

## **OMNIA - THE FOUNDERS & INVENTORS INTERVIEWS**

### **HOW OMNIA IS DEMOCRATISING THE CYBER SECURITY AND SD-WAN MARKETS SO BUSINESSES OF ALL SIZES AND ACROSS ALL SECTORS ARE PREPARED AND PROTECTED FOR EVERYTHING, EVERYWHERE.**

**WHAT IS OMNIA?** - OMNIA is a total solution democratising SD-WAN, cyber security and layer 4 data encryption in one fully integrated product. OMNIA keeps customers connected and protected, making their data entirely worthless to cyber-criminals. OMNIA empowers everyone from sole traders and SMEs to enterprises and corporates to have protection at governmental and security forces levels at a breakthrough price and PAYG, OPEX and CAPEX payment options.

**WHO CREATED OMNIA?** - Since 2019, SDWAN & SASE Solutions have developed a world-wide reputation for innovative products and services, having already launched 6 world-first innovations onto the global solutions market – storming ahead of global tech giants, some of which take many years to release similar services. Launching this week, OMNIA, including the new flagship product Atomius SD-WAN, is a culmination of all previous innovations and brings a single, affordable product to market to equip businesses of all shapes and sizes with the network, security and data assurance services they need to, not only survive, but to thrive.

Here the three founders of SDWAN & SASE Solutions all about the latest edition to their innovative product and solutions portfolio. Find out why OMNIA is set to democratise the SD-WAN, SASE security and data assurance market, integrating this complete solution with SD-WAN Cloud, SASE REMOTE, deviceless SD-WAN and the company's own uCPE hardware, making these critical technologies affordable for all businesses, from sole traders and SME's right through to global enterprises.

### **WHAT IS OMNIA AND HOW WILL IT CHANGE THE SD-WAN, SASE SECURITY AND DATA ASSURANCE MARKET?**

**Anthony Senter, CEO:** Omnia has been designed as a total solution that addresses the needs of every modern business today, affordably priced and with payment options including PAYG, OPEX & CAPEX, means even sole traders and SMEs can now afford world-class network, security and data assurance technologies. That said, many of the technologies that make up OMNIA are stand-alone products, which can be integrated into our customers' businesses as and when they want, enabling them to 'scale-up' to the full solution as and when they wish.

Today, every business needs to be online and needs to be secured against the ever-growing cyber threats. We know that some businesses don't have the necessary IT teams or skill inhouse, especially SMEs – OMNIA allows everyone, from a WFH consultant, to a local estate agent with a few branches, all the way to national or global enterprises - to have the services they need, services that were previously only available perhaps to Governments and military forces. OMNIA removes all the historic blockers – too expensive, too complex, too labour intensive – none of these are an issue anymore.

With the courts coming down heavily on all businesses, and holding management personally and criminally liable should they be found to have failed to protect their company and customer data – OMNIA is the solution, in fact, it's the most advanced business solution available, it's affordable and only available from SDWAN and SASE Solutions and our channel partners.

**Toby Sturridge, CTO:** With per packet traffic steering on aggregated multi-links and sub-second failover, your session stays connected. And with a licence that allows up to 1Gbps throughput, there's no need to throttle bandwidth to fit your budget. Best of breed SSE security provided on the edge or in the Cloud (SASE), local in-country gateways deliver robust performance and additional services like SASE Remote – deviceless SD-WAN for out of office workers, and of course Layer 4 encryption as standard that protects your data in your office, in the Cloud and in transit – even when passing to your supply chain – that's full north - south and east - west data protection. All this in one powerful Vena or Vecta hardware device.

### **OMNIA HAS MADE THE COST OF SD-WAN, SASE, DATA ASSURANCE AND MULTI-CLOUD MORE AFFORDABLE FOR ALL, SO, HOW MUCH DOES OMNIA COST?**

**Anthony Senter CEO:** We've had to break new ground in terms of the pricing with no commitment PAYG, or traditional CAPEX and As-a-service OPEX choices. Many of the large technology vendors simply aren't interested in dealing with smaller customers – but every business has the same needs and is a cyber-target. It's essential to keep your business connected and protected and your data assured. This brings betterment across entire sectors, regions and even improves working lives nationally and globally. We wanted to break through the financial glass ceiling and make a difference operationally and financially and keep businesses alive in the current tough climate.

OMNIA is made up of different components, so each solution can be customised to include the services you want from day one or might want to seamlessly add in at a later stage. As a general comparison – OMNIA, including SD-WAN and security, costs around the same as taking a family of 4 to a cinema in London on a Saturday afternoon, with drinks, hot dogs and popcorns – include a bottle of wine and the cost for OMNIA, this time including SD-WAN, SASE and data assurance is again similar. The hardware that runs OMNIA is also cheaper, more powerful and offers extra functionality when compared with SD-WAN vendor OEM hardware.

**Toby Sturridge, CTO:** Every single day, we hear about big name brands that have announced a data breach or ransomware attack. Companies brought to their knees, unable to supply services to their customers, costing them hundreds of thousands, if not millions in lost productivity and sales, not to mention fines, damaged reputation and even possible business collapse. As part of OMNIA, our Layer 4 Data assurance protects your data wherever it is and wherever it travels, and makes it unreadable in other words, totally worthless to cybercriminals. Anyone attempting to access your data will not know if it is sensitive financial data or Facebook traffic – Even if a hacker is already in your network, and has been for some time, our L4 Data Assurance component prevents any data from leaving your network unencrypted. The solution is also true Zero Trust as each customer holds their own security keys which are quantum computing generated and changed every 60 minutes.

**Kelly Rogers, CMO:** Sadly up to 60% of SMEs do not survive 6 months beyond a cyber-attack, simply shutting up shop as the cost of recovery is unsurmountable, both in terms of budgets, but also reputationally. OMNIA will protect everyone using the solution from the very latest and most sophisticated cyber-attacks, no matter how big or small their business.

## WHO IS OMNIA AIMED AT? WHAT TYPE OF BUSINESSES?

**Anthony Senter, CEO:** OMNIA puts world-class SD-WAN, SSE or SASE security, data protection, secure remote user access, multi-cloud access within easy reach of any and every, and I do mean every business, that wants to keep connected to their customers, their applications, their suppliers and their workforce, keep their network and teams protected and keep their data secure and assured. From a sole trader such as a consultant working from home to a local estate agency with a handful of branch offices, to a national retail or pub chain, to a health trust, to a global manufacturer – they all have the same fundamental requirements and they are all a target to cyber criminals – OMNIA is all they need.

**Kelly Rogers, CMO:** OMNIA is aimed at every type of business from all sectors. We have priced it so SMEs and even sole traders working from home can afford it. But OMNIA is also the perfect solution for big business with large WFH teams – it replaces slow and management-heavy VPNs, which were never designed for large scale working from home – and ensures that the company's data is protected. It also vastly improves productivity: consider that those working from home lose over 1 hour daily in slow network times, then scale that up into a workforce of say a thousand staff WFH or in a hybrid working model – that's thousands of lost hours every day. Then factor in the use of the home workers consumer networks, with family members also using that network and the risk to security that brings and I think it becomes evident the OMNIA is absolutely necessary in the today's working world.

## WHAT SPECIFIC TECHNOLOGIES MAKE UP THE OMNIA PRODUCT?

**Toby Sturridge, CTO:** OMNIA offers an intelligent mix of:

- Always-on multi-link connectivity, dynamically controlled by next gen Atomius SD-WAN - sub-second link failover means your voice or video session will not drop, and intelligent per packet steering adjusts to changing conditions to ensure application access and hence user experience and productivity, is the best it can be
- Super-secure SASE cyber security frameworks – with solutions from some of the biggest and most trusted security names on the planet
- Data assurance using layer 4 encryption
- SD-WAN Cloud for in-country gateways and Multi-cloud access
- SASE Remote –multi-link deviceless SD-WAN with ZTNA SASE integration for remote and on-the-move teams
- Our powerful VENA & VECTA range slashes the number of hardware appliances to a single uCPE, reducing device management, power consumption and overall cost
- A backbone connectivity to over 900 DC's to keep your local, regional, national and international offices and IoT devices redundantly connected and secured

And our teams are ready to design, install, integrate, manage and support the solutions our customers need for their business, whilst we upskill IT teams via an on-going, collaborative working relationship.

## WHY DID THE SDWAN & SASE SOLUTIONS' TEAM DEVELOP OMNIA?

**Toby Sturridge, CTO:** Our whole business is based on solving problems and making sure that the latest technologies are available to everyone. No-one should be left out – we are levelling the commercial playing fields and arming every business with the tools needed to protect against cyber-threats. Cyber-criminals are getting smarter and so are we. After selling top tech vendor solutions for over 6 years, and investigating over 70 different solutions, we've often wished we could take the best bits from each and put them together in a single product. As MEF certified SD-WAN Subject Matter Experts, and the only company on the planet with 2 double accredited Subject matter experts, who was better placed to do this? That's why we developed Atomius SD-WAN – one of the best performing solutions served at an extremely affordable price – it ticks all the boxes

**Kelly Rogers, CMO:** With OMNIA we aim to democratise the SD-WAN, SASE and data assurance sectors by leaving no one out. Every business of every and all sizes must have access to these crucial connectivity, security and data protection technologies in order to operate at full capacity, protect their businesses, teams, data, reputations and bottom lines. What has, up to now, been the preserve of governmental departments and large corporates will now be made easily available, scalable and affordable to everyone.

## WHAT TYPES OF COMPANIES WILL OMNIA HELP?

**Anthony Senter, CEO:** Just as any size of business operation can afford and benefit from OMNIA, any and all industry sectors will also benefit. Everything from healthcare to retail, hospitality to manufacturing, construction to legal & finance. Because of the attention to detail we apply at the consultation and design phase with our customers, creating their solution entirely around their needs now and objectives for the future, we know that OMNIA will bring greater productivity and protection to every business deploying it. There is no specific sector that benefits as every industry type will benefit from OMNIA

**Kelly Rogers, CMO:** Basically, if you have a business that operates at any level online and you need to secure your applications and data, then OMNIA will prove an extremely useful and cost effective network and security solution, whether you're a sole trader and small business, an SME, an enterprise, a large organisation or a corporate - even if you only have one business site that needs connecting and protecting or a global reach with multiple sites, **talk to us about how we can help as OMNIA is ready to go live globally right now.**

## WHY IS THIS DIFFERENT FROM EVERY OTHER PRODUCT ON THE MARKET RIGHT NOW? –

**Kelly Rogers, CMO:** Not only is it a more advanced and total solution, but the pricing and payment options make it entirely breakthrough. There is no solution on the planet that offers this level of connection and protection at this price point. The other issue is the size of the customer – to us every customer, no matter their size, should have equal access to always-on fast connectivity with the highest level of protection and data encryption – many companies offering just one of the elements that make up OMNIA will simply not work with SMEs, the size of the potential contract not deemed large enough for them, and then of course, often the end price of the potential solution is out of the reach of an SME due to cost. Frankly, I don't think a sole trader working from home has ever been within the sites of most SD-WAN and SASE providers – ever! These might seem like bold

statements but actually our research and conversations within the Channel and IT Consultants who provide solutions to their customers say the same thing. OMNIA will democratise SD-WAN, SASE, SD-WAN CLOUD and Layer 4 Data Encryption for all.

## **FINALLY, WHAT DO YOU HAVE TO SAY ABOUT THE RECENT REMARKS FROM OTHER THOUGHT LEADERS THAT SDWAN & SASE SOLUTIONS IS 2 YEARS AHEAD IN INNOVATION?**

**Anthony Senter CEO:** We've heard this comment often; *that our tech and R&D teams at SDWAN & SASE Solutions are 2 years ahead in terms of innovation* - OMNIA is a further continuation of being ahead of the curve and our competitors. We could take that as a compliment and calmly stay ahead of the curve (and the competition) but you don't become a trend setter and globally recognised thought leader by putting out copy-cat solutions. Being ahead is great and we're proud of our business blazing a proven trail, but the solutions we innovate are ready NOW, as in for companies to deploy immediately, to solve their needs right now! These innovations can be easily adopted because we remain on hand to manage and support in house teams 24/7/365, but we also up-skill our customers' IT teams, even becoming an outsourced extension to those teams.

It's essential to be proactive not reactive – reactive costs, BIG. Cyber-criminals are growing ever more sophisticated on an almost daily basis and the financial crisis changes hourly – businesses need to up their game and change with the fast-flowing current that is today's business world, that means solutions that are fit for purpose now, flex with the near future and re-tech for the long-term. **That's our aim: to ensure our customers are connected, protected and ready for anything anywhere, always – OMNIA: *in omnia paratus* - prepared for everything.**