRM Excel files can easily manipulate the protected files; including saving the file as an unprotected document and distributing it freely.

7. Screenshots



Screenshot 1: The XLSafe protection panel interface.



Screenshot 2: The XLSafe activation screen.

8. Management Accounts

DataSafeXL has commenced trading activity on 01st January 2009. Research, development and marketing costs have been met through private financing of the beneficiary owner. DataSafeXL does not currently have any debt exposure. The business also has low running costs.

9. Company Strategy

DataSafeXL is looking to establish a strong presence in the market of Microsoft ® EXCEL security services and products. DataSafeXL already has a noteworthy internet presence at <http://www.DataSafeXL.com> and offers a unique and innovative security product which is ahead of any existing competition.

Within the next two years, DataSafeXL aims to form strong client relationships, implement its security products and services to a plethora of businesses and establish a strong brand name in the Microsoft ® EXCEL security sector.

10.Cooperation Opportunities

DataSafeXL is looking to partner with other software companies producing complimentary products and form affiliate relationships.

DataSafeXL is also interested in individuals or companies who can promote its products and services and manage client relationships up to successful sale completion. Commission terms to be discussed only with interesting parties.