

WARATEK

Positioning:

What is Waratek

Waratek provides a secure execution agent that offers real-time, adaptable protection against a wide range of cyber threats for diverse Java environments, including ERP systems and applications like PeopleSoft, JD Edwards, Oracle EBS, and custom-built applications. Our unique features, such as declarative and imperative rules, patented tainting engine, and inline deployment, offer a flexible and robust last line of defense mechanism tailored to meet the specific security needs of various industries.

Unique belief

Security should be dynamic, adaptable, and seamlessly integrate within the application environment while providing a low total cost of ownership. Rather than relying on static, one-size-fits-all solutions, Waratek views application security as a fluid, context-aware process that should continuously evolve to address emerging threats and adapt to the unique operational needs of each application. This perspective prioritizes real-time response and customization, ensuring that security measures are both effective and minimally intrusive to the application's functionality or performance.

Value

Highly adaptable and dynamic application security that can be tailored in real-time to specific application environments without compromising the performance or functionality of the application.

Who cares

Security and DevOps teams at enterprise companies where a significant portion of mission-critical applications are built on Java. These teams should have experience with traditional security solutions, manual security policy implementation, or basic application security software that doesn't provide real-time, dynamic adjustments. Their pain lies in addressing challenges like managing real-time security policies across various systems, ensuring system integrity during runtime operations, and maintaining forward compatibility of security systems.

What market we service

Medium-to-large enterprises that manage extensive data and complex IT infrastructure, within North America, Europe, and parts of Asia within the following industries:

- High-Tech (information technology)
- Financial Services
- Healthcare (pharm)
- Manufacturing
- E-Commerce

Buyer Personas:

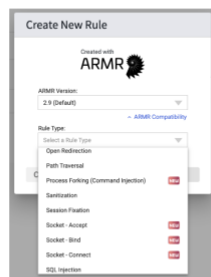
Champion (Advocate)

- **Job Title / Role & Functional Role:** Security Engineer / Developer specializing in system security (e.g., PeopleSoft Developer)
- **Responsibilities:** Hands-on implementation and management of security solutions within specific systems or across a range of applications. Actively involved in coding, system configuration, and security policy implementation.
- **Pain Points:** Struggling with rigid, non-adaptive security policies that don't align with real-time operational needs; complexities in managing security across diverse platforms and applications.
- **Goals and Objectives:** To implement flexible, dynamic security solutions that can be adapted in real-time to meet varying system requirements, enhancing overall security without compromising system performance.
- **How Waratek addresses their pains and goals:**
 - Rules Wizard allows flexibility and adaptability to implementing security policies, allowing developers to continue developing, and the Security team to keep the application protected aligning with ops needs, complexities by having the ability to implement security policies with immutability as well as being regression proof.

Rules Wizard

The Rule Wizard helps you to create and configure the rule type that you need within the Portal interface.

The Rules Wizard allows you to create rules without any coding and offers you an option of different rule types to choose from. To create a new rule, select the **Create New Rule** button under the Mod tab or Rules tab on the Policies page. A pop-up will appear allowing you to choose which version of the ARM language to use and which rule you would like to create. Each time a new update is pushed to the Rules Wizard, the new rule or rule changes will be marked with a **New** icon in the rule list (see below).



ARMR (Autonomous Rule Management Runtime) is the Waratek proprietary language used to create sets of instructions for the Waratek Agents in the form of individual Rules, Mods, Policies, and Virtual Patches.

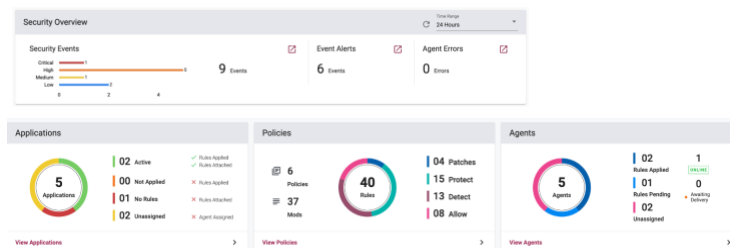
Once you have chosen the Rule Type you wish to create, a new pop-up form will appear allowing you to input the details of that rule. Each Rule Type is described in more detail on their respective pages nested under this page in the side menu.

- Once logged into the Waratek Portal, one can immediately see the alerts that require triage, as well as how many applications are up and connected to Waratek agents. The Waratek Portal is accessible from anywhere there is an internet connection, and you can swiftly implement and withdraw security policies at the snap of a finger requiring no downtime or reboots to the target instances. When implementing security policies, there can be an expected draw or weight added to the performance of the application. However, with

Waratek, due to the nature of how the tainting engine can follow data throughout the entire codebase as it traverses, we can pinpoint the exact moment something malicious is attempted and recompile the application to correct the vulnerable code and be secure all in real-time. This comes with the cost of under 5% overhead to the application, and in most circumstances, we have seen an improvement due to running correct code, but never a hindrance to overall performance and response time.

Security Overview

This card provides a readout of the sum total of Security Events, Event Alerts, and Agent Errors in the past 24 hours. All three sections have an icon button that opens a detailed page breakdown for each total.



- **Decision-making Power:** High influence within their technical domain; their recommendations are often pivotal in advocating for new solutions, though they may not have the final say in purchasing decisions.
- **Preferred Communication Channels:** Technical forums, developer communities, online webinars focused on software development and cybersecurity.
- **Information Sources:** Developer blogs, technical documentation, open-source community forums, cybersecurity publications.
- **Demographics:** Likely in the 25-40 age range, with a background in computer science, software development, or cybersecurity.
- **Buying Motivations:** Seeking solutions that offer flexibility, adaptability, and can be tailored to specific system needs. Interested in solutions that enhance security while allowing for innovation and creativity in development.
- **Objections:** Potential concerns about the learning curve associated with a new security language, integration with existing development workflows, and ensuring that the new solution can be adapted to specific products like PeopleSoft.
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End User

- **Job Title / Role & Functional Role:** System Administrator / Direct User
- **Responsibilities:** Daily management of security policies, system maintenance
- **Pain Points:** Complexities in managing security across different platforms
- **Goals and Objectives:** Streamline security management, ensure system integrity
- **How Waratek addresses their pains and goals:**

- The convenience for the End User and Waratek comes with the technology itself being a somewhat immutable, regression proof piece of software, we are able to set defined policies that are critical to the security posture of the application. In other words, once we have deployed the Waratek agent onto the target application, set the rules, and be prepared to respond to real incidents. You are also able to see all the applications you have added, as well as agents and their respective policies.

Name ↑	Operating System	Database	Policy
EBS	Linux	Oracle	
Example Application	Linux	Oracle	
Log4J	Linux	None	Log4J Demo
Spiracle.NET	Windows	None	Spiracle.NET Demo
Webgoat_8.1	Linux	None	Webgoat Java

- **Decision-making Power:** Moderate influence, provides critical user feedback
- **Preferred Communication Channels:** Email, internal communication tools
- **Information Sources:** Technical documentation, online forums, peer reviews
- **Demographics:** Likely in the 25-40 age range, with technical education
- **Buying Motivations:** Usability, efficiency, technical support
- **Objections:** Usability concerns, compatibility with existing tools

Decision Maker

- **Job Title / Role & Functional Role:** CTO / Final Approval Authority
- **Responsibilities:** Overseeing company-wide IT strategies and investments
- **Pain Points:** Aligning IT infrastructure with business goals, ensuring ROI on technology investments
- **Goals and Objectives:** Strategic IT advancements, long-term cost-effectiveness
- **How Waratek addresses their pains and goals:**
 - Declarative Rules reduce the attack surface of all applications, now and future, without needing specific tooling or policies for each application. Provide mechanism to enforce development policies (like no process forking)
 - Rampart Rules Engine allows for fast response to vulnerabilities like log4j.
- **Decision-making Power:** Final decision-maker
- **Preferred Communication Channels:** Executive summaries, high-level presentations
- **Information Sources:** Industry reports, strategic IT publications, executive networks

- **Demographics:** Likely in the 40-60 age range, with extensive experience in IT and business management
- **Buying Motivations:** Strategic benefits, long-term ROI, scalability
- **Objections:** High initial investment, ROI justification

Gatekeeper

- **Job Title / Role & Functional Role:** Executive Assistant / Information Controller
- **Responsibilities:** Managing executive schedules, filtering information
- **Pain Points:** Overload of information, prioritizing relevant solutions
- **Goals and Objectives:** Efficiently managing executives' time and focus
- **How Waratek addresses their pains and goals:**
 - Reports from the Waratek products are a breach in defined policy, not false positives. If the tool generates an event, it is by definition, an important event and should cut through the daily noise.
- **Decision-making Power:** Gatekeeper, controls access to decision-makers
- **Preferred Communication Channels:** Email, scheduled meetings
- **Information Sources:** Internal recommendations, executive briefs
- **Demographics:** Wide age range, professional training in administrative roles
- **Buying Motivations:** Clarity, relevance, efficiency
- **Objections:** Disruption to existing processes, learning new systems

Influencer

- **Job Title / Role & Functional Role:** IT Security Analyst / Technical Advisor
- **Responsibilities:** Evaluating technical solutions, advising on security implementations
- **Pain Points:** Need for adaptable, comprehensive security solutions
- **Goals and Objectives:** Enhancing overall security posture, staying ahead of threats
- **How Waratek addresses their pains and goals:**
 - The Rampart Engine is as adaptable as it comes, patches can be written for just about any case you can imagine.
 - The rules wizard makes implementing rules for the specific application in use easy and intuitive, whether it be pre-defined best practices policies to improve security posture, or specific zero-day rules, like deserial to stay ahead of the curve.
- **Decision-making Power:** Influencer, provides key recommendations
- **Preferred Communication Channels:** Technical reports, direct discussions
- **Information Sources:** Security forums, whitepapers, technical seminars
- **Demographics:** Likely in the 30-45 age range, specialized in cybersecurity
- **Buying Motivations:** Technical superiority, innovation, comprehensive coverage

- **Objections:** Complexity, compatibility concerns

Economic Buyer

- **Job Title / Role & Functional Role:** CFO / Financial Decision Influencer
- **Responsibilities:** Managing company's financial health, budgeting for IT investments
- **Pain Points:** Balancing cost with quality in IT investments
- **Goals and Objectives:** Financially sound investments, ensuring positive ROI
- **How Waratek addresses their pains and goals:**
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- **Decision-making Power:** High influence, focuses on financial viability
- **Preferred Communication Channels:** Financial reports, ROI analyses
- **Information Sources:** Financial analyses, industry cost benchmarks
- **Demographics:** Likely in the 40-60 age range, with a background in finance
- **Buying Motivations:** Cost-effectiveness, clear ROI
- **Objections:** High upfront costs, uncertain financial returns

Technical Buyer

- **Job Title / Role & Functional Role:** Chief Information Security Officer (CISO) / Technical Evaluator
- **Responsibilities:** Ensuring technical alignment of IT solutions with security needs
- **Pain Points:** Finding solutions that meet complex security requirements
- **Goals and Objectives:** Robust security, compliance with industry standards
- **How Waratek addresses their pains and goals:**
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- **Decision-making Power:** High influence in technical viability decisions
- **Preferred Communication Channels:** Technical demos, detailed documentation
- **Information Sources:** Security certifications, technical reviews
- **Demographics:** Likely in the 35-55 age range, with advanced security certifications
- **Buying Motivations:** Technical excellence, compliance, scalability
- **Objections:** Integration complexities, potential security gaps

Ratifier

- **Job Title / Role & Functional Role:** Compliance Officer / Regulatory Compliance Checker
- **Responsibilities:** Ensuring solutions adhere to legal and regulatory standards
- **Pain Points:** Compliance with evolving regulations and standards
- **Goals and Objectives:** Maintain legal compliance, avoid regulatory penalties

- **How Waratek addresses their pains and goals:**
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- **Decision-making Power:** Moderate to high, based on compliance requirements
- **Preferred Communication Channels:** Legal documentation, compliance reports
- **Information Sources:** Legal advisories, regulatory updates
- **Demographics:** Wide age range, background in law or compliance
- **Buying Motivations:** Legal compliance, risk management
- **Objections:** Non-compliance risks, legal uncertainties

Blocker (Saboteur)

- **Job Title / Role & Functional Role:** Senior IT Staff / Opponent to Change
- **Responsibilities:** Managing existing IT infrastructure, maintaining status quo
- **Pain Points:** Resistance to new technologies, loyalty to current solutions
- **Goals and Objectives:** Stability in IT operations, avoiding disruptions
- **How Waratek addresses their pains and goals:**
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- **Decision-making Power:** Variable, depending on organizational influence
- **Preferred Communication Channels:** Internal meetings, existing communication channels
- **Information Sources:** Historical data, legacy system performance
- **Demographics:** Likely in the 40-60 age range, long tenure in the company
- **Buying Motivations:** Stability, familiarity with existing systems
- **Objections:** Change management challenges, retraining concerns

Navigator

- **Job Title / Role & Functional Role:** IT Project Manager / Process Guide
- **Responsibilities:** Guiding IT projects, managing implementation processes
- **Pain Points:** Navigating internal processes, aligning stakeholders
- **Goals and Objectives:** Smooth project execution, stakeholder alignment
- **How Waratek addresses their pains and goals:**
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- **Decision-making Power:** Moderate, crucial in implementation phases
- **Preferred Communication Channels:** Project management tools, meetings
- **Information Sources:** Internal process guides, project history
- **Demographics:** Likely in the 30-50 age range, experienced in project management
- **Buying Motivations:** Process efficiency, clear implementation pathways
- **Objections:** Implementation complexities, resource constraints

Existing market problems

- Evolving cyber threats - Every year threats become more sophisticated and diverse. Traditional static security measures often fail to keep pace.
- Complexity in Security Management - Managing security across varied and complex applications and IT environments can be challenging.
- Integration challenges - Integration security solutions into existing IT infrastructure without disrupting operations is a major concern.
- Compliance and regulatory requirements - With an increasing importance of data privacy and compliance standards, organizations need robust security solutions that adhere to regulatory requirements.
- Resource constraints - Organizations often struggle with limited resources for managing security, even in large enterprises.

Problem Statement

Enterprise Java applications face an increasingly sophisticated array of cyber threats that evolve faster than traditional security measures can keep up. Organizations struggle with security solutions that are often rigid and intrusive, leading to significant performance degradation and operational disruptions. The complexity of integrating effective security protocols that can dynamically adapt to varied and intricate IT environments without hindering system performance remains a major challenge.

Waratek's unique selling proposition

Waratek revolutionizes Java application security by embedding directly within the application runtime environment, offering a solution that is both highly effective and minimally invasive. Our patented tainting engine and unique combination of declarative and imperative rules allow for precise, real-time threat mitigation with virtually no performance penalty—less than 2% overhead.

Brand personality

1. Innovative and Forward-Thinking: Waratek embodies the spirit of innovation, constantly evolving and staying ahead of cyber threats. It's not just a security solution; it's a pioneer in adaptive cybersecurity, showcasing cutting-edge technology and a forward-thinking approach.

2. Reliable and Trustworthy: Trust is at the core of Waratek's personality. It's a dependable guardian, providing unwavering protection against cyber threats. Users can rely on Waratek to safeguard their systems with consistency and reliability.

3. Agile and Adaptable: Flexibility is key to Waratek's character. It's nimble and quick to respond, capable of adapting to new challenges and environments with ease. This agility ensures that Waratek's protection is always relevant and effective.

4. Expert and Knowledgeable: Waratek is seen as an authority in cybersecurity. It's knowledgeable and well-informed, offering not just security solutions but also

insights and expertise in the field. Waratek is the go-to expert for organizations seeking advanced and intelligent cybersecurity.

5. User-Centric and Approachable: Despite its technical prowess, Waratek is approachable and user-friendly. It focuses on making advanced security accessible and understandable, ensuring that users feel supported and empowered.

6. Professional and Sophisticated: Waratek exudes professionalism and sophistication. It's a brand for discerning organizations that value quality and excellence. Its sophisticated approach is reflected in both its technology and its interactions with customers.

7. Confident and Assured: Waratek presents itself with confidence. It's a brand that knows its capabilities and the value it brings to its users. This confidence is reassuring to customers who seek the best in cybersecurity.

Through these personality traits, Waratek positions itself as a leader in the cybersecurity field, appealing to businesses and organizations that prioritize innovative, reliable, and adaptable security solutions.