

Secure Enterprise Grade Instant Messaging Platform that incorporates Cognitive Security and allows the Workforce to Communicate Securely over Mobile Devices



**Omri Sigelman - Co-Founder
Nuro Secure Messaging**

CEOCFO: *Mr. Sigelman, would you tell us about Nuro Secure Messaging?*

Mr. Sigelman: Nuro Secure Messaging is a secure messaging software. It is the first of its kind, and it incorporates cognitive security, which allows an organization's employees and external partners to communicate in a private and secure environment.

CEOCFO: *What is cognitive security?*

Mr. Sigelman: Cognitive Security is unique to Nuro. Nuro uses artificial intelligence and cognitive computing to predict and prevent security breaches before they occur. In fact, Nuro is the only enterprise grade secure messaging that can analyze patterns within an organization and detect abnormalities. In this manner it identifies a security breach before it actually happens; this is Nuro's cognitive security layer.

CEOCFO: *Would you explain the difference between email and instant messaging and the aspect of secure messaging?*

Mr. Sigelman: The key aspect of messaging, is that is instant. Messaging has a built-in expectation of an immediate, rapid-fire conversation. An expectation that everyone involved is fully-participating. This is in contrast to email, which is inherently asynchronous.

Our core competence at Nuro has to do with secure messaging. Being a mobile first company means that our solution is both secure and optimized for a mobile experience. It secures messaging conversations as opposed to email threads.

If you look at the market, according to Gartner, people receive about 100 work related emails every day. All these emails are being scanned in some form or another but in regards to messaging, and in particular messaging used for work purposes, you will find that just about everyone uses social media messaging apps; apps such as WhatsApp or Facebook messenger.

These apps have no such security features, and the information organizations share in these apps is kept somewhere on a third party server.

That, is a big "No -- No" in terms of compliance, security and privacy. These are points that organizations really need to understand; and this is what we are trying to fix at Nuro Secure Messaging.

We provide a mobile first, enterprise grade secure messaging platform for organizations. An environment where they can conduct their business and communicate internally and externally, securely.

CEOCFO: *What is involved with implementation?*

Mr. Sigelman: Implementation at Nuro is very flexible. For example, large enterprises, can choose to use a SaaS version of the product, or install it on their servers, that is commonly defined as on-premises implementation - but not many companies choose to have on-premises implementation. The Software as a Service version, or SaaS; is hosted on our private cloud, and it can be integrated into almost any legacy system or IT system available in organizations. It can be incorporated into their active directory (LDAP), to easily access all contacts and systems in the company. This is just a basic integration, from this basis you can build sophisticated stuff, such as integrating into your CRM, or into your ERP, databases, or cloud services.

CEOCFO: *Would it be up to a company to pick-and-choose which level they prefer?*

Mr. Sigelman: Absolutely, we can advise according to our experience and market preferences, but each company chooses depending on their specific needs. The beautiful part about this is that there is a great deal of flexibility from our end to provide the right solution for each client.

CEOCFO: *What does the user see on their end?*

Mr. Sigelman: From a user point of view, you are going to see a very simple, friendly messenger application with the same level of experience, and support as a social media messenger. We see employees as consumers, and the organization's messenger must have the same level of experience they are used to. But Nuro offers additional and very exciting features to help your productivity at work, and of course: it's secure.

Nuro runs on all major platforms: Android, iOS, Windows, and desktop: PC & Mac. So employees can keep in touch from their own devices and maintain the level of security required by enterprises.

With the growing trend of BYOD (Bring Your Own Device), employees utilize a wide variety of devices. We practically cover the whole range, and more importantly, we make sure conversations are synced. You can start a conversation on your desktop, continue on mobile once you leave the office, and finish it in the evening while in front of the TV, on your tablet. Nuro is synced across all platforms.

"Nuro Secure Messaging is a secure messaging software. It is the first of its kind, and it incorporates cognitive security, which allows an organization's employees and external partners to communicate in a private and secure environment."- Omri Sigelman

CEOCFO: *What was the biggest challenge in creating this system?*

Mr. Sigelman: That is a good question. The biggest challenge we faced was to provide a very simple, intuitive application for users/employees combined with rocket science security on the backend. It's very challenging to build a product that requires simultaneously a high level of security and a simple and intuitive mobile user experience.

CEOCFO: *How are you reaching potential customers?*

Mr. Sigelman: We are reaching potential customers with three main distribution channels: we manage direct sales in the US and in Europe; we maintain an online presence that enables anyone to quickly register and start using the product. We also work with VARs (Value Added Resellers) around the world.

CEOCFO: *If someone were searching online, what keywords or phrases might they use to find Nuro Secure?*

Mr. Sigelman: There are a variety of keywords that may lead to our product, the most obvious is secure messaging, but business messaging or group messaging are also relevant ways for companies to search and find Nuro.

CEOCFO: *Do most companies understand that secure messaging is not included in other security packages that they have?*

Mr. Sigelman: Interestingly enough, no. The usual first reaction of companies is: we do not use social media apps. We use "well known name email" and "well known corporate messaging platform" only.

But in fact, they do, their employees do, everyday. All the time. And the company's information is being shared on those apps, everyday. All the time.

According to a Nielsen Study, 97% of all employees use instant messaging for work every day. Almost everyone that will be reading this interview actually uses instant messaging. In addition, 75% of those employees share confidential information related to work.

You need to think about this: when an employee installs one of these social media messenger applications, it is usually on a personally owned device (that has no corporate security layers), and when he/she hits the "agree" button, that employee is allowing an often ad-serving driven corporation to access their account information and what the user shares on that platform - which includes everything work related the employee shares, discusses, or transfers through that app.

From that point onwards, that information is kept on a third party server - if anyone accesses that information or not, reads it or not, shares it or not - without consent - we can only guess... And your guess is as good as mine, the fact remains that the information is exposed, and out of your control - you as the organization - and the rightful owner of such information.

There are numerous examples of situations where disclosing information ahead of time may be disastrous for a company. This is not about secrecy; it's about a timely management of a company's asset.

Let's look at a few examples: consider a major deal, like a merger or an acquisition; or a company reorganization, or a strategic change. All these events can be killed due to an information breach.

Other examples are clear infringements of privacy rights, specifically in the case of healthcare representatives that happen to share any patient related information on a social media messenger. With Nuro patients can communicate with his or her doctor, or nurse, and feel secure that their information confidentiality is fully protected.

And these are just a few aspects of the problem we are solving. Many people may not understand the security risks we face today, but that will change dramatically in the next few years because Messaging is a fantastic communication tool and it continues to expand. The problem arises only, when social media messenger applications enter the enterprise.

That is the moment you no longer have absolute control over your data, your confidential, and sensitive information is now also accessible by a third party, and this needs to change.

CEOCFO: *What has changed as people have started to use Nuro Secure? What have you learned that provides a better offering today?*

Mr. Sigelman: Most importantly, we do not see any security breaches or secrets being shared outside of the organization. On the contrary there is an increase in the correct use of messaging and response rates to messages. That is a huge value for us and for our clients; this comes as a direct result of our understanding that employees require a consumer, or social media level of experience on enterprise products.

CEOCFO: *How is business?*

Mr. Sigelman: Business is great. The product is live and working with real users. We are excited, the feedback is fantastic. We have a great partner in IBM, and have received considerable recognition from the market, including being placed on Momentum Partners' watchers list for several quarters in a row.

CEOCFO: *Put it all together for our readers, why pay attention to Nuro Secure Messaging today?*

Mr. Sigelman: People should pay attention to Nuro Secure Messaging because we are in the midst of a revolution regarding data security and privacy, it's in the enterprise's best interest to protect their assets, and information/data is a key company asset.

Employees have adopted the social media messaging apps, this is a fact. Companies must provide a solution which is capable of transferring employees to a secure messaging environment.

We are experts in mobile security and mobile experience, we have developed that solution, and we are leading that change.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine



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