

# CYLYNT - AT A GLANCE

THE CYLYNT PLATFORM IS TRUSTED BY SOME OF THE WORLD'S LEADING SOFTWARE COMPANIES FOR ENHANCED BUSINESS INTELLIGENCE AND GLOBALLY IS PROTECTING AROUND \$50 BILLION OF SOFTWARE ASSETS.

OVER ONE BILLION USAGE EVENTS TRACED RESULTING IN APPROXIMATELY \$2 BILLION OF ADDITIONAL REVENUE FOR CYLYNT CUSTOMERS.



## ABOUT CYLYNT

Cylynt was founded to address the problem of software unlicensed use, which for years vendors had faced alone. We believe that advanced technology is the core component in addressing the problem.

Our precise telemetry data ensures that a 360-degree perspective is achieved into the implementation of effective license compliance, with advanced software usage analytics which enable data-driven business decisions.

## OUR SOLUTIONS

Cylynt solutions, which evolved from anti-piracy and license compliance roots, are an integral part of the ongoing battle to

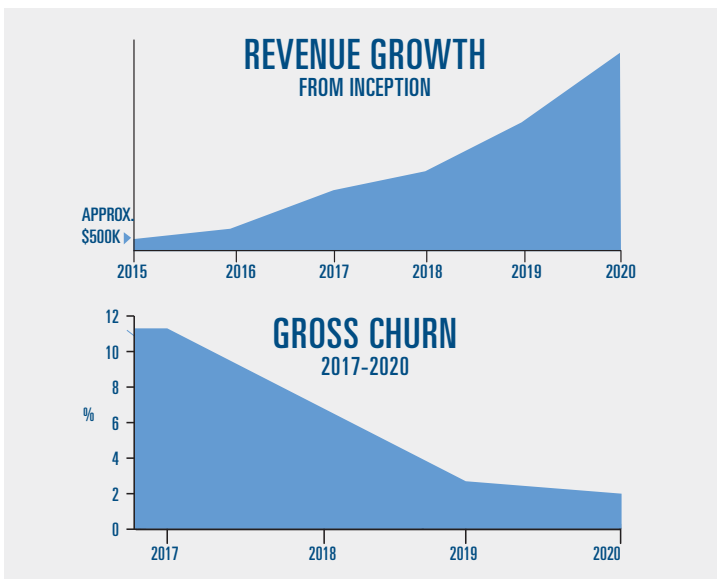
safeguard intellectual property against increasingly sophisticated evasion techniques and result in significant revenue recovery and brand protection.

Detailed usage analytics provide unparalleled understanding into how users interact with a software vendor's product and deliver valuable insight into customer experience, product development, lead generation, and sales processes.

We strive for what we term - Zero Dark Usage, which combines our expertise in uncovering illegal software usage and delivering and analyzing dark usage details that drive revenue recovery.

Across these elements, clients are currently realizing a gross RoI from Cylynt solutions of up to nine times their investment.

## KEY METRICS



## RETURN ON INVESTMENT

Often return on investment from software use can be hard to articulate, but we are able to quantify the revenue recovered by clients – that otherwise they would not be able to do - from using Cylynt software. From this, and after deducting associated costs our clients incur to achieve this...



THE CURRENT AVERAGE ROI ACROSS ALL CYLYNT CLIENTS IS: **9:1**

## OUR TEAM

As of 30<sup>th</sup> June 2021, Cylynt has:

**52** IN OUR TEAM SERVING CLIENTS AROUND THE WORLD



TO FIND OUT MORE VISIT US TODAY: [www.cylynt.com](http://www.cylynt.com)

SCHEDULE A MEETING WITH ONE OF OUR SALES EXPERTS: [info@cylynt.com](mailto:info@cylynt.com)





## OUR STRATEGY

If Cylynt's clients are successful using our technology, then we, at Cylynt, will be successful too.

The lasting and trusted partnership built with each of our clients generally translates to additional usage of the Cylynt solution as more products are instrumented and feed data back from the field yielding more revenue recovery opportunities.

Focusing on Zero Dark Usage means that we illuminate and reveal for our ISV clients how their software is being used, opening up new opportunities, and ensuring they keep the returns they've justly earned. For the users of those ISVs' software, we ensure that only properly licensed software is on their networks to ensure they are compliant and are not exposing themselves to cybersecurity risks through pirate software.

As a SaaS company, we receive subscription revenue from our customers based in part on their usage of the solution and

**90%** OF OUR REVENUE IS RECURRING REVENUE.

We also have a revenue stream for some clients that prefer more of a risk-sharing approach, where Cylynt shares in the revenue recovered by clients from their use of the Cylynt solution. Both revenue streams reflect that Cylynt's success is bound to client success in recovering revenues that they would not otherwise benefit from.

Our obsession with customer success has helped the company achieve an impressive five consecutive years of record growth and has resulted in our renewals being positive with

**2% GROSS CHURN** & **-12% NET CHURN**

## COMPANY HISTORY

Founded in 2014

Privately owned, bootstrap finance

Based in Los Angeles, USA and Dublin, Ireland

## OUR MANAGEMENT



**TED MIRACCO**

Co-founder and CEO US



**CHRIS LUIJTEN**

Founder



**ADRIAN ALLEN**

CTO



**KAREN DUNNE**

Director and Group Finance Director



**CAROLYN DOWLING**

Customer Success Director



**GRAHAM KILL**

Executive Chairman and Group CEO



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