



**Deskfactors Inc. (Delaware Co.), HQ in Santa Clara, USA  
India subsidiary : Development centre in Bangalore.**

What is ...



## **B2B SaaS Product for the global market**

**Secure Messaging & Audio Calling (1:1) for ..  
Businesses, Institutions, Teams & Professionals.**

- **Save & Secure Data**
- **Instantly Connect Employees, Customers, Suppliers...**

**Free trial until notified**





India, Singapore, Asia Pacific & South America & many countries..



Using **social messaging apps** for work or business purposes?

You lose the following data.

- Legal, Banking & Finance
- Sales & Marketing
- Purchasing & Production
- Human Resources
- Customer, Supplier & Employee databases
- R & D, Intellectual Property (IP), Copyright..



- 
- SBMs, Mid-Market, Enterprises...
  - CAs, Banks, Hospitals, FMCG .. Field-force..
  - All these companies use **private social messaging groups**
  - Employee, Customer & Supplier attrition **leads to data loss**
- 

Two problems -

- **No official messaging product** which seamlessly connects employees, customers and suppliers.
- People sign employment contracts and companies sign IP protection agreements, **but use social messaging apps.**





1960's : e-mail was invented

1970's : separated personal & official email.

2009 : Messaging was invented.

2021 : Overtook email by 100x.

Like business email,  
**BlueSecures** is secure business messaging.



## Why do businesses prefer using **BlueSecures**?

- Like business email, **BlueSecures is secure business messaging.**
- It saves & secures **business data.**
- Data ownership is with the businesses.
- Admin manages users & data. Delete user and data access stops.
- It extremely easy to use by non-knowledge workers.
- It is mobile number driven. So adding employees, customers, suppliers etc **takes less than a minute.**
- Mobile is lost, damaged or changed? Login & access data.
- It is device inter-operable and can connect with any existing software (free APIs).



How easy is it to start using **BlueSecures**?

As easy as it can get ... **takes less than a minute**



#### **Admin initiates**

- Download App
- Register business details
- **Adds Users (employees, customers, suppliers etc)**
- Start messaging



#### **Users (employees, Customers, Suppliers..) can join only when invited..**

- Download app
- **Login**
- **Employees can add customers, suppliers etc**
- Start messaging

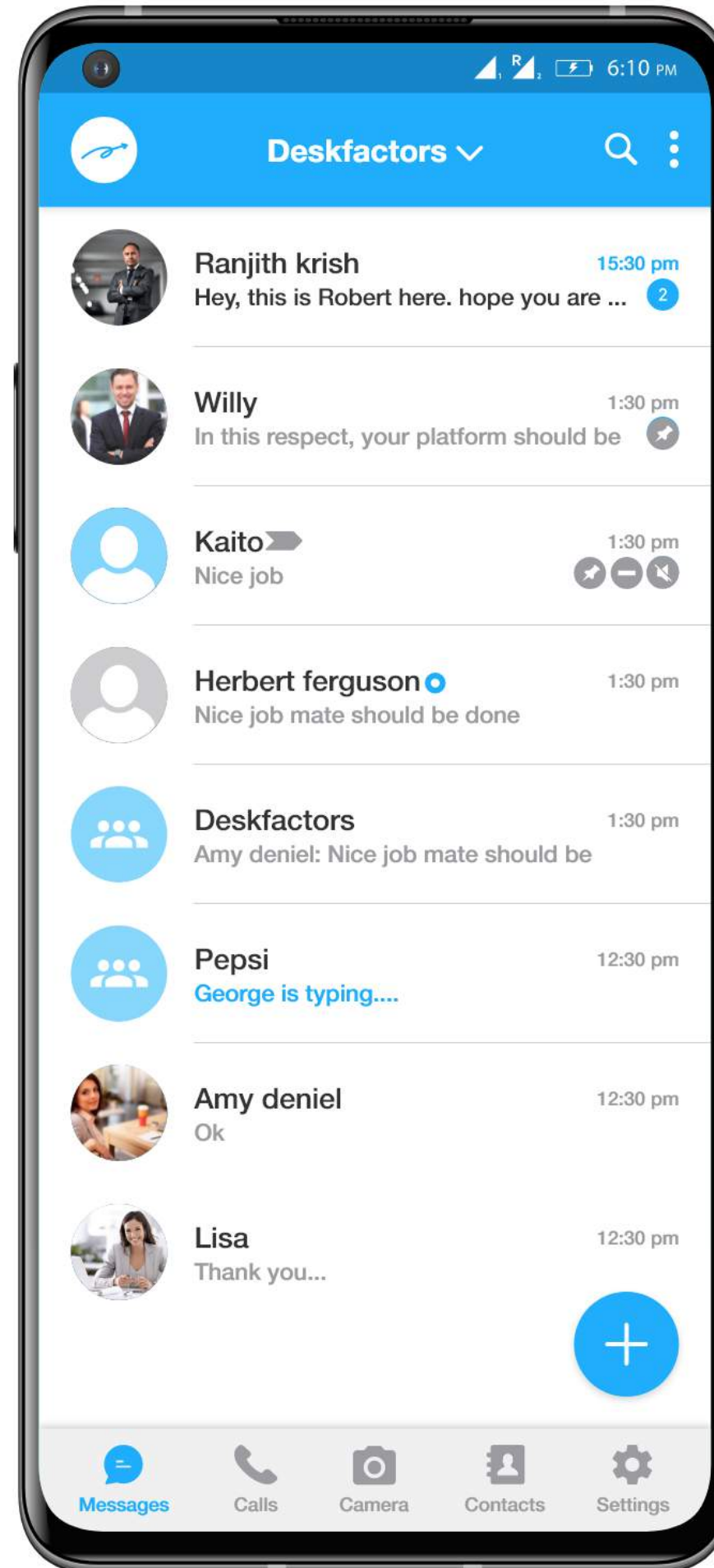




**Android**  
Rapid Messaging and Texting

**Audio 1:1**  
On Mobile

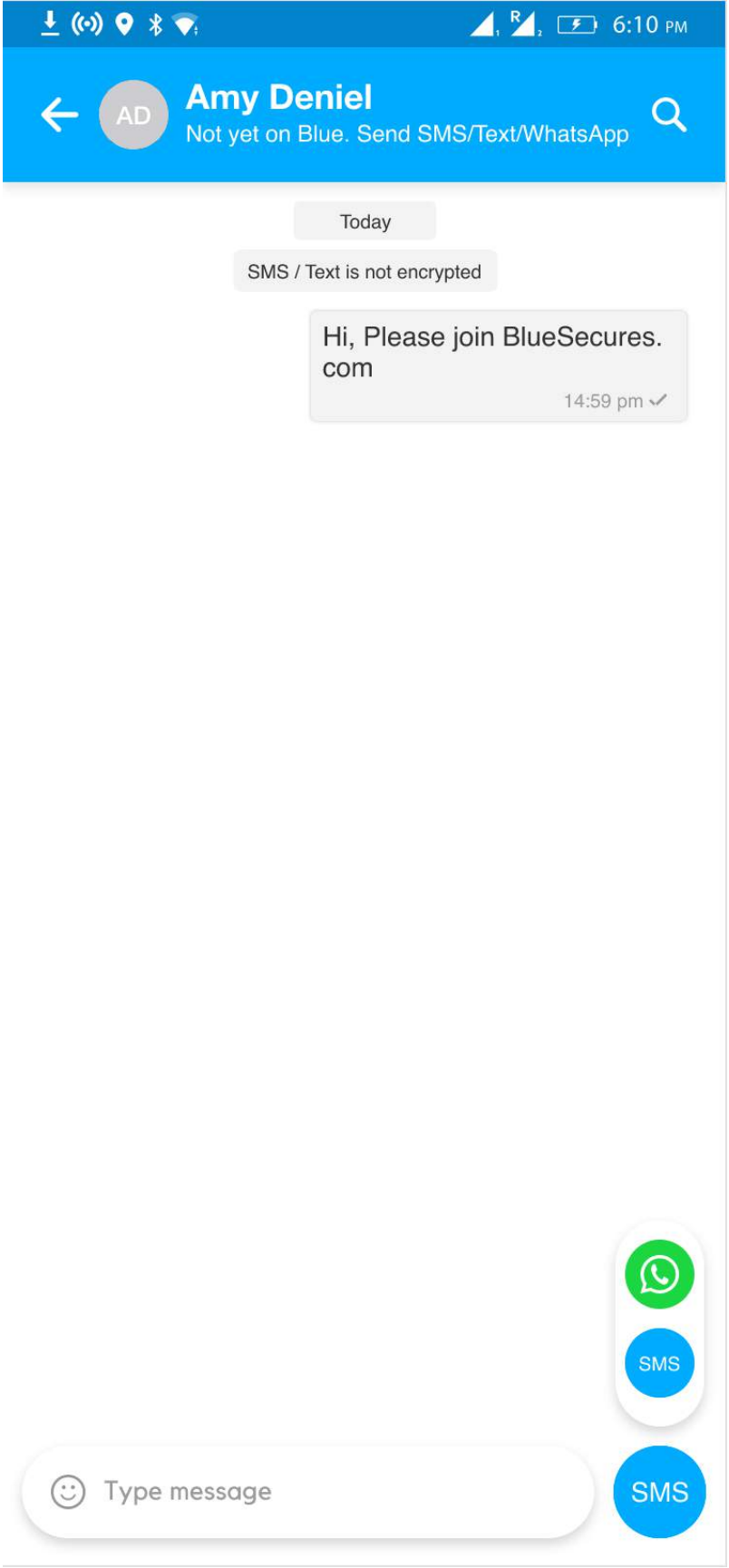
Pictures reflect actual UX





If receiver is not on Blue,  
(see Contacts --> Invited)

Hardpress on send button  
Send SMS / Text or **Whatsapp.**

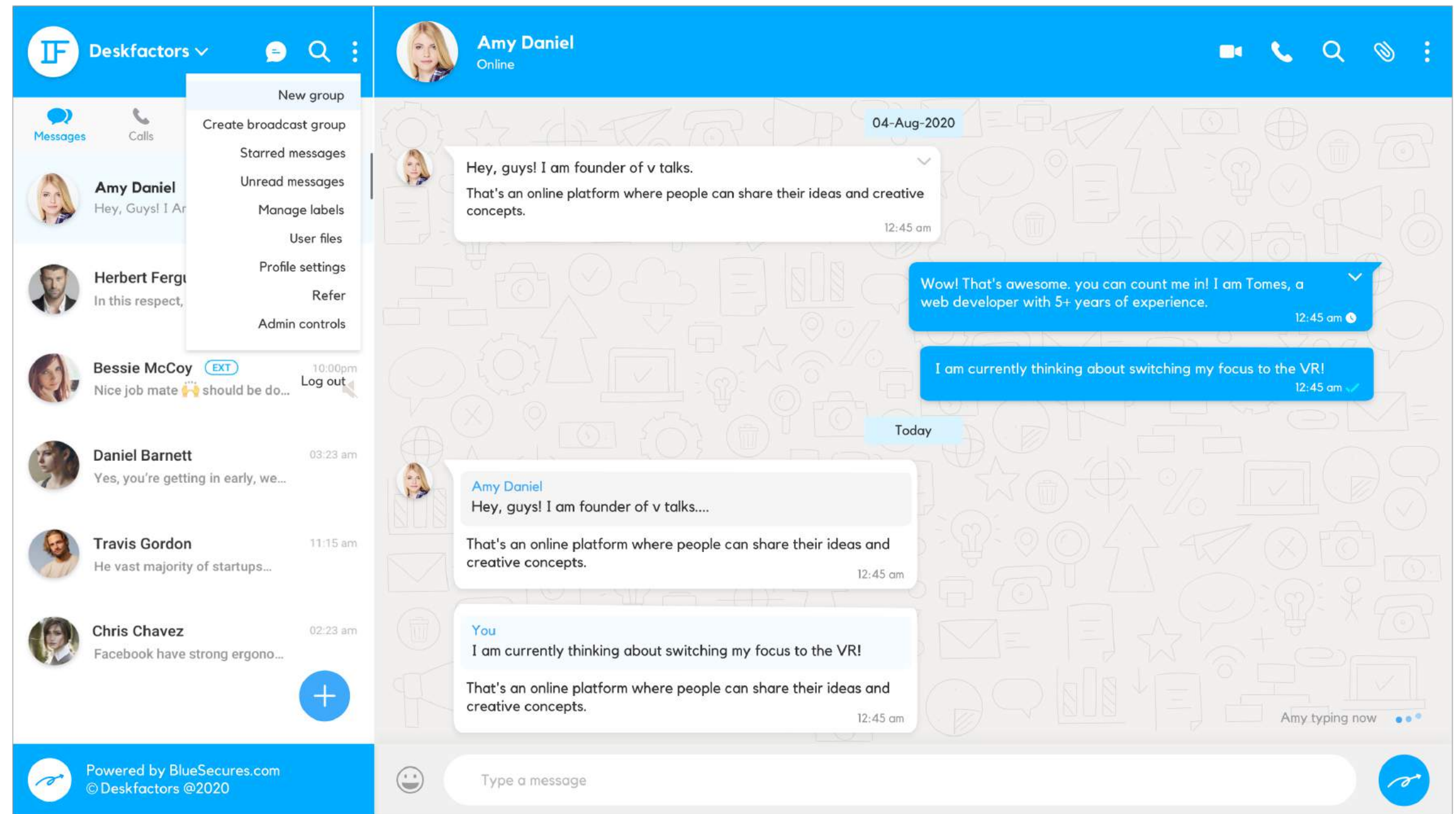






Launching shortly

**Blue Web**  
Message and audio call (1:1)  
from desktop



Pictures reflect actual UX



## For Businesses, Institutions, Teams & Professionals

### Admin

Manages business account.

Adds internal & external users

### Internal Users

Employees, Contractors, Associates...

Adds external users if admin permits

### External Users

Customers, Suppliers, partners etc

Can interact with internal users, but cannot add users





## Admin Managed Product

Business owns data on cloud



**Users :** Users (Employees, customers, suppliers, members) .. get an invite to login.

Login

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**Admin :** Registers and invites users to login.  
Free trial, no subscription charges until notified.  
Credit card not required.

Register

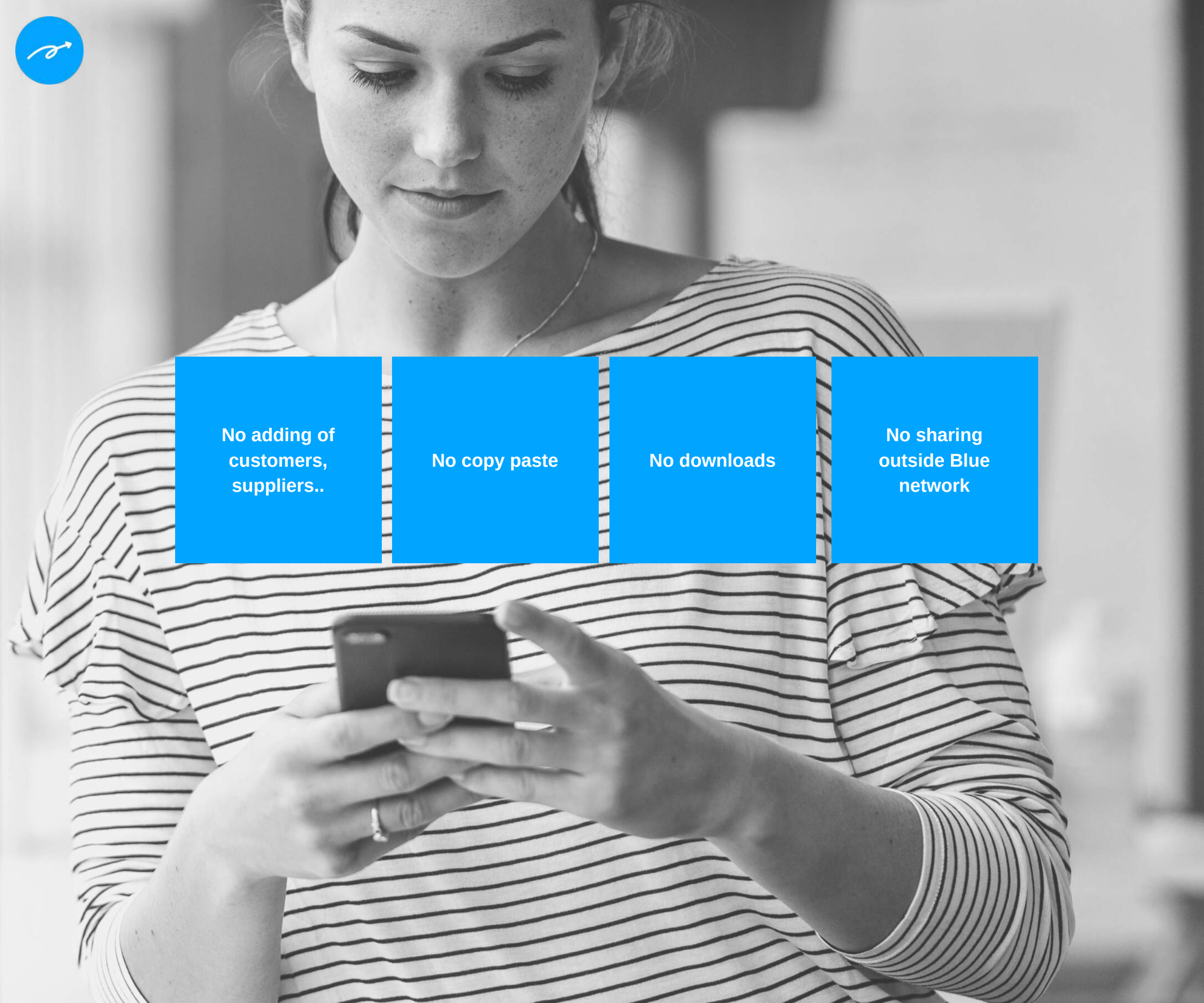
Admin manages addition and deletion of users

Admin manages subscription & licenses

Admin manages data & storage







No adding of  
customers,  
suppliers..

No copy paste

No downloads

No sharing  
outside Blue  
network

## Mobile Centric User Security

*However, users can seek admin  
permission to perform these activities.*

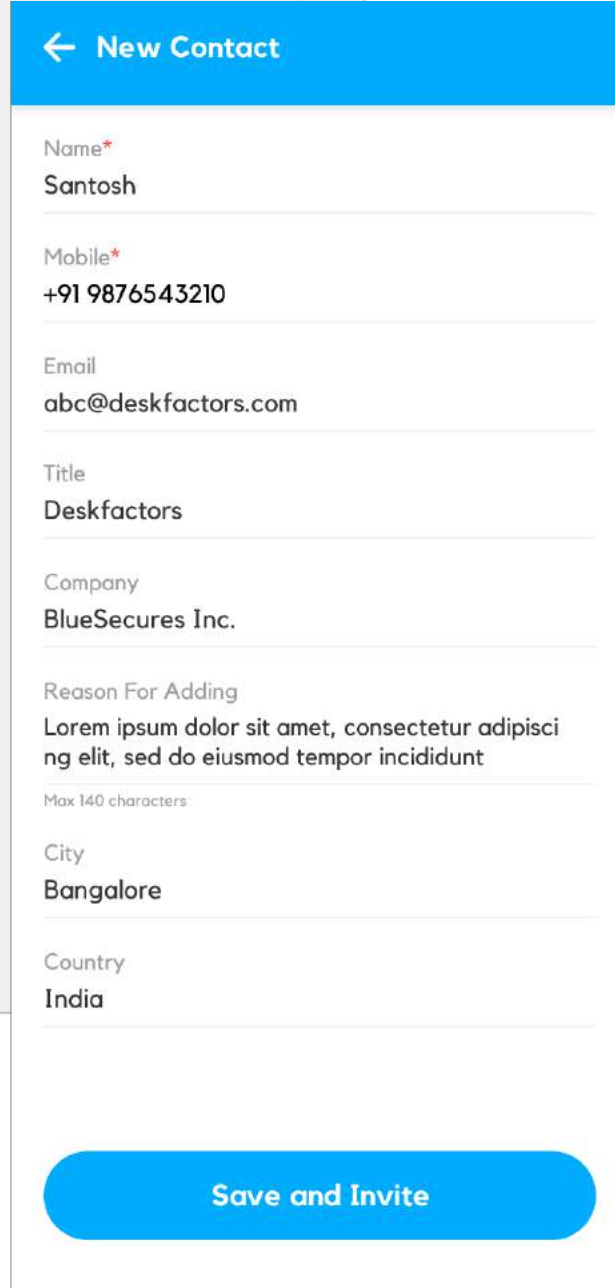
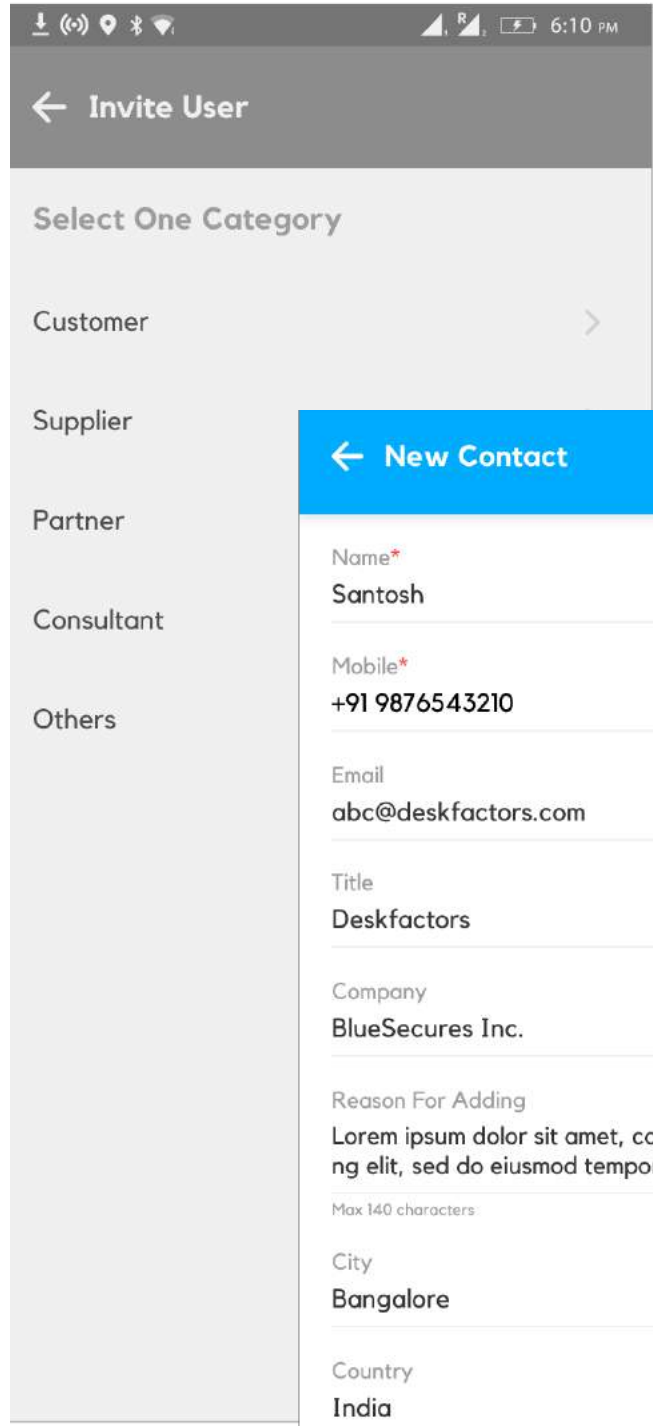
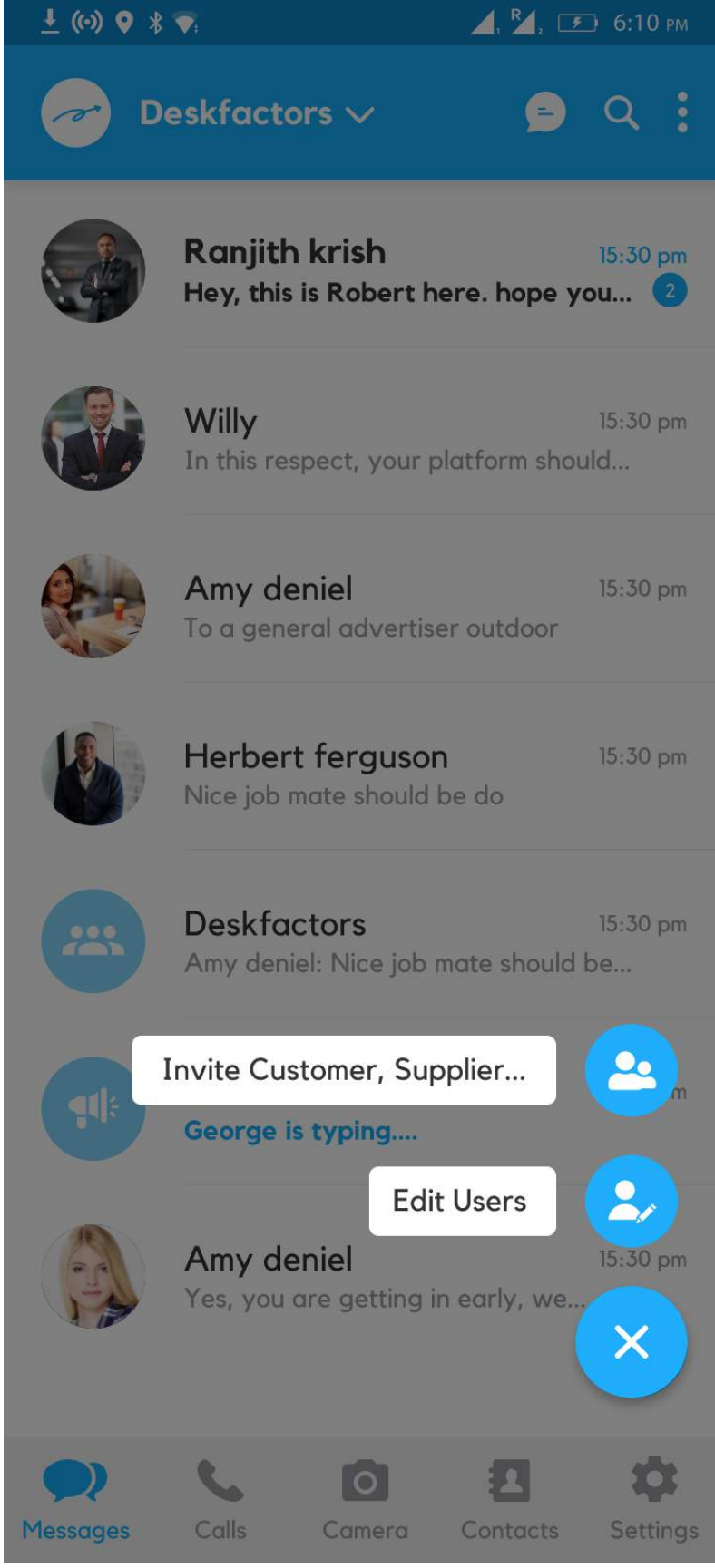


No screenshots on mobile





Employees can instantly add unlimited customers & suppliers for free





**Add customers, suppliers ... to company database  
instead of personal mobiles of field-force**





**Blue** Securely connects  
**internal** stakeholders



**Stay Connected with  
Field-force & people working remotely**





**Blue** Securely connects  
external stakeholders



Employees can connect with..

- Customers
- Consumers
- Suppliers
- Dealers
- Agents
- Students
- Consultants ...



One click secure connect



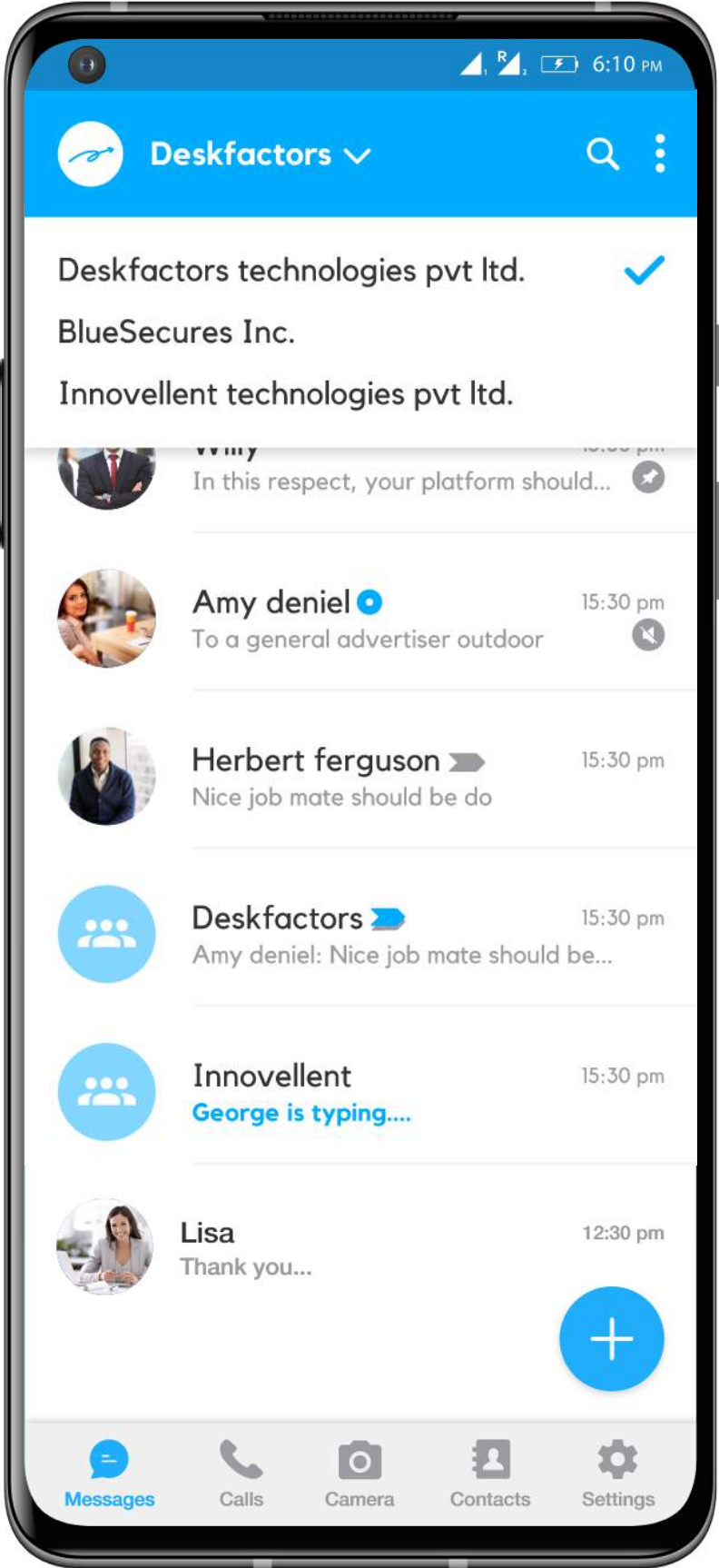
And Admin has right to keep /  
delete external user



**Workspaces = Business, Institution etc**

**Users can switch between workspaces**

- Joe is Employee in workspace 1
- Joe is Supplier in workspace 2 &
- Joe is Customer in workspace 3.
- Data is always backed up to internal user workspace.





**Attrition : Delete User & Data**  
Users lose access to data

The screenshot shows a mobile application interface with a dark blue header. The header contains a back arrow, the number '2', and icons for a list and a trash can. Below the header, there are two bullet points: 'User : Assign rights, suspend or delete.' and 'Invited : User not downloaded Blue. Send reminder.' Below these are two dropdown menus: 'All Users' and 'Active'. The main content area displays a list of users, each with a profile picture, name, and role 'Employee'. The users listed are Amy deniel, Bob marley, Herbert ferguson, Lisa, Steve, and Venom. A white dialog box is overlaid on the screen, titled 'Delete Confirmation?'. The dialog box contains the text: 'Upon deletion, user(s) will not be able to access any business data.' At the bottom of the dialog box, there are two buttons: 'CANCEL' and 'CONFIRM'.



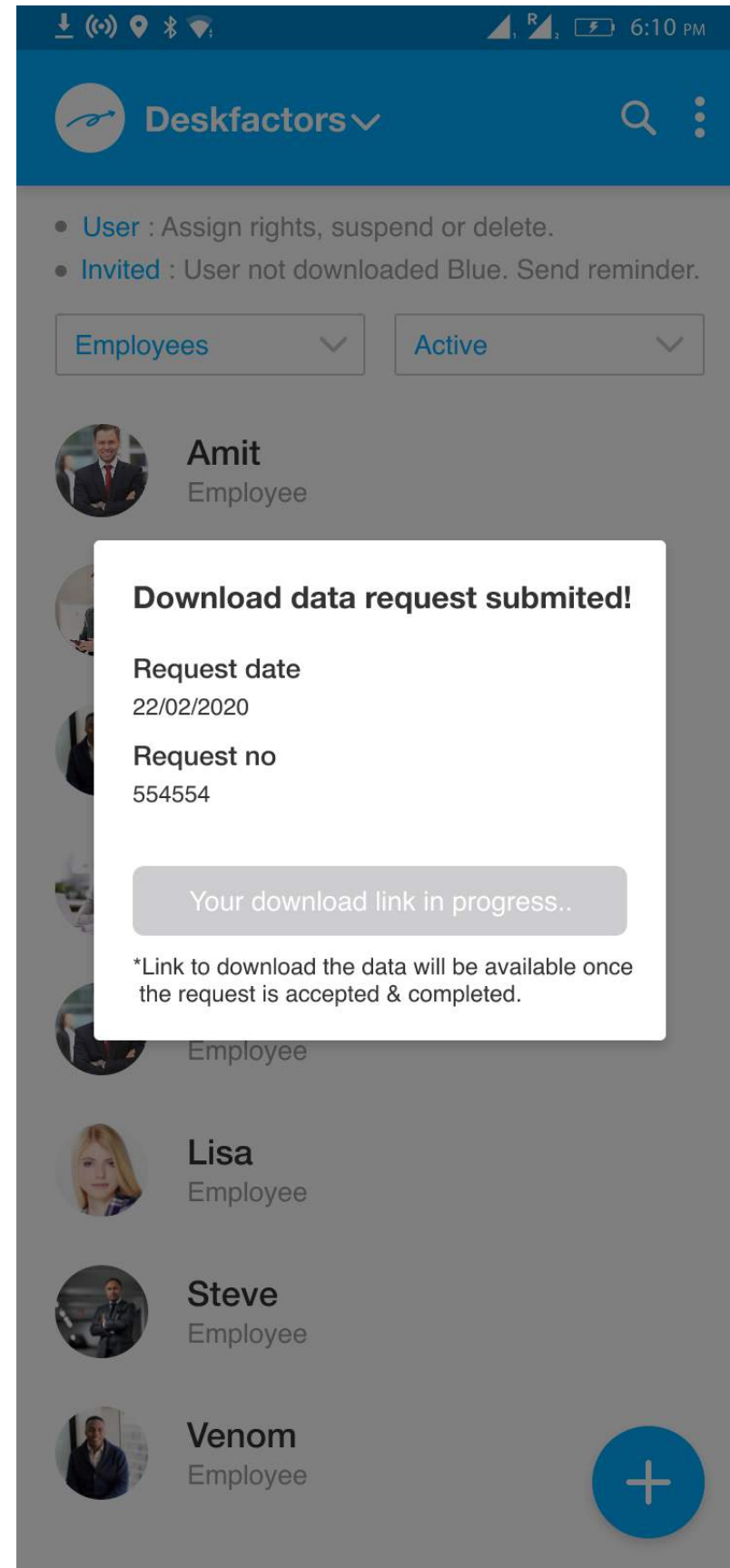
**Since it is a business app,  
Group size limited to 50 people**







Download business data since inception, With **Blue**, you can!







**No internet?**

**Access offline : messages and files you  
already received**



With **Blue**, it is minimal data entry

People don't fill 70% of fields, anyway

**Name**

**Mobile #**

That should do





**Mobile Stolen, Lost, Soaked, broken**



**Replace mobile, login & access data**



**Exchange your personal information safely with financial institution (PAN, Aadhar, any other private document...)**



**Secure Password**  
**1805**



**Storage management**

Auto-managed automatically in multiples of 5 GB / month



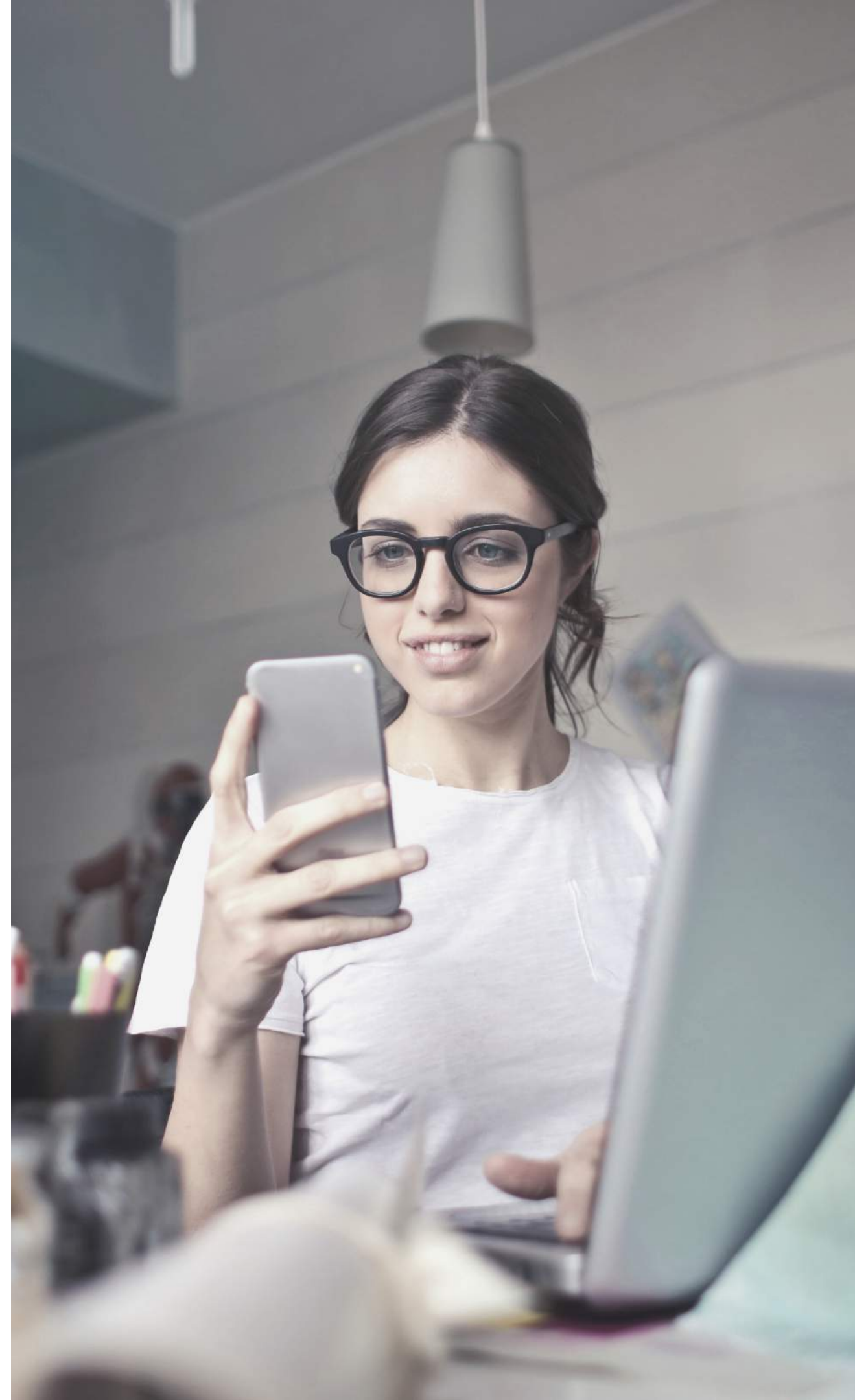


**With Blue, [subscription is free](#) until notified**  
**No Surprises**





**Blue** : Well tested product



**75+ Android & IOS phones**  
**Multiple operating systems**





If you can text, you can use **Blue**.  
Professionals, Teams, SMBs, Enterprises..





**Open API architecture**  
Can integrate with multiple softwares





## Blue product roadmap

### BluePay

Pay employees & contractors  
(salaries, expenses,  
reimbursements)



### BluePay+

Pay & get paid  
(Customers & Suppliers)



### BlueVC

Video-conferencing with  
advanced features (Share-  
screen, record, broadcast)



### BlueDE

Digital Engagement  
& Connected Utilities





## **Case Study: Large Multi-Speciality Healthcare Provider**

**Located in a metro city in India**

**State of the art modern facility with topnotch medical staff and a top tier healthcare provider in India. Huge investment in cutting edge medical technology and digitization of medical records**

**Medical staff consist of over 2500+ doctors and nurses dispersed over multiple floors operating 24x7**

**Access to modern corporate communication tools such as email, etc. but lacks a secure and controlled mobile first messaging platform for medical staff to digitally interact within organization and with patients, partners, suppliers**

**Use of unauthorized, uncontrolled messaging solutions (whatsapp, SMS, etc.) prevalent among healthcare provider staff. Message groups are being used at departmental and leadership levels**

**Healthcare provider has no control, access to data being exchanged by the medical staff**

**Healthcare provider would greatly benefit by having Blue as an Enterprise messaging solution which secure, controlled and as easy to use as the other messaging solutions. Would result in enhanced compliance of patient information, records, etc.**





## **Case Study: A Mid-Sized Staffing Company**

**Located in a metro city in India**

**Emerging Leader in IT, Engineering and Sales staffing. Experiencing rapid growth of 4x in the last one year.**

**Has over 200 employees and 1500+ deployed at their customer sites**

**Crunching time-to-fill requires high agility and technology across the organization. This also means enabling secure conversation with more than 500,000 applicants per year regarding offers and appointment letters thus creating a system of record of conversations**

**Securing and owning communication data with their over 1500 employees staffed at different customer sites is seen as crucial for compliance, control and data security**

**They also want to explore disabling their email system by adopting Bluesecures Webapp features**





## **Case Study: Hotel & Casino of a Large Hospitality Chain**

**Located in Las Vegas, USA**

**Has over 2500 employees, most of them manning customer tables and orchestrating betting activities in the casino with high stakes financial outcomes**

**Access to email is restricted due to employees being on the floor and relying on SMS and social messaging platforms is posing a grave threat to the financial outcomes and compliance. Currently experiencing massive overheads to ensure security.**

**Bluesecures is seen as a controlled & secure messaging tool to ensure hourly financial outcomes from the casino floor is reported and system of record is created**

**Adopting Bluesecures will greatly enhance secure communication between the staff on the shopfloor and back office staff**



## **Case Study: A Mid Size Chartered Accountancy (CA) Firm**

**Located in a metro city in India**

**Has over 200 CA's as employees who process Income tax returns of high net-worth individuals, financial audits of private and public limited companies**

**Apart from email, majority of the conversations and exchange of crucial customer data and information flow happens using social messaging apps among employees and between employees and customers. With close to 20% attrition, critical and private financial data of its customers is lost risking legal action by their clients**

**Ensuring staff is up-to date on frequent changes in financial laws of the country, a messaging platform that can also be used as a broadcasting and bit-sized training tool is seen as a important success enabler**

**With Bluesecures, they will adopt a secure messaging platform which will help them stay up-to date on events governing their business and also own the confidential information flow**





## **Case Study: A Large Private Sector Bank**

**Located pan-India**

**Is an Indian banking and financial services company. Is India's largest private sector bank by assets and by market capitalization as of April 2021. It is also the fifteenth largest employer in India with nearly 120,000 employees**

**Being a leader in consumer loans (home, personal and consumer durables), this bank engages with millions of consumers across the country to execute the regulatory and legal contracts/documents.**

**The frontline staff (DSA's: Direct Sales Agents) use unsecure social messaging apps with loan borrowers to receive private documents like Aadhar Card, Driver's License, Passport etc., which risks privacy of its clients. This problem amplifies with very high turnover of DSA's**

**With Bluesecures, this bank intends to secure crucial communication on loan rates, discounts, document exchange etc between the bank and the consumers.**



**Deskfactors.com**  
**BlueSecures.com**  
(Beta launch soon)

**Thank you**



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