

Key Facts

- **Founded in:** 2018
- **Size:** 70+ employees
- **Headquarters:** Ann Arbor, MI
- **Customer Base:** Hundreds
- **Funding:** Venture Backed, \$15M Series B, Ten Eleven Ventures, Mercury Fund, and RPS Ventures

Blumira Mission

Blumira provides the only cybersecurity platform that can help SMBs prevent a breach. Blumira makes security easy and effective for mid-market and smaller companies, helping them detect and respond to cybersecurity threats faster to stop breaches and ransomware.

Ideal Customer

- SMB Customers with total employees between 100 and 5000.
- Heavily regulated industry requiring compliance reporting.
- Have recently suffered a ransomware or other malware attack.
- Has a small (3 or less) security team, or IT team with no cybersecurity experience or resources.
- Experienced a failed SIEM project, and are seeking a security operations alternative.

Top Verticals

• Manufacturing	• Retail
• Finance	• Healthcare
• OT/Industrial	• SLED

Opportunity Recognition

- **Lack security expertise** - IT must keep their organization compliant and secure, but doesn't know what solutions can help them do that, and lack experienced cybersecurity resources.
- **Lack of time** - They don't have 2-6 months to deploy a traditional SIEM solution, nor do they have the time to review thousands of logs for threats on a daily basis, especially when other solutions send noisy alerts with a high number of false positives
- **Lack of resources & budget** - They don't have the team or tools to build out a full security operations center (SOC), or pay for expensive managed solutions.
- **Limited by cost structures** - Many solutions charge by the amount of log data sent to their service or by number of endpoints and servers – plus additional fees for onboarding, maintenance and support, making costs unpredictable and difficult to get board approval.
- **Looking to add cyber insurance** - Most cyber insurance companies require their customers to have robust cybersecurity solutions protecting the organization, including logging and monitoring typical of a SIEM/XDR platform.
- **Looking to satisfy a compliance requirement** - Whether subject to PCI DSS because the business accepts credit cards, or HIPAA because it is in the medical field, Blumira provides the logging/monitoring required by such compliance protocols.

Blumira Elevator Pitch

Blumira SIEM + XDR platform makes advanced detection and response easy and effective for small and medium-sized businesses, accelerating ransomware and breach prevention for hybrid environments. In just 15 minutes a day, time-strapped IT teams can do more with one solution that combines a managed SIEM, endpoint visibility and automated response. Meet compliance needs with one year of data retention, 24/7 automated monitoring, and extend your team with Blumira 24/7 SecOps support.

Benefits of Blumira

- **Fast time to security** - IT admins can deploy Blumira's platform in minutes to hours for broad on-premises & cloud coverage.
- **Reduce noise, focus on critical threats** - Prioritize your team's time with Blumira's behavior-based detections, fine-tuned to reduce noisy false-positive alerts.
- **Faster, effective response** - Block threats with automated response, follow our playbooks or contact Blumira's SecOps team for support
- **Predictable, per-seat pricing** - Blumira is 40% more affordable than the industry average and doesn't charge based on data volume.

Qualifying Questions

Q: Do you have a malware problem today? Have you ever been breached?

Q: Is ransomware a concern for your organization?

Q: If you have been breached, how have you remediated the attack? Did you contract a third party to remediate, or did you remediate in-house?

Q: Do you have a cybersecurity team, or are you using an MSSP? Does the MSSP use a MDR solution?

Q: Are you using any SIEM, EDR, or XDR products today? Are you getting value out of these systems?

Q: Has your organization ever had a failed SIEM, EDR, or XDR implementation?

Q: How do you protect against advanced threats at the endpoint?

Q: If you are currently using a SIEM, do you have a problem with too many alerts? Is there an issue prioritizing alerts as to what is important and what is less so?

Q: Are you subject to any compliance regulations, such as HIPAA, PCI DSS, Sarbanes-Oxley, NIST or any other compliance standard that require you to collect data?

Key Messaging

- Blumira products are easy to install, typically taking a fraction of the time of competitive products – on average, less than four hours compared to weeks or months.
- Automatically collects and parses data, both on-prem and in the cloud, correlation of multiple data sources, the ability to do threat analysis, and historical investigation.
- Compared to other products on the market today, Blumira strives to automate and simplify advanced security for organizations of all sizes, focusing on driving better security outcomes and continuously maturing your overall security posture.
- Behavior-based detections with a high confidence level of finding real threats, cutting through the noise of too many alerts.
- New detection rules, tested and tuned by Blumira engineers, are updated every week, ensuring you get the latest protection.
- Detailed instructions on how to respond to new Findings detected by Blumira, with additional needed support provided by our 24/7 SecOps team.
- Blumira provides alerts, with full context, via phone, text, or email within minutes; so that you will always be aware of what is happening in your environment for more efficient investigation and remediation.
- Meet most compliance requirements with 1 year of log retention, monitoring and audit log trails.
- If you are using, or trying to acquire cyber insurance, Blumira will help you satisfy log retention and monitoring requirements.
- Blumira provides unlimited data ingestion to ensure you have visibility across your entire environment.
- Blumira XDR Platform provides automated host isolation to contain affected endpoints, stopping the threat before it can do any damage.
- Respond to threats faster with Blumira's playbooks, automated response (host isolation and dynamic blocklists), and 24/7 SecOps support for urgent priority issues.
- Blumira pricing is easily predictable since it's not based on data ingestion, allowing companies to know exactly what their cost is upfront for the platform.

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