

PRESS KIT



# UBCOM

**CYBER PROTECTION & SOVEREIGNTY**

2022

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# 1. UBCOM IN SHORT

## *Biography of UBCOM (short version)*

UBCOM is a Swiss cybersecurity and secrecy protection strategic consulting agency established in 2014. Its Swiss nationality allows it to benefit from the protection of secrecy guaranteed by the Swiss Constitution. Digital sovereignty as understood by UBCOM is the guarantee of operational independence of solutions and protection of information systems. The advice and recommendations are always elaborated and guided by the concern for sovereignty, which has become an essential principle in the development of solutions.

In order to act as close as possible to its customers, UBCOM currently has three entities on the European territory: in Switzerland, in France and in Benelux.

## *Mission and vision of UBCOM*

UBCOM acts in cyber risk prevention.

The agency advises and proposes concrete solutions in cyber defense, cybersecurity, protection of secrecy and digital sovereignty. Its mission is to protect the economic interests of European players on the global market against economic intelligence and industrial espionage.

*Its ethics: confidentiality, protection and trust*

*Its values: innovation, technology and sovereignty*

Because cyberwarfare is everyone's business, UBCOM strengthens the protection of the company's information assets and thus improves its competitiveness on international markets.



## 2. OUR SOLUTIONS

### *UBCOM offers launches*

#### Cybermanager offer

In 2015, the agency developed its first solution, Cybermanager, to measure the cyber exposure and digital awareness of a company.

This new tool makes it possible to carry out a "flash audit" and thus to evaluate and measure the resilience of the organization in the face of cyber risk, based on the major international standards: COBIT, ISO27000, RGPD, BAL3, ITIL...

In concrete terms, it is a question of carrying out an audit in record time (one day) and thus offering considerable time savings to VSEs/SMEs. This is opposed to several days/weeks for a conventional audit with an identical result and efficiency.

#### UBscan offer

In 2016, UBCOM is developing its new vulnerability scanning offering - UBscan. This is an automatic process that verifies an organization's exposure to potential cyber-attacks based on identified vulnerabilities.

Historically, this new offer was born in a quasi-monopolistic context of large groups that only offer solutions that are inaccessible to VSEs/SMEs - because they are too expensive. UBscan allows small and medium-sized companies to take an interest in their level of cyber protection.

UBscan is the only sovereign vulnerability scan, certified and billed on a per-IP basis.

Faced with the exponential development of technological tools, the creation and exploitation of a large amount of data, UBCOM's experts are aware of the growing need for protection. The adoption of the RGPD in 2018 only reinforces the issues of protection and security of personal data, which has become the new black gold of the 21st century.



## 3. OUR DEVELOPMENT

### *Important events*

#### **Petit abécédaire cyber - White Book 2022**

For the new year 2022, UBCOM has published the [Petit abécédaire cyber](#) (signed by Frans Imbert Vier - CEO, and Clémentine Balayer, Business Intelligence Analyst). They share the keys to understanding the digital world in which we live as well as the conditions of use of the 2.0 citizenship.

#### **Sommet européen informel des 8 et 9 mars 2022 – Nevers (France)**

On the occasion of the French Presidency of the Council of the European Union, Frans Imbert-Vier (CEO of UBCOM) spoke about the challenges of cybersecurity, the pillars of digital sovereignty, the dangers of misinformation and the need for public procurement reforms to promote European companies.

*Frans Imbert-Vier spoke at several round tables available [in replay](#).*

#### **Swiss cyber security days – Fribourg (Suisse)**

Exhibiting for the first time in 2019, UBCOM will be present at the fourth edition of SCSD on April 6 and 7, 2022 on the theme of Cyber: the 5th dimension.

UBCOM's CEO will speak on the expert stage on the topic: Integrating Digital Sovereignty into the organization's governance.

*Frans Imbert-Vier spoke at the SCSD on the experts stage the 7th april 2022, 1:30PM*

#### **Forum International de la Cybersécurité (FIC) – Lille (France)**

UBCOM has been present at the FIC on the Swiss pavilion since 2015. The European event is an opportunity to build a unified and ambitious discourse on digital themes. UBCOM will be present at the 14th edition of the FIC to present its new offers and meet its peers, potential partners, customers and new entrants.

*UBCOM will be at the FIC du 7th - 9th june 2022 - Swiss Pavilion*

### *Key figures*

- **1 million toxic flows** from Eastern countries between February 23, 2022 10:00 PM and March 23, 2022, when they only reached 5 to 10 before the war in Ukraine (02/23/22).
- The number of **ransomware attacks** processed by ANSSI between 2019 and 2020 **increased by 4 times**.
- The number of **ransomware attacks** in 2020 (according to ANSSI) **increased by 255%**.
- There can be **34 cybersecurity incidents in healthcare in 2021** (according to the symposium conducted by the digital health agency on November 18, 2021).
- **43% of cyberattacks would target small businesses** that are poorly armed to defend themselves effectively against this type of risk.



## 4. ABOUT 'UBCOM

### *Frans Imbert-Vier introduction*

CIO for more than twenty years at Apple, OMNICOM and the Marie Claire group, Frans Imbert-Vier is an expert in cybersecurity. A fervent defender of digital sovereignty, self-taught and recognized by his peers, he is the author of articles (Le Monde, LesEchos, Forbes...) and a guest on various TV and radio programs, he also lectures in Master 2 of Cybersecurity at ISEP in Paris.

Aware of the context of economic warfare in which Europe finds itself, between digital submission and loss of sovereignty, he attaches particular importance to disruption, economic intelligence and the complex environment in which his partners evolve.

### *Expertise et speciality of UBCOM agency*

UBCOM also assists large industrial organizations - public or private - including the media, health actors to protect patient data, luxury industries to protect them from counterfeiting, start-ups and biotechnology companies to protect their innovations, lawyers who defend victims of terrorism.

The agency also ensures the political protection of information by mastering all the regulations and local laws, in order to protect the holder and his intellectual property. As a disruptive reference on the market, UBCOM produces defense strategies by taking part in the political debate from digital sovereignty to citizen and entrepreneurial free will.

With its political vision, its experts adopt a geostrategic and geopolitical approach to cybersecurity. UBCOM ensures the protection of tactical and strategic company data. The culture of secrecy anchored by its Swiss nationality plays a major role.

### *Main characteristics of the UBCOM offer*

UBCOM offers 3 areas of expertise:

- Protection of business secrets
- Audit and consulting in cybersecurity
- Integration of cyber defense software (encryption, secure communication...)



## 5. AUDIENCE

UBCOM advises and supports its customers in protecting their network infrastructures, data storage and confidential exchanges.

Our clients can be found in the public administration, banking and insurance, education and teaching, industry, health and care institutions, as well as defense and military organizations.

UBCOM meets with CEOs, CIOs and CFOs of companies (SMEs) as well as self-employed professionals such as doctors, lawyers, etc. in order to offer them concrete and sovereign solutions for the protection of their data.

## 6. PRESS

### *Publications and media mentions*

[Heidi.News](#) - 28/01/2022

[Bilan](#) - 25/01/2022

[Usbek & Rica](#) - 28/06/2021

[Le Parisien](#) - 30/07/2020

[AGEFI](#) - 31/01/2018

...

### *Columns*

[Forbes](#) - 17/04/2020

[Le Monde](#) - 03/12/2018

[Les Echos](#) - 09/01/2018

...

### *Interviews*

[Heidi.News](#) - 28/02/2022

[Portail de l'IE](#) - 26/10/2021

...



## 7. FAQs

### 1. Where to find the UBCOM HD logo?

➔ Click on this link : <https://cutt.ly/rZsURpi>

### 2. Where to find an HD photo of UBCOM's CEO, Frans Imbert-Vier?

➔ Click on this link : <https://cutt.ly/MS7giaK>

### 3. Where can I find the video presentation of UBCOM?

➔ Click on this link : <https://cutt.ly/WS7fsPg>

### 4. Where to find our press releases?

➔ Click on this link : <https://www.ubcom.eu/press-release>

### 5. Where to find the UBCOM boilerplate in English, French, German and portugueses ?

➔ Click on this link : <https://cutt.ly/GZsAWOe>

### 6. Where to find an HD photo of UBCOM's CEO Portugal, Bruno Correia ?

➔ Click on this link : <https://cutt.ly/dZsSjds>

## 8. UBCOM BOILERPLATE

### ABOUT UBCOM

UBCOM is a strategic consulting and secrecy protection agency established in 2014. UBCOM acts in cyber risk prevention and protects the tactical and strategic information asset of the economy. We advise and propose concrete solutions in cyber defense, cybersecurity secrecy protection and digital sovereignty to protect the economic interests of European players on the global market against economic intelligence and industrial espionage.

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