



# TI Safe Segurança da Informação

Business Units for foreign companies

March/2010

**Ti Safe**  
Segurança da Informação

# About TI Safe

- Founded in 1996 (MAB Security Provider) and renamed in 2007. More than 10 years of experience in the Brazilian information security market.
- One of the Top 5 in the Brazilian market of Information security, with full international knowledge.
- Presence at the main Brazilian cities
  - ⇒ Offices
    - Rio de Janeiro
    - Porto Alegre
    - Brasília
    - Goiânia
    - Teresina
    - Manaus
  - ⇒ Commercial Reps
    - Florianópolis
    - São Paulo



# Partners and regional attendance

Through it's commercial partners, TI Safe delivers high quality services over all the Mercosur countries.



# It's time to invest in Brazil



- The recent rise of Brazil to the category of investment grade by international risk rating agencies turns the country a promising market for the investments of foreign companies in information security.
- However, starting operations in a country with a complicated language such as Portuguese, very particular traditions and foreign trade policies still quite protectionist is not an easy task and a skilled local support is crucial to success.
- By acting with our own team, TI Safe mount units of local businesses to foreign companies wishing to start operations in Brazil, minimizing expense and risk of establishing themselves and soon the infrastructure necessary for the corporation to act
- In addition, we provide local support for the undertaking, which is prerequisite for the establishment of partnerships and business deals.

# Business Units



Eracom Technologies (2003 – 2005)



SafeNet-Inc (2005)



Phoenix Technologies (2006)



Safelayer (2007 - Today)

# International References

- News about the Eracom's business unit acting in South America

[http://www.tramaweb.com.br/cliente\\_ver.asp?Cod\\_cli=50&Cod\\_Not=2537](http://www.tramaweb.com.br/cliente_ver.asp?Cod_cli=50&Cod_Not=2537)

- News released by Safenet-Inc

[http://br.safenet-inc.com/news\\_250706.asp](http://br.safenet-inc.com/news_250706.asp)

- News about the Phoenix's business unit acting in South America

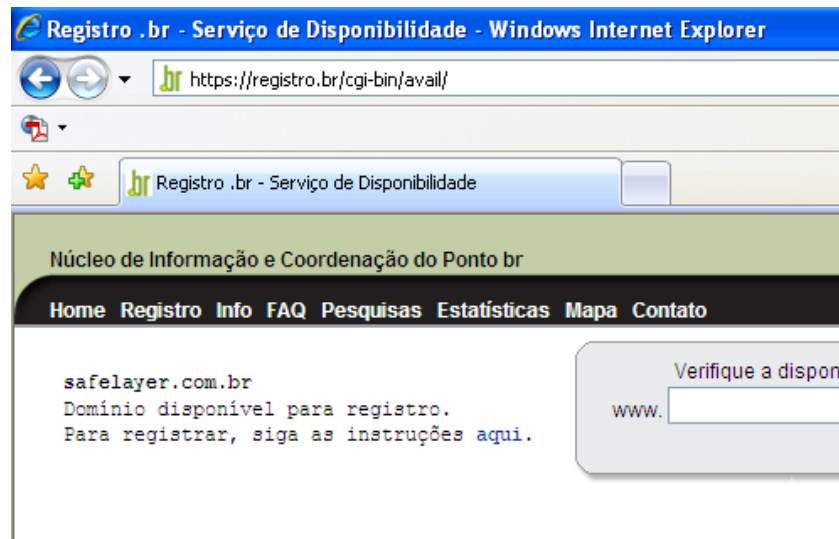
[http://www.findarticles.com/p/articles/mi\\_m0EIN/is\\_2006\\_April\\_24/ai\\_n16132275](http://www.findarticles.com/p/articles/mi_m0EIN/is_2006_April_24/ai_n16132275)

# Local Business Units

- Immediate establishment of a low cost business unit to start operations in the South American market, starting in Brazil.
- Creation of a sales policy with local sales channels for your company
- Identification and development of an action plan for targeted customers (*go to market*)
- Action together with the government technical departments for the homologation of solutions and development of projects
- Local Marketing and Logistic support (participation on fairs, events and seminars)
- Close deals through partners (integrators) and technical supervision at the projects delivery

# Marketing

- TI Safe can help your company to translate all Marketing stuff to the Brazilian portuguese:
  - ⇒ Datasheets, White Papers, Manuals and product GUIs
  - ⇒ All marketing material necessary for fairs, events and seminars
- TI Safe can also register your local web site in Brazil
  - ⇒ [www.YOURCOMPANY.com.br](http://www.YOURCOMPANY.com.br)



# Events and focused seminars

TI Safe participates on fairs, events and focused seminars representing your company, through a local business unit.



# Sales for the Brazilian Government

- The Brazilian government only buys through public licitations (BIDs)
- 60% of the Brazilian IT Market is directly related to sales for the government
- All products (manuals and GUIs) that the Brazilian government buys must be translated to Brazilian Portuguese
- The company that wins an licitation (or BID), in most cases, has to supply local training in Brazilian Portuguese for government departments
- Have a local structure for support in Brazilian Portuguese most of the times is a mandatory task, and also an SLA of 4 hours for local attendance is frequently a requisite on licitations.
- The products (or solutions) frequently have to be homologated by Brazilian government technology departments, what normally is an slow process and very hard to do without local support.

# Benefits for foreign companies

- **Reduced Risk** – Your company can start operations without the necessity of purchasing local infrastructure (Physical and Human Resources) and also doesn't have to be registered in Brazil as a Brazilian company, beyond being represented by high level and internationally recognized professionals in information security arena.
- **Low cost**
- **Reduced time to start operations** – We start the business unit operations as soon as the contract has been signed.
- **Creation of a structure for the future** – With the success of the business unit, register a local company in Brazil becomes a natural process
- **Fullfills requisites for foreign companies that want to sell to the Brazilian government**

# Contact us

 | Contato

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