

Risk Management for the Digital Age

Cybersecurity for Life

*State-of-the-science digital
security for anyone,
everywhere, all of the time.*



Cyber-Risk Management Systems

- Individuals, homes and families.
- Offices and businesses.
- Professional practices and trusted advisors.
- Private boats and airplanes.

Brad Deflin
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Risk Management for the Digital Age.

What's Different and Why Now?

- The consumer's massive shift to mobile computing has increased the depth and breadth of their online activities.
- As a result, data is being driven to the "cloud" in order to satisfy the rising demand for rich, ubiquitous access.
- "Big Data" software can now mine information to quickly visualize and link relationships among large amounts of data giving those with nefarious intent a powerful tool for both cyber and traditional crimes.
- Digital money, like BitCoin, is fueling a shift in focus for criminal cartels around the world due to its portability, liquidity, and anonymity.
- IOT (the Internet of Things), is further integrating everyday life with the internet and consequently spreading our vulnerability to cyber-risk by increasing access points to our information.
- The connection between cyber-crime and physical crime is narrowing and likely to continue converging significantly.

Over a very brief period, these powerful trends have converged to fundamentally and permanently alter the risk-surface of regular individuals, families and businesses.



Nothing to hide, but everything to lose.

The New Market

- Now, we all face invisible but highly sophisticated adversaries increasingly drawn to the rich payoffs of a safe, anonymous, and highly profitable crime.
- The traditional “retail” antivirus software suites are ineffective in today’s environment and the mass consumer markets are entirely unprepared for the new risks at hand.
- Government regulators are increasing regulatory pressure on privacy and security compliance at even the smallest of professional practices and businesses.
- Prudence now demands serious and effective information security measures to protect every aspect of our lives; virtual and real, personal and professional.

The Market Requires a New Approach

Securing small environments from big cyber-risk requires a different approach.

- No IT department or expertise to install, manage and service the technology.
- No centralized server environment for network and device control.
- The architecture is multi-device, multi-network, and multi-platform, with no operating consistency across the user base.
- Users have close to zero tolerance for behavioral change.
- Lack of policy and enforcement mechanisms for safe practices.

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The Solution

SECaaS - Cyber Security as a Service -

How we do it.

- Cloud-based IT security center provides complete protection for networks and devices, at home, in the office, or on the road.
- 24x7 continuous, real-time monitoring with Unified Threat Management and Threat Intelligence Software features for proactive and pre-emptive defenses.
- Private, “off-the-grid” email and data storage services on real servers built exclusively for security and reliability. Fully compatible with Apple, Microsoft, and Android devices, apps, and operating systems.
- Open-source software for ultimate security, portability, and long-term compatibility.
- True, “private”, multi-generational digital infrastructure and ownership for control and providing a “cyber-safe room”.
- Offshore options for email and storage.
- Terms of Service that are rated Class A+ because they are simple, transparent, and are designed to respect individual rights of privacy.

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The Benefits

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Long-term, sustainable and adaptable solutions for thriving in the information age.

- Dramatic mitigation of risk on every level, traditional and digital.
- Little to no user behavioral changes required.
- Permanent, multi-generational architecture for the establishment of a long-term digital domain.
 - Private email and internet domains for permanence, agility, and durability.
 - Data vaults with estate transfer mechanisms for digital assets, files, documents, and passwords.
 - Permanent, digital scrap-book and media storage.
 - The digital “safe-room”.
- Cyber self-defense, and safe digital citizenship.
- Peace of mind.



The Firm



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Who We Are *Security as a service, not a product.*

- Total Digital Security was incorporated in March 2013, in Palm Beach, Florida. The objective was to build a highly scalable, capital efficient, recurring revenue business model positioned to capitalize on major forthcoming shifts in the IT security industry.
- Our mission is to become the premier brand to provide superior IT security and privacy solutions, as a service, to the device-centric environment. This market includes individuals, homes, families, offices, professional practices and small businesses.
- Our solutions have been developed to secure large, sophisticated institutions and are built to “mission critical” standards. We use powerful software and cloud-technology to deliver these solutions to new environments, without the need for hardware, long-term contracts or IT expertise and management.
- We promote private internet architecture for users and small groups to establish long-term, sustainable digital domains positioning our customers for controlled engagement with their information for generations to come.
- Total Digital Security is a brand that represents leading thought and resources in personal digital security solutions, systems and services.

What We Sell *State-of-the-science digital security for anyone, everywhere, all of the time.*

SECaaS - Cyber Security as a Service.

Total Digital Security sells advanced, commercial-grade, IT security technology and services to mass consumer market segments around the world. Services are sold individually and in bundles, at monthly and annual subscription rates.

- 1) End-User Device Security** – Protection for computers, smartphones, and portable devices. Real time, intelligent 24/7 protection includes antivirus, intruder protection, and all other aspects of device security.
- 2) Online Security** – Online activities, like banking, browsing and shopping, including over public Wi-Fi networks, are encrypted and secure.
- 3) Private Email and Digital Domains** – We design, build and service private internet domains and email accounts that are owned and controlled by the customer. Our service eliminates IP tracking and metadata for complete privacy contents and personal information over the network. Offshore, Swiss-based facility and servers for strong constitutional protection and legal enforcement of individual rights to privacy.
- 4) Secure Data Storage Vaults** - Stores data that is encrypted to each document, and requires no encryption keys. File storage includes DropBox-like functionality for families and teams. Data is stored on real, private servers that are Swiss built, engineered, and maintained solely for security, reliability and redundancy.



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301 Clematis Street
Suite 3000
West Palm Beach, FL 33401
1-877-643-6391

Brad Deflin is the President and Founder of Total Digital Security, a leader in the emerging Cyber-Security as a Service industry (SECaas). Total Digital Security manages and mitigates all elements of cyber-risk for families, professionals and small to mid-sized businesses, including PCI, HIPAA and other regulated environments.

Brad's extraordinary professional experience includes over 25 years of senior thought leadership in high-net-worth private client brokerage and banking. From Merrill Lynch, to Lehman Brothers, Wells Fargo, and J.P. Morgan, Brad's leadership and ingenuity has shaped the landscape of sales, compliance, and audit for rigorously regulated financial environments.

Brad's career as a leader in the financial services industry honed his expertise in operations technology, risk management, and online digital security. His sales and leadership roles enabled him to recognize the dire need for a comprehensive and unified approach to effectively manage all elements of digital security and risk. Through powerful software, and cloud-based network operations, Total Digital Security provides complete online security and privacy solutions, as a service, without the need for expensive hardware, IT support or long-term commitments and contracts.

The public has become extremely prone to cyber security breaches as a result of their deep, broad and ubiquitous engagement with technology. Under Brad's passionate direction, Total Digital Security is dedicated to providing enterprise-quality digital security solutions designed to be accessible and affordable to individual consumers, homes and families, and the many small to medium sized businesses that rely on keeping their customers and information safe and confidential.

Brad is formerly FINRA Series 7, 8, 9, 10, 24 and 63 licensed and is HIPAA compliance certified in Privacy and Security by NAHU.

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"The consumer's recent but dramatic adoption of mobile connectivity and its enabling cloud-technology, Big Data software and the trend toward an IOT (Internet of Things), have all converged and suddenly transformed the face of risk and crime."

"There are powerful solutions in the marketplace, developed by large enterprises and designed to "mission-critical" standards of effectiveness. Using advanced IT security management software and tools, Total Digital Security brings these solutions to new environments at highly affordable, monthly rates."