

Safelayer Secure Communications: Recipient of the
2009 Global Public Key Infrastructure Systems
Market Strategy Leadership Award



“We accelerate growth.”

2009 Global Public Key Infrastructure Systems Market Strategy Leadership Award

Award Recipient: Safelayer Secure Communications

Award Description

The Frost & Sullivan Award for Marketing Strategy Leadership is presented each year to the company whose marketing strategy has yielded significant gains in market presence during the research period. Often, the company being recognized has innovatively applied traditional marketing mediums, while exploiting nontraditional methods. Furthermore, the Award recipient will often have efficiently allocated resources to improve market share, without affecting other performance factors. The effective marketing strategy will result in significant market share gains, forcing competitors to reevaluate their own marketing strategies. Frost & Sullivan analysts expect such innovation to produce lasting, precedent-setting trends in the industry.

Research Methodology

To choose the recipient of this Award, the analyst team tracks trends in marketing strategy. The research process includes data collection according to the predetermined measurement criteria, interviews with all market participants, and extensive secondary research. The collected data is analyzed, and the participants are ranked on the basis of their relevant positions. The selected Award recipient is ranked highest in the industry.

Measurement Criteria

In addition to the methodology described above, specific criteria are used to determine the final rankings of industry competitors. The recipient of the Award has excelled based on one or more of the following:

- Annual market share growth
- Ratio of marketing investment to market share increase
- Web site effectiveness
- End-user acceptance of product
- Product differentiation

The 2009 Frost & Sullivan Award for Market Leadership in the Global Public Key Infrastructure (PKI) Systems is presented to Safelayer. The company was established in 1999 and with central offices in Barcelona and Madrid, Spain. Safelayer focused on penetrating the Latin American and the EMEA market with a PKI solution, using their language and cultural advantages in Latin America. Safelayer leveraged their success in the Spanish market to find success in other Western European countries.

Dominating the Local Market

Safelayer started with a PKI solution that is Spanish based. Having the local advantage, Safelayer slowly conquered the Spanish market with PKI implementation all over the country. By 2008 Safelayer became the leading PKI vendor in Spain, with an 80 percent market share.

There are many reasons for this dominance in the local market. One reason is the fact that Safelayer's main client, the local Government, is in the process of issuing a PKI-enabled smartcard to all 40 million Spanish citizens.

After working with the Spanish Government, other clients quickly appeared, allowing Safelayer to dominate the PKI market in Spain.

Building Partnerships for Growth

Safelayer continually makes strides in research and development by strengthening its product portfolio and selling PKI technology to CSPs (Certification Service Provider), giving the company an edge in developing partnerships in Latin America and Western Europe. Safelayer realizes that the need for PKI installments is taking place in EMEA and LA, and with that, it has taken great steps to gain market share in neighboring countries like Portugal, through partnering with resellers, and is now targeting countries like Brazil, Chile, Colombia, Italy, France, Poland, Morocco, and others.

The strong presence in the PKI market is due to the ability to sell through various channel partners. Safelayer believes that tighter integration and partnerships will continue to flourish in the PKI future, and will take on greater importance in enhancing business development.

As a result of these efforts, Safelayer is now a main PKI player in Poland, Italy and Portugal. This is due to the perfect match between Safelayer's PKI technology and the willingness to work with the different CSPs in these countries.

Continued Focus on Market Penetration

Safelayer can attribute a large part of its market share to the government and banking markets. As the PKI company that received the G2C project in Spain, Safelayer had the edge to sell into government agencies in a number of European countries as well as in Latin America. By selling into government entities, Safelayer quickly gained and maintained market share. In addition to selling into government agencies and financial institutions, Safelayer focuses on large enterprise accounts and the expansion of its technology into CSPs that are located in various global markets.

Conclusion

Safelayer's ability to broaden its regional market grasp by leveraging local advantages, continuation of valued business partnerships, and focus on vertical markets that enable effective market penetration demonstrates that Safelayer is in a position to grow exponentially in the coming years. For these reasons, Safelayer is the recipient of the 2009 Frost & Sullivan overlay Market Strategy Award.



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