

multiven™



# A LITTLE BIT OF HISTORY

The absence of a company with a focus on maintaining the integrity of the world’s Internet infrastructure without a hardware, software or political agenda led to the founding of Multiven in 2005.

Multiven’s core mission is providing owners and operators of Internet networks with a single, independent end-to-end network maintenance, management and cyber defense services to large enterprises, Internet service providers, small, medium business, telecommunication companies, systems integrators, Fortune 500, Academia and government agencies.

Headquartered in Rotterdam, Multiven is today the world’s first and only independent provider of software management, maintenance and cyber defense services for the world’s Internet Networks.





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Team, The 4 pillars, Structure, Locations

> Pingsta

Overview, Members, IP Protection

> Multiven Ecosystem

Business model, Solution, Hardware Supply Partners, Clients

# THE ORGANIZATION



Peter ALFRED ADEKEYE  
CEO & FOUNDER

Prior to founding Multiven, Peter Alfred-Adekeye was a Technical Leader at Cisco Systems in Silicon Valley, where he led the team responsible for all critical source code level software issues in Cisco IOS.

Before Cisco, he was a multi protocol escalation engineer at IBM Global Network Services in England.

Peter holds a BSc in engineering from University of Ife, and has completed executive education in leadership from Stanford University.

Peter is a member of ENISA, the European Union organization tasked with formulating policies to secure EU’s cyberspace.

He is strongly committed to Multiven’s customers, partners and teams.

P e o p l e

# Multiven Team

Management, sales, marketing, operations, finance teams



A r t i f i c i a l   I n t e l l i g e n c e

# mySolvr

AI Engine storing and proactively pushing ~ 80K problem resolutions

S o f t w a r e

# Multiven Platform

Customers interface to Multiven TAC, Multiven Asset Manager and the Multiven Marketplace

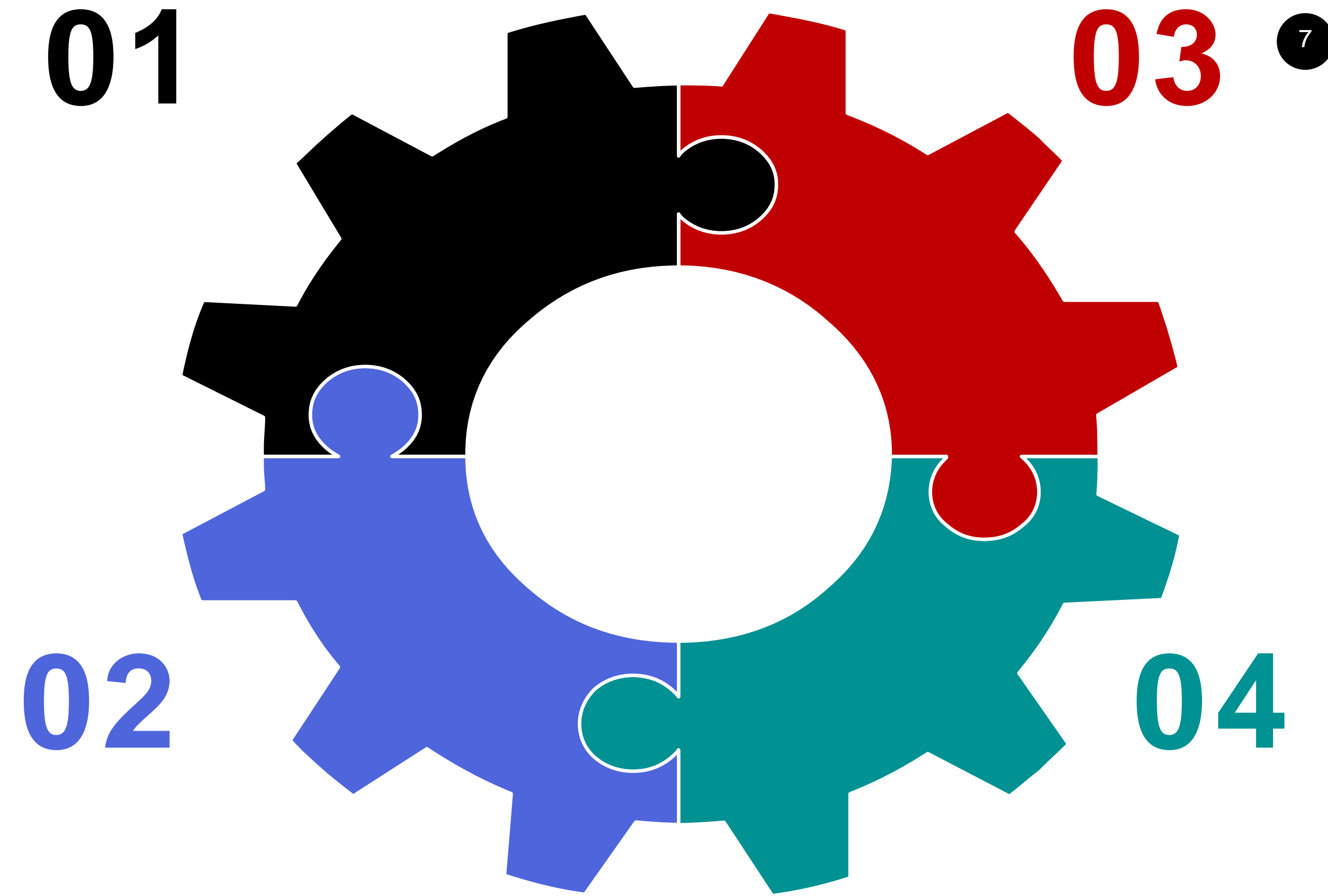


C o m m u n i t y

# Pingsta

MTAC Platform of 1200 internet experts on a pay-per-task basis, available 24/7

# WHAT WE DO ?



## Multivendor Software Maintenance

Multiven is the world's only provider of independent maintenance for all proprietary and open-source networking software

## Multivendor Asset Management

Multiven Oyster is a free cloud-based application for managing all IT and network hardware and software

## Network-Based Cyber Defense

Multiven Pearl Guard will stop any cyber-attack and restore service in a network within 24 hours of an attack

## Software Re-Cycling & Monetization

The Multiven Marketplace is a premier online marketplace that enables organizations to re-cycle and monetize their pre-owned Cisco Software Licenses

# WHAT WE DO ?

## Oyster

- Cloud-based IT, network & software asset manager
- Unlimited device profiles with geo location & software version & config files back up
- Unique device level QR codes, analytics and global search
- 100% EU stored data

## Pearl Lite

- Cloud-based IT, network & software asset manager
- Unlimited device profiles with geo location & software version & config files back up
- Unique device level QR codes, analytics and global search
- Unlimited 24x7 Direct-to-Expert technical support
- Advanced software support, updates and bug fixes
- 100% EU stored data

## Pearl

- Cloud-based IT, network & software asset manager
- Unlimited device profiles with geo location & software version & config files back up
- Unique device level QR codes, analytics and global search
- Unlimited 24x7 Direct-to-Expert technical support
- Advanced software support, updates and bug fixes
- 100% EU stored data
- Next-Business-Day hardware replacement

## Pearl CPS

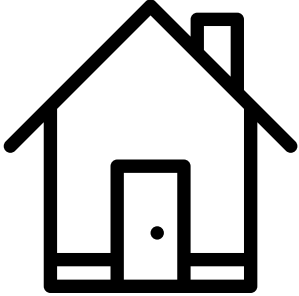
- Cloud-based IT, network & software asset manager
- Unlimited device profiles with geo location & software version & config files back up
- Unique device level QR codes, analytics and global search
- Unlimited 24x7 Direct-to-Expert technical support
- Advanced software support, updates and bug fixes
- 100% EU stored data
- Next-Business-Day hardware replacement
- Customer premise stored spare hardware (less than 4 hour replacement)

## Pearl Guard

- Cloud-based IT, network & software asset manager
- Unlimited device profiles with geo location & software version & config files back up
- Unique device level QR codes, analytics and global search
- Unlimited 24x7 Direct-to-Expert technical support
- Advanced software support, updates and bug fixes
- 100% EU stored data
- Pre-breach: ongoing independent network threat security consulting
- During breach: direct-to-expert TAC support to isolate & neutralize cyber-attack
- Post breach: next-business-day (NBD) replacement of cyber damaged hardware, NBD device software configuration & service restoration configuration backup, root cause analysis for legal and law enforcement, ongoing software security updates and patches for devices



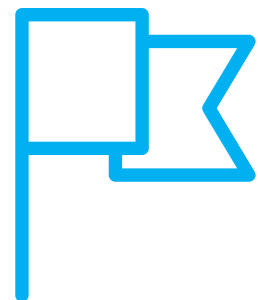
# ROADMAP



**Silicon Valley,  
California**

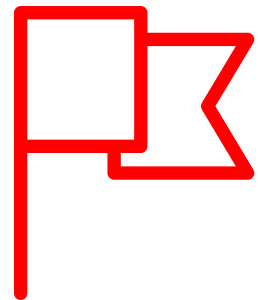
Multiven Inc. is founded in  
2005

In 2015, Multiven Group BV  
becomes the new global  
parent in Rotterdam.



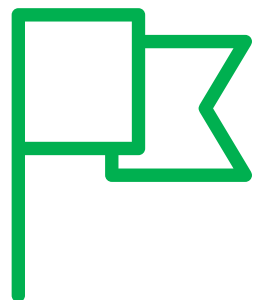
**PARIS, FRANCE**

Multiven France SAS  
Operational HQ  
Created in 2016



**Europe/Africa**

Offices in UK, Spain,  
Germany, Benelux and  
Morocco by 2017-2018



**Middle East**

Office in Dubai by 2018

# GLOBAL FOOTPRINT

Multiven is expanding its offices across major European economies



Actual offices

To open soon

OFFICIAL  
COMMERCIAL  
REGISTER



Uittreksel Handelsregister Kamer  
van Koophandel

KvK-nummer 64637816

Pagina 1 (van 2)

Rechtspersoon

RSIN 855755453  
Rechtsvorm Besloten Vennootschap  
Statutaire naam Multiven Group B.V.  
Statutaire zetel Zwolle  
Eerste inschrijving handelsregister 27-11-2015  
Datum akte van oprichting 25-11-2015  
Geplaatst kapitaal EUR100,00  
Gestort kapitaal EUR0,00

Onderneming

Handelsnaam Multiven Group B.V.  
Startdatum onderneming 25-11-2015 (datum registratie: 27-11-2015)  
Activiteiten SBI-code: 6209 - Overige dienstverlenende activiteiten op het gebied van informatietechnologie

Werkzame personen

0

Vestiging

Vestigingsnummer 000033446571  
Handelsnaam Multiven Group B.V.  
Bezoekadres Kingsfordweg 151, 1043GRAmsterdam  
Telefoonnummer +33689393539  
Datum vestiging 25-11-2015 (datum registratie: 27-11-2015)  
Activiteiten SBI-code: 6209 - Overige dienstverlenende activiteiten op het gebied van informatietechnologie  
Het aanbieden van (onafhankelijk) onderhoud, management en cyberbeveiliging voor de wereldwijde infrastructuur voor het internet en alle op het internet aangesloten/verbonden apparaten

Werkzame personen

0

Enig aandeelhouder

Naam NZL Holdings B.V.  
Bezoekadres Kingsfordweg 151, 1043GRAmsterdam  
Ingeschreven onder KvK-nummer 64634361  
Enig aandeelhouder sedert 25-11-2015 (datum registratie: 27-11-2015)

Bestuurder

Naam NZL Holdings B.V.  
Bezoekadres Kingsfordweg 151, 1043GRAmsterdam  
Ingeschreven onder KvK-nummer 64634361  
Datum in functie 25-11-2015 (datum registratie: 27-11-2015)  
Titel Algemeen directeur  
Bevoegdheid Alleen/ zelfstandig bevoegd

Waarmerk  
KvK

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# FINANCIALS

## ➤ TOTAL ASSETS

**= €4.67 Billion**

## ➤ TOTAL LIABILITIES

All private debt, mainly to founder and early employees. As of May 2017, The company has zero bank debt and no venture debt/funding.

**= € 6.14 Million**

## ➤ NET ASSETS

**€4.67 Billion – €6.14 Million = €4.66 Billion**



# PINGSTA

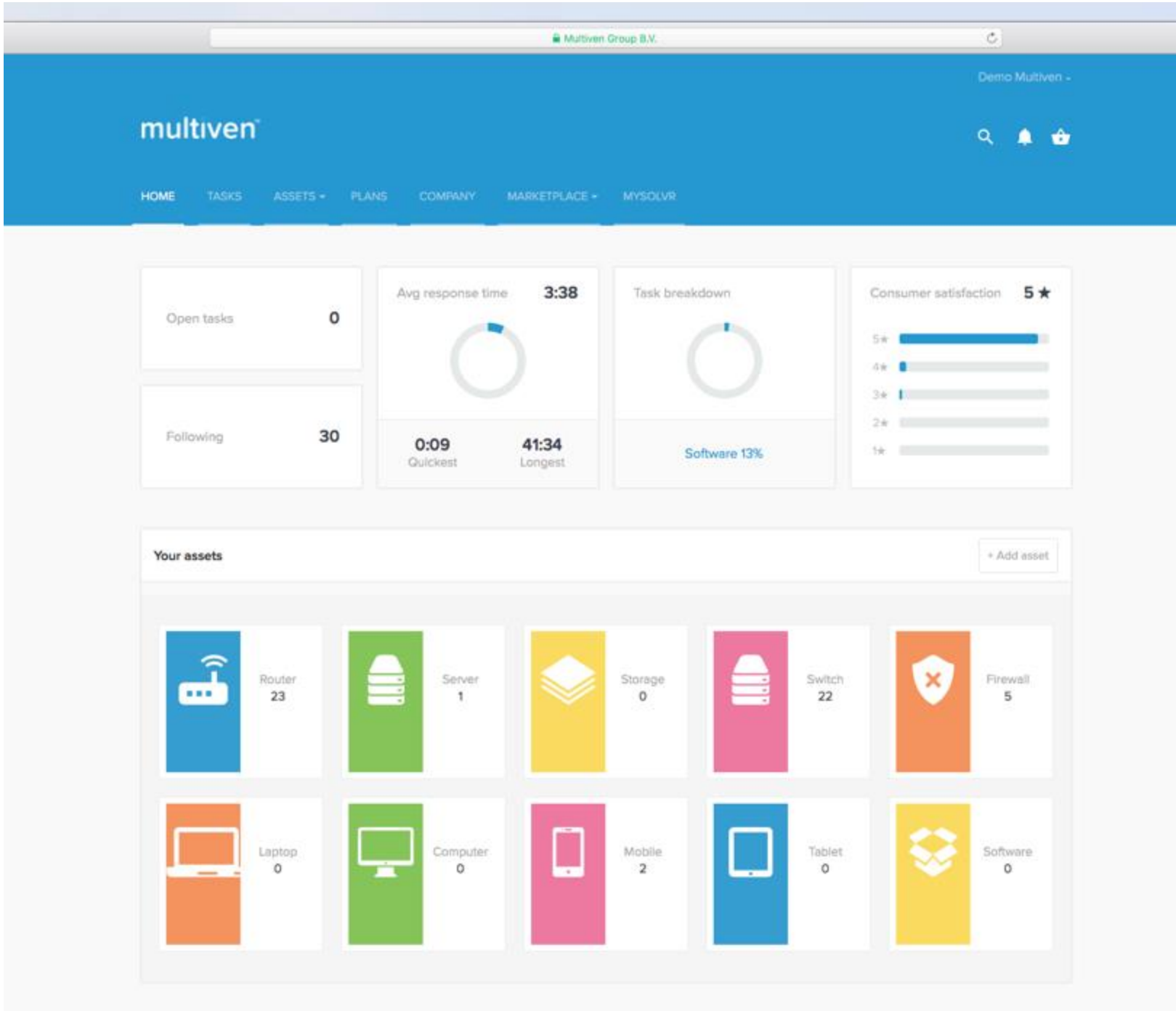
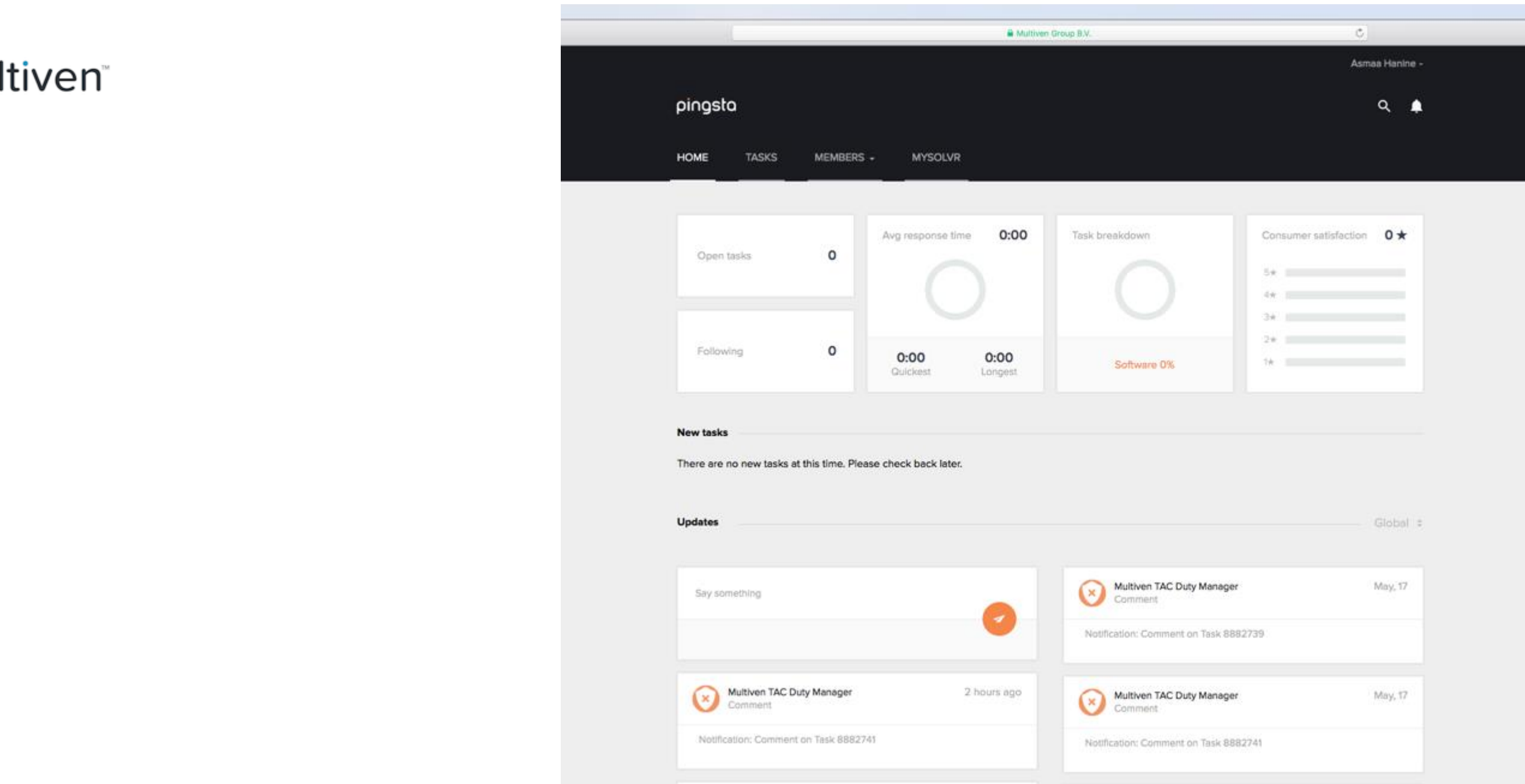
A community of engineers

# PINGSTA

Pingsta, a Multiven subsidiary company founded by Multiven founder in 2007, is a collaborative platform for the world’s Internet experts that enables Multiven customers to directly access network expertise round-the clock.

The Pingsta community consists of Internet engineering inventors, fellows, IETF authors, distinguished engineers, technical leaders and hundreds of CCIEs, JNCIEs, HCIEs in 55 countries.

Multiven services are powered by its ground-breaking proprietary technology-enabled Artificial-Intelligence service engine – **mySolvr**, which leverages the intelligence of Pingsta’s 1200 experts, where their knowledge is harnessed on-demand, compensation paid per-task, and the resulting intelligence curated and archived for future re-use without human intervention.



P I N G S T A

# HOW IT WORKS ?

1

NEW TASK

CUSTOMER CREATES A NETWORK SUPPORT OR CONSULTING TASK

P I N G S T A

MULTIVENDOR TAC IN THE CLOUD

2

THE PINGSTA ALGORITHM

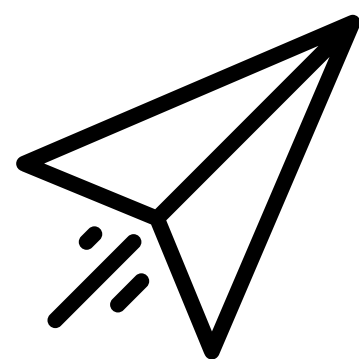
THE PINGSTA ALGORITHM MULTICASTS THE TASK TO EXPERTS WITHIN THE COMMUNITY WITH MATCHING VENDOR AND TECHNOLOGY EXPERTISE

3

THE SOLUTION

AN EXPERT ACCEPTS AND RESOLVES IT, THEN CUSTOMERS RATE THE TASK

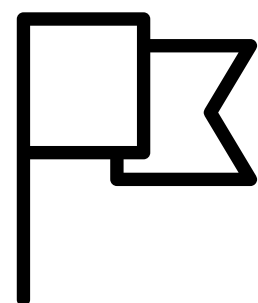
# PINGSTA FACTS



1200

EXPERTS

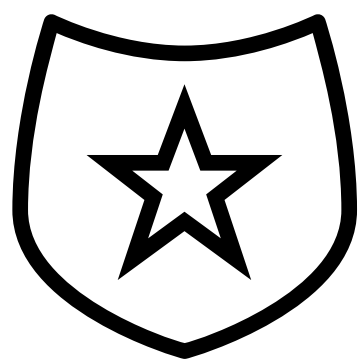
Only L3-L4 experts in the community



55

COUNTRIES

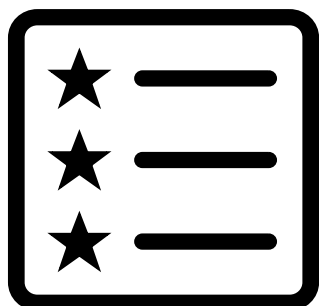
Europe/America/Asia/Africa



20

YEARS

Average experience of experts



4000

EXPERTS

On waiting list to join the community



# Confidentiality



Confidential

**NONDISCLOSURE AGREEMENT**

In connection with a proposed business relationship, Multiven Group B.V., Multiven, Inc. Pingsta, Inc. and its affiliates (“Company”) has allowed you (the individual or entity named below) access, or may allow you access, to business, technical or other information, materials and/or ideas (“Proprietary Information,” which term shall include, without limitation, anything you learn or discover as a result of exposure to or analysis of any Proprietary Information).

In consideration of any disclosure and any negotiations concerning the proposed business relationship, you agree as follows:

1. You will hold in confidence and will not possess or use (except as required to evaluate the proposed business relationship) or disclose any Proprietary Information except information you can document (a) is in the public domain through no fault of yours, (b) was properly known to you, without restriction, prior to disclosure by Company or (c) was properly disclosed to you by another person without restriction. You will not reverse engineer or attempt to derive the composition or underlying information, structure or ideas of any Proprietary Information. The foregoing does not grant you a license in or to any of the Proprietary Information.
2. If you decide not to proceed with the proposed business relationship or if asked by Company, you will promptly return all Proprietary Information and all copies, extracts and other objects or items in which Proprietary Information may be contained or embodied.
3. You will promptly notify Company of any unauthorized release, disclosure or use of Proprietary Information.
4. You understand that this Agreement does not obligate Company to disclose any information or negotiate or enter into any agreement or relationship. You will strictly abide by any and all instructions and restrictions provided by Company from time to time with respect to Proprietary Information or Company systems. You will ensure the security of any facilities, machines, accounts, passwords and methods you use to store any Proprietary Information or to access Company systems and ensure that no other person has or obtains access thereto.
5. The terms of this Agreement will remain in effect with respect to any particular Proprietary Information until you can document that such Proprietary Information falls into one of the exceptions stated in Paragraph 1 above.
6. You acknowledge and agree that due to the unique nature of the Proprietary Information, any breach of this agreement would cause irreparable harm to Company for which damages are not an adequate remedy, and that Company shall therefore be entitled to equitable relief in addition to all other remedies available at law.
7. Until one year after the later of (i) the date of this Agreement or (ii) the last disclosure of Proprietary Information to you, you will not encourage or solicit any employee or consultant of Company to leave Company for any reason.



Confidential

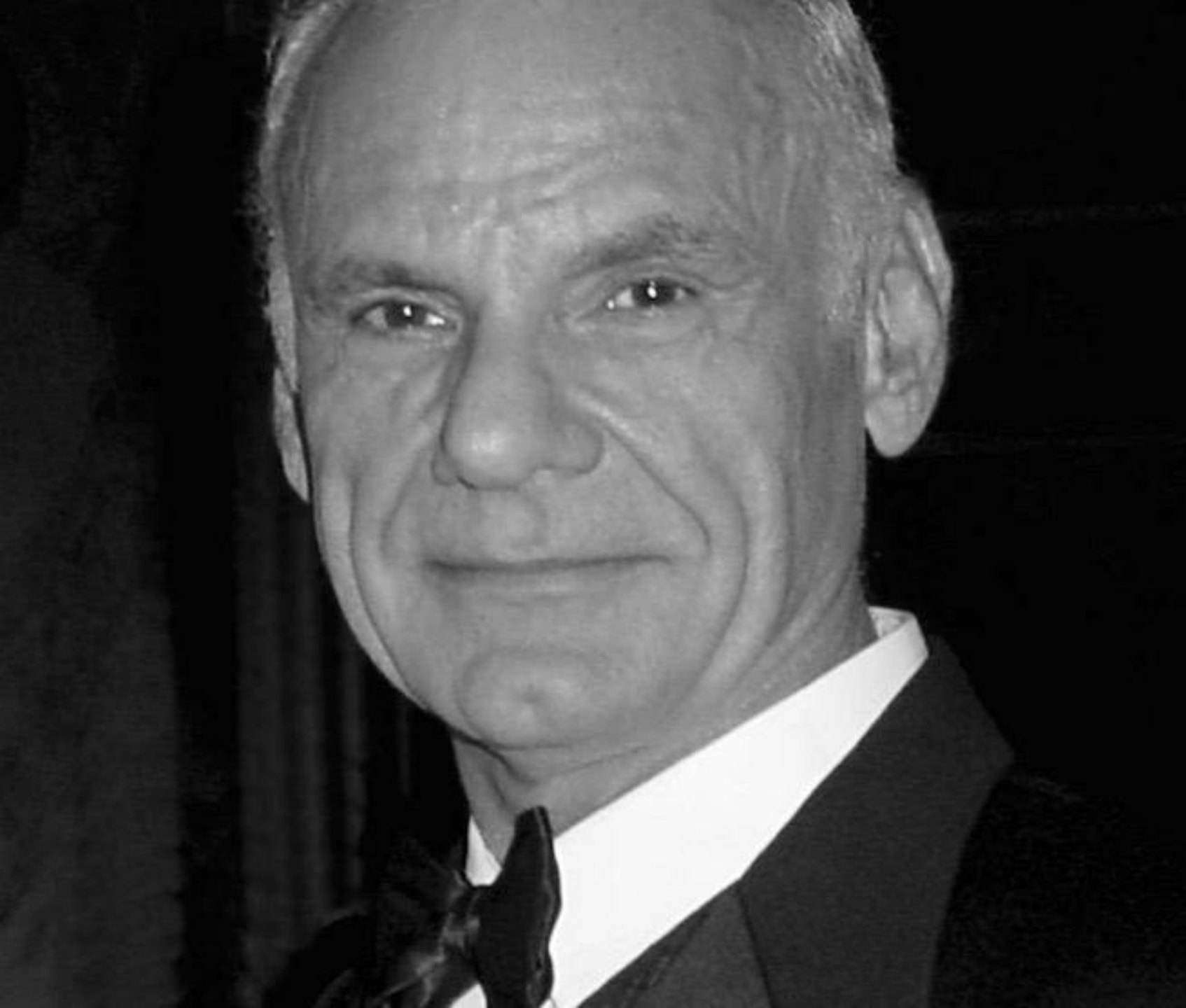
8. This Agreement is personal to you, is nonassignable by you, is governed by the laws of the Netherlands and may be modified or waived only in writing signed by both parties. If any provision of this Agreement is found to be unenforceable, such provision will be limited or deleted to the minimum extent necessary so that the remaining terms remain in full force and effect. The prevailing party in any dispute or legal action regarding the subject matter of this Agreement shall be entitled to recover attorneys’ fees and costs.

Acknowledged and agreed on 4th April, 2017

Name: Matt Dinham

By:   
(Signature)

# PINGSTA MEMBERS



# Tony Li

Tony Li is the co-inventor of the BGP-4 protocol which powers routing of all Internet traffic. He is a former engineering fellow at Juniper and Cisco



# Dr Lawrence ROBERTS

Dr Roberts designed the ARPANet in 1969, which is the precursor to today's Internet.



# Harald ALVESTRAND

Harald is the former Chairman of IETF (Internet Engineering Task Force). Internet idealist. Currently a Fellow at Google





# Jorg BUESKINK

Jorg is quadruple JNCIE certified,  
triple CCIE and Huawei HCIE Routing  
and Switching certified.



# Shinji MORIKAWA

Shinji has over 15 years IT expertise.

Certificates :

Chief Telecommunications Engineer in Japan

Digital TYPE I Installation Technician

Technical radio engineer for on-the-ground  
service

C o n f i d e n t i a l



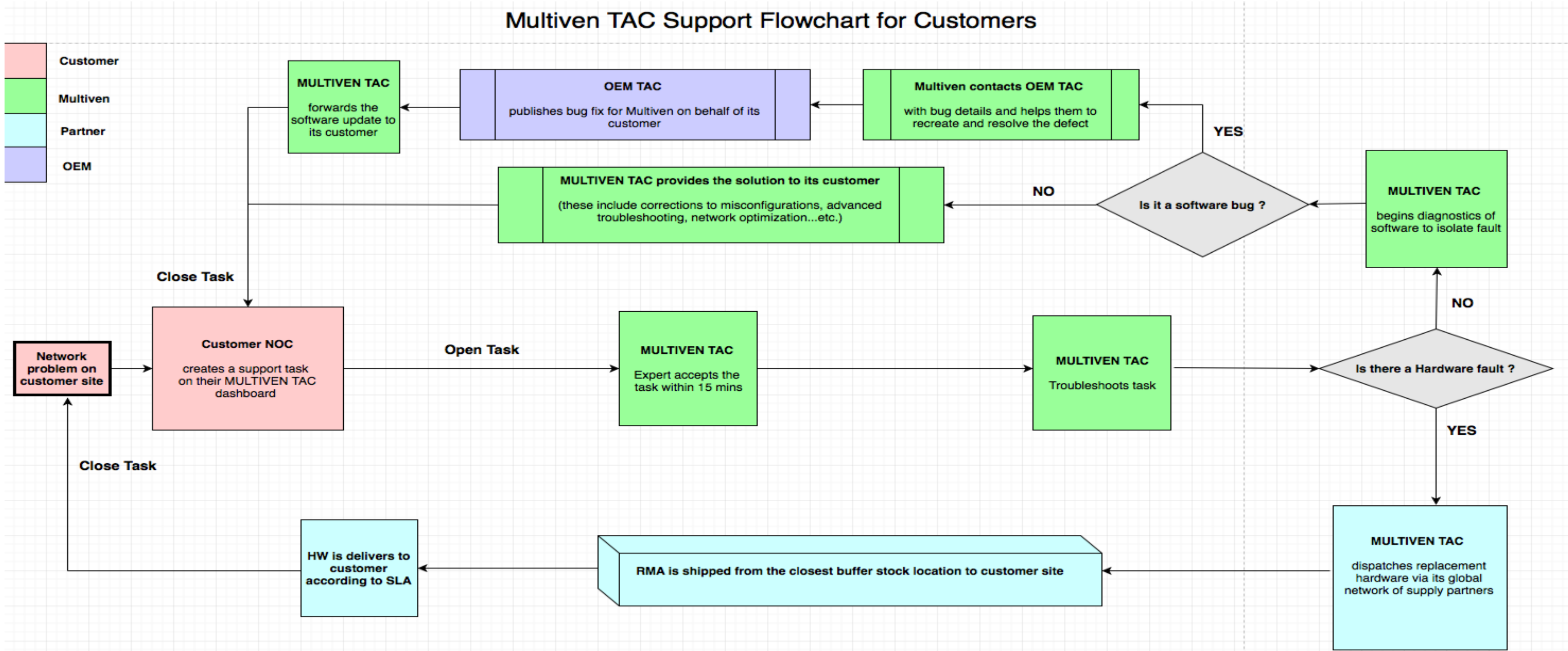
# Bill WESTFIELD

Bill is a **co-founder of Cisco** where  
he worked during his entire career  
until retirement in 2011.



# MULTIVEN ECOSYSTEM

# MULTIVEN TAC SUPPORT FLOWCHART



MULTIVEN TAC Support Escalation Matrix

- 1. **Level 1 Escalation** : One hour after customer hits the task **ESCALATE** button : MULTIVEN TAC Global Duty Managers are notified via mitac-dm@multiven.com
- 2. **Level 2 Escalation** : If task is still in an **ESCALATE** state 2 hours later : Your MULTIVEN account Director is notified via his/her email and phone
- 3. **Level 3 Escalation** : If task is still in an **ESCALATE** state 3 hours later : MULTIVEN CEO is notified via ceo@multiven.com

# THE BUSINESS MODEL

Multiven’s proprietary technology, global customer advocacy and vast industry expertise help it deliver tailored and affordable solutions aimed at driving business growth for its customers.

## DEEP EXPERTISE

Level 3-4

Customers are directly connected  
to L3-L4 experts

## RMA RATE

1%

In 10 years, as a result of  
Multiven TAC expertise, our  
customers enjoy a lower rate of  
hardware failures

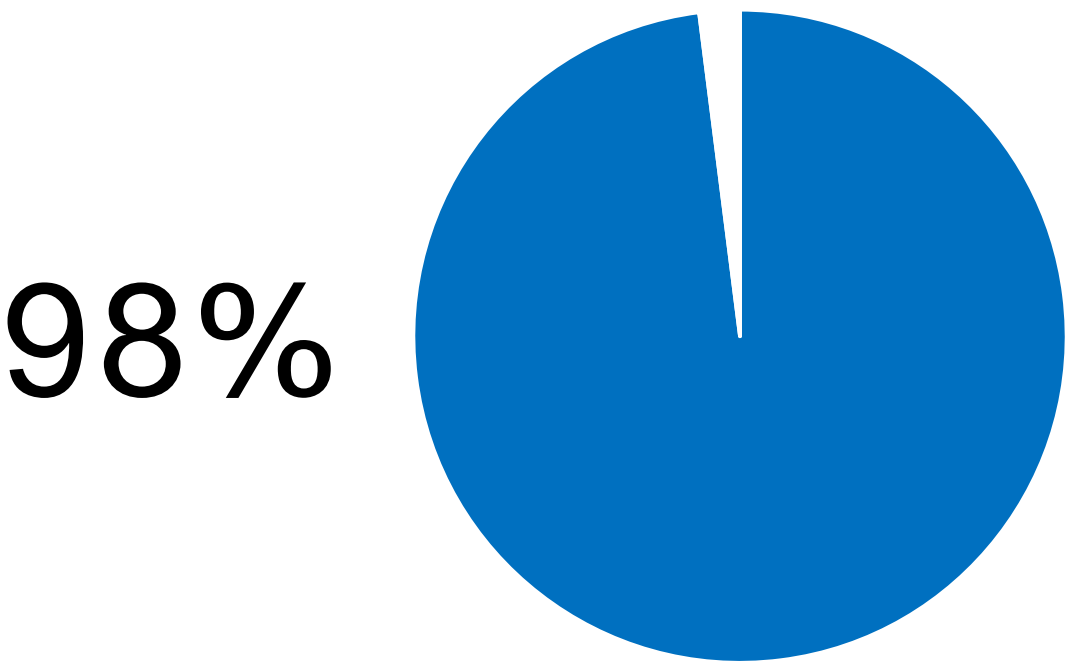
## RMA RATE

Formula

$RMA\% \propto 1 / TAC \text{ Expertise}$

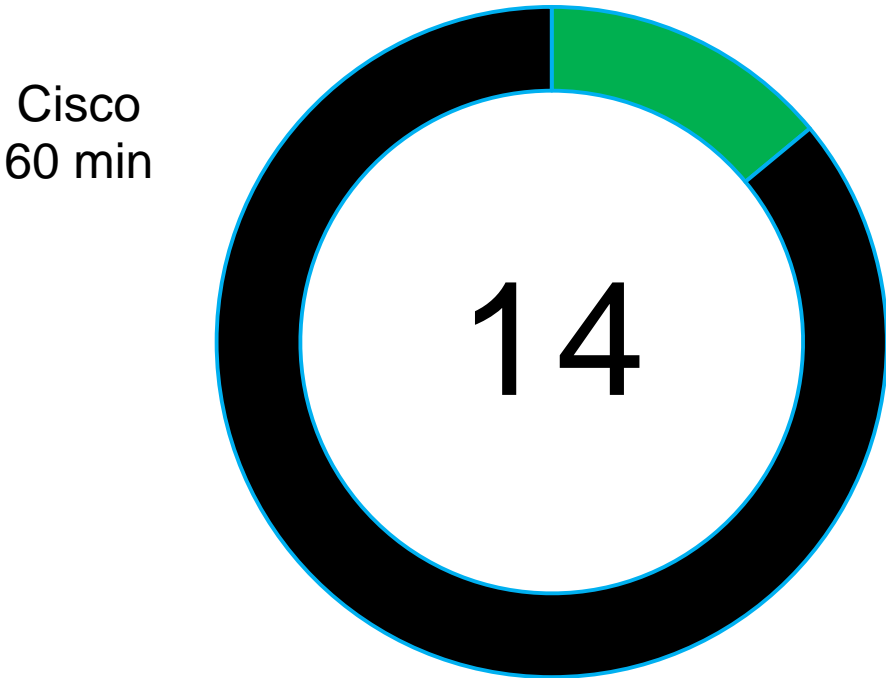
# ANALYTICS

STATISTICS PROVE MULTIVEN'S MODEL CONCEPT



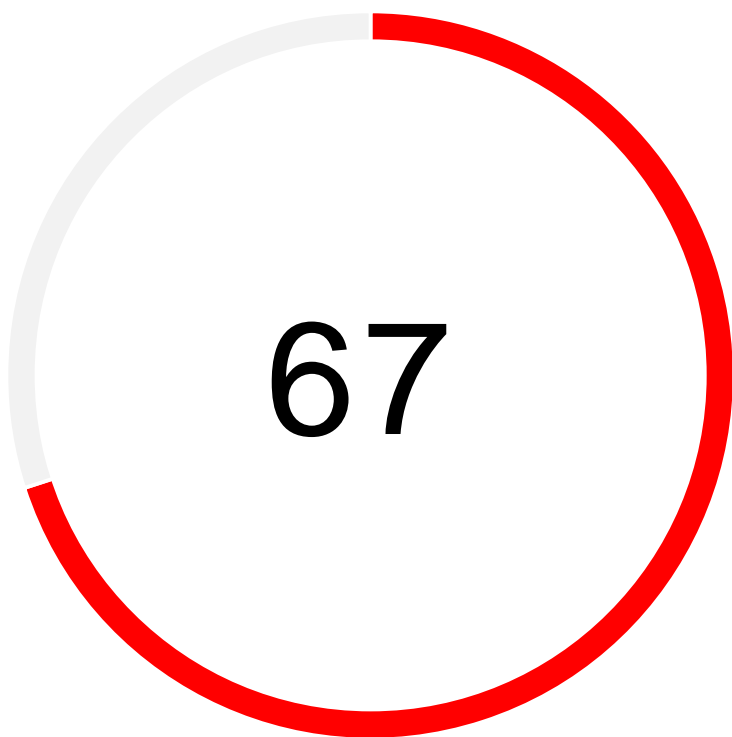
## SATISFACTION

98% Excellent ratings from  
Multiven customers



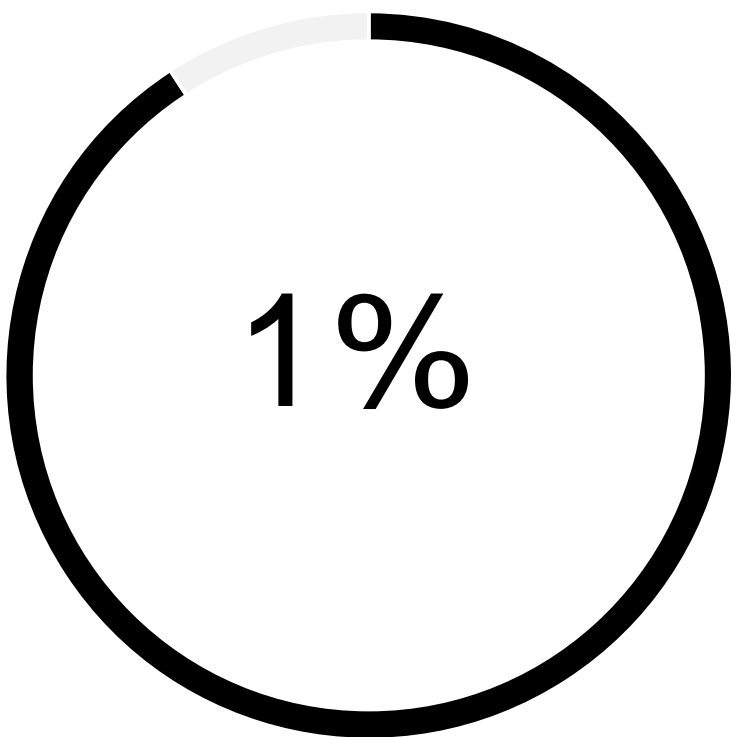
## MINUTES

Average time to connect with a  
Multiven Expert compared to  
Cisco



## SAVINGS

Average year-one cost savings  
by Multiven customers on  
network maintenance



## TASKS

%-age of tasks resolved through  
hardware replacement  
> 99% of tasks are resolved  
through advanced software  
troubleshooting



# HARDWARE SUPPLY PARTNERS

## Location

Through its global networks of hardware supply partners, Multiven has local parts available in 465 cities, in 140 countries with a net value of over \$1 Billion.



## SLA Penalties

Even though Multiven has never missed a hardware delivery SLA, it is committed to providing customers with SLA credits in their rare event that an SLA is missed.





# SLAs FOR HARDWARE REPLACEMENT

multiven™

All the Multiven services below enjoy 24X7 direct-to-expert TAC support and software updates

## 01

**PEARL LITE**

No hardware replacement

## 02

**PEARL NBD**

Next business day ship of hardware

## 03

**PEARL SDS**

Same day ship of hardware

## 04

**PEARL CPS**

Free upgrade for 24x7x2, 24x7x4

## 05

**ONSITE  
SUPPORT**

On demand, A-la-carte

C o n f i d e n t i a l



# GLOBAL HARDWARE STOCK LOCATION





# SOME GLOBAL HARDWARE STOCK LOCATIONS

Abidjan	Baton rouge	Dijon	Kabul	Megrine	Noisy Le Grand	Riyadh	Vienna
Accra	Bari	Dubai	Kampala	Melbourne	Norfolk	Rochester	Warsaw
Alagoas	Beijing	Dublin	Karachi	Memphis	North Charleston	Rome	Waterloo
Alcoa	Beirut	Dusseldorf	Kent	Merignac	Oklahoma City	Saint Alban	Waynesboro
Alger	Belgium	Edina	Kiev	Metz	Orsay	Saint cloud	Wellington
Amadora	Belgrade	Espinal	King of Prussia	Mexico	Oslo	Saint John	West Fargo
Amsterdam	Stockholm	Fairfax	Kolkata	Midrand	Ottawa	Saint-Laurent-du-Var	West Perth
Angers	Stuttgart	Sofia	Kuwait	Milan	Padova	Salt Lake City	Wichita
Ankara	Sydney	Firenze	Lachine	Millburn	Palermo	Salvador	Wien
Antananarivo	Bogota	Freetown	Lagos	Milwaukee	Palma de Mallorca	San Diego	Windsor
Downtown	Bordeaux	Ft Lauderdale	Lahore	Modderfontein	Palmas	Santa Cruz	Yangon
Aracaju	Boulogne Billancourt	Genoa	Lamentin	Moncton	Panama	Santiago De Chile	Zagreb
Araucania	Brasilia	Genova	LasPalmas	Mondeville	Paradise	Santo Domingo	Zaventem
Arlington VA	Brussels	Goulburn	Le Caire	Monterrey	Paris	San Jose	Zevio
Artarmon	Bucharest	Grenoble	Leeds	Saskatoon	Sao Luis	San Salvador	Zurich
Astana	Budapest	Guadalajara	Seoul	Sassenage	Sao Paulo	Tempe	Zyolen
Athens	Buenos Aires	Hamburg	Les Ulis	Montpellier	Perth	Thunder Bay	
Atlanta/Norcross	Cairo	Hawaii	Lille	Montreal	Phoenix	Tilburg	
Attica	Cali	Ho Chi Minh	Lima	Moscow	Pittsburgh	Tilst	
Auckland	Cape Town	Sevilla	Ljubljana	Mumbai	Porcupine	Timor	
Aulnay-Sous-Bois	Caracas	Shanghai	London	Munich	Port of Spain	Tirana	
Avignon	Cartagena	Singapore	Long Island City	Muscat	Portland	Tokyo	
Avrille	Casablanca	Tallinn	Luanda	Nagoya, Aichi	Porto	Toulouse	
Bagdad	Charlotte	Honk-Kong	Ludres	Nairobi	Porto Alegre	Trinidad Tobago	
Bagnols-Sur-Ceze	Chelsea	Houston	Luxembourg	Nantes	Porvoo	Tripoli	
Bahrain	Chicago	Hudson	Lyon	Naples	Prague	Troy	
Baie Mauhault	StBarthelemy Anjou	Hugoton	Madrid	Nashville	Prince George	Tunis	
Ballerup	Columbus	Hutingdale	Malaga	Nasr City	Quebec City	Uberlandia	
Bandar Seri Begawan	Coruna	Ibague	Manama	Natal	Regina	Valbonne	
Bangalore	Cuba	Isle of Man	Mandalay	Negara	Rennes	Valletta	
Bangkok	Cucuta	Irving	Maputo	New Delhi	Richland	Vecses	
Banja Luka	Dallas	Jacksonville	Marseille	New York	Riga	Verona	
Banska Bustrica	Dar Es Salam	Jersey	Massy Palaiseau	Nice	Richmond	Venissieux	
Barcelona	Dartmouth	Jurupa Valley	Medellin	Noida	Rio Branco	Victoria	



# V I R T U A L   N E T W O R K   S E R V I C E S

MULTI-x86 Hardware + MULTI-Hypervisor +MULTI-VNF = MULTIVEN

*“By 2020, at least 30% of International Enterprise WAN service contracts will incorporate NFV-based services.”*



# VNS SUPPORT

Whether your NFVI is limited to a single location or is global, Multiven will provide north-to-south, east-to-west software maintenance of its physical and virtual x86 compute, storage and networking resources along with all operational virtual and non-virtual network functions.

04

Mono/Multi-vendor VNFs

Virtual Network Functions from multiple OEMs chosen a la carte on a best-in-class basis



02

Open source Operating System

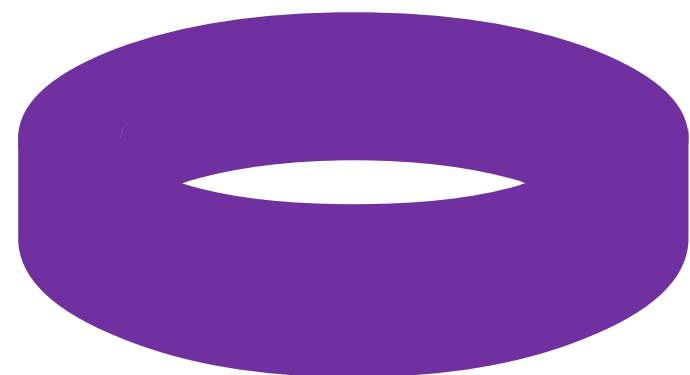
Non-proprietary Operating Systems



03

Virtualization

Virtualized compute, storage and networking



01

COTS x86 Hardware

Commodity-off-the-shelf x86 compute, storage and networking hardware



# SATISFIED CUSTOMERS

“

The biggest interest for us is that, prior to Multiven, we had no alternative to the manufacturers when it came to maintaining our critical network security install-base of firewalls, switches and routers. Multiven delivers the same services as manufacturers, at competitive prices.












**Jan GABRIEL**  
I N T E G R A

“

With Multiven, we feel informed, we feel that our equipment is taken care of, and when we had a problem, we always received help in a very uncomplicated way. And all of this at a very competitive price point.



**Eric DUBUIS**  
C O M E T   G R O U P   A G

		 <small>FROM LAZARD</small>
		
		

MULTIVEN IS  
TRUSTED BY  
GREAT  
COMPANIES  
AROUND THE  
WORLD