

## Executive Overview

- Founded in 2012
- 10 000+ business customers worldwide
- 2000+ employees
- Private

## Product & Service Offerings

### NordLayer

NordLayer provides flexible and easy-to-implement cybersecurity tools for businesses of any size and work model developed by the standard of NordVPN. It helps organizations secure networks in a stress-free way. NordLayer enhances internet security and modernizes network and resource access with technical improvements aligning with the best regulatory compliance standards. Helping organizations to adopt FWaaS, ZTNA, and SWG principles, NordLayer is focused on the Security Service Edge of cybersecurity services.

### NordPass

NordPass is an intuitive and easy-to-use password manager for businesses and individuals created by the world's most trusted cybersecurity brand and creators of NordVPN - Nord Security. NordPass eases the burden of access to business accounts, making it possible for your team to work across devices and apps uninterrupted. Log in to your accounts in seconds, securely share sensitive data with your colleagues, and make payments efficiently backed by the highest standard of cyber secure technology

## Key Features & Differentiators

### NordLayer

- **Easy to start** - with a 2-minute deployment, 24/7 support, and an intuitive interface, NordLayer creates a highly efficient onboarding experience that won't impact your workflow.
- **Easy to combine** - NordLayer supports all key OS versions, infrastructure, and applications and successfully adapts to your existing technology stack. It can also be configured manually to suit your business needs.
- **Easy to scale** - NordLayer allows upscaling and downscaling the number of users and servers with zero stress. You can activate new features and add or remove members or servers with a click. And easily integrate it with user management providers.
- **A helpful and personal approach:** it is all about a client: personalized guidance at every step, from onboarding to troubleshooting or upscaling.
- **No lock-ins:** top-notch security without breaking the bank. We keep it affordable and flexible.
- **Market reputation:** NordLayer comes from the creators of NordVPN, a globally recognized cybersecurity brand.
- **Flexible licensing:** NordLayer offers solutions with a low number of minimum license requirements and three plans to choose from to best facilitate individual needs.
- **Simplified security:** Securing only internet access doesn't require a server, simplifying implementation for you.
- **Inclusive security features:** internet access security features like ThreatBlock and DNS filtering are available in NordLayer plans without extra charges.
- **Integrated user provisioning:** NordLayer plans include user provisioning integration at no additional cost.

### NordPass

- **Productivity boosting** - Nord Pass eliminates time wasted remembering and resetting account information so that you can focus on meaningful and productive work.
- **Cost-effective** - Get more for less with 24/7 support, a simple-to-use interface, and a suite of advanced security features at a competitive price. NordPass offers more for less with no hidden costs.
- **More Secure** - NordPass' end-to-end encryption and zero-knowledge architecture ensure the highest standard of privacy and security for your business. NordPass Business is ISO 27001 and SOC 2 Type 2 certified, independently audited by Cure53, and HIPAA compliant.
- **Easy to use** - A password manager can only work when it is widely adopted and properly used. That's why NordPass is user friendly, free of endless menus and confusing jargon.
- **Future ready** - On the cutting edge of faster and safer technology, NordPass is the only password manager using the XChaCha20 encryption algorithm and benefits from machine learning for the autofill function. NordPass is also an associate member of the FIDO (Fast Identity Online) Alliance, supporting the mission to reduce the world's reliance on passwords.
- **Seamless authentication** - NordPass has an integrated two-factor authentication (2FA) solution that adds security to your business accounts. Unlike other password managers, NordPass secures your time-based one-time passcodes (TOTP) using biometric authentication technology that meets multifactor authentication security standards.
- **Compliance enabling** - NordPass helps businesses comply with the strictest global cybersecurity standards. Beyond password management, NordPass decreases overall cyber risk with advanced features.

## Top Industries Served

- Other

## Ideal Customer Profile

### NordLayer & NordPass:

- Size: SMB and SME organizations with NO MINIMUMS on customer size, generally:
  - NordLayer: sweet spot is up to 500 users
  - NordPass: unlimited number of users
- Forward-thinking companies that want to boost cybersecurity for remote and/or hybrid users, and/or execute on cyber insurance requirements
- Common verticals: Software & IT Services, Healthcare, Legal, Education, Marketing/Advertising, Financial Services, Engineering & Manufacturing, Consulting, Corporate Services
- Contact Person: IT Director/Manager, Founder, CEO, CTO, COO, CIO, CISO, Operations Manager, Project Manager, Director of Information Technology, Cyber Security Manager, Head of IT

## Qualifying & Technical Questions

### NordLayer:

1. How are you securing all endpoints today, especially remote workers and application endpoints?
2. Do you store any of the following data in a cloud? Clients' records, Financial information, Business and operational data, Transaction and payment data, Intellectual property or Employee personal data? How do you secure your cloud resources?

3. Are you applying security and routing policy in technology deployments, or by assigning the policies directly to the employee? 4. How are you restricting access to applications to the correct user groups? Utilizing a Zero Trust architecture for a software-defined perimeter yet?

5. 82% of companies allow BYOD (Bring Your Own Device) policy for employees with over half of those willing to say they have no way of securing those endpoints. What's your policy on BYOD and how are you securing it?

6. What other security tools are you currently using? To protect your network, your data, and enforcing credentials/password hygiene?

7. What is the mixture of business-critical on-prem, cloud and SaaS applications?

8. Are you utilizing an Identity Management platform, such as Entra ID/G-Suite, Okta?

9. Do you seek solutions that could actively contribute to your company's compliance such as GDPR, HIPAA, ISO 27001, PCI-DSS, NIS2?

**NordPass:**

1. How do you manage employee access to corporate IT resources?

2. Do you keep track of passwords for external unmanaged employee tools? How do you secure access to those tools?

3. When a new employee joins, how do you give them access to IT resources?

4. When an employee leaves the organization, how do you remove their access?

5. Do team members share logins? If so, how do you ensure shared login security?

6. Does your organization store/manage sensitive personal or client information?

7. How do you ensure password policy compliance?

8. Do you seek compliance with access control regulations such as PCI, SOC2, GDPR, UL, HIPAA, NERC CIP, ISO 27001, SSAE16?

9. Do you track website breaches where your employees log in, and how do you manage this risk?