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Gartner Peer Insights Customers' Choice 2025™

Simplifying Corporate Cybersecurity Culture with Segura® MySafe

Vendor Briefing

Abril
2025

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Our Vision

"To **empower every employee** by simplifying secure password management, making cybersecurity accessible to the entire workforce."

Simplifying Cybersecurity for Everyone

Segura MySafe

1 Simplification of Security Practices

2 Empowering all Users

3 Fostering a Cybersecurity Culture

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Empowering Every User

	Security Auditors	General Employees	Community
Needs	Oversight of compliance and security policies. Detailed reporting and auditing capabilities.	Simple and efficient password management. Enhanced productivity without adding complexity.	Adoption of advanced security features and practices. Collaboration and integration with other security tools.
How MySafe Addresses	Comprehensive audit trails for password activities. Monitoring and enforcement of password policies. Compliance with regulatory standards.	Intuitive, user-friendly interface for easy password management. Secure notes, and password sharing capabilities. Reduced password-related frustrations and enforced best practices.	Integration with IAM systems, SSO, and MFA providers. Helps strengthening the overall cybersecurity ecosystem.

Bridging the Cybersecurity Practice Gap

Challenges
Complex security tools hinder employee adoption.
Password fatigue leads to risky behaviors.
Inconsistent security awareness across staff.

Segura MySafe

Almost one third of data breaches are due to stolen passwords.

Source: Verizon

Flexible Deployment Options

SaaS	Subscription (Self-Managed)	Perpetual (On-Premises)
Fully hosted by Segura.	Hosted by the customer.	One-time license purchase.
Rapid deployment and scalability.	Control over environment.	Full ownership and control.
Minimal maintenance required.	Flexibility to scale as needed.	Compliance with regulatory needs.

Data Security and Privacy

Encryption Methods

AES-256 encryption

TLS 1.2+

Compliance and Certifications

GDPR | HIPAA | SOC2

Data Storage and Residency

High availability through redundancy and backups.

Demonstration Scenario

Demonstration Scenario

Use Cases

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Use Cases

Integration with IAM Systems

MySafe offers unified user management, enhanced security for both standard and privileged accounts, and streamline authentication processes across the organization.

Problem

Fragmented user management and security risks arise from password management solutions that do not integrate well with existing IAM systems in complex IT environments.

Solution

MySafe seamlessly integrates with existing IAM systems automates user provisioning and deprovisioning, and distinguishes privileged accounts.

Impact

Enhanced security, improved operational efficiency, scalability, and better visibility and control over user access.

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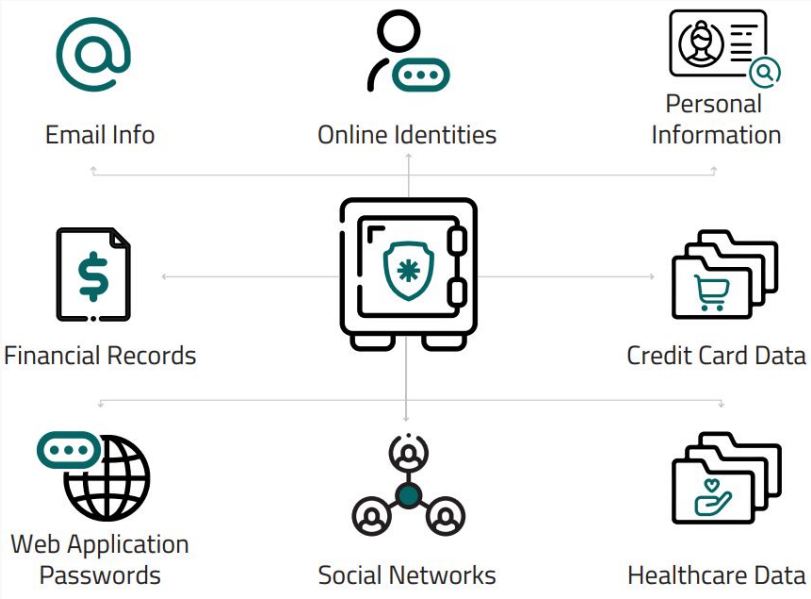
Use Cases

Simplified Password Management

Segura MySafe provides a user-friendly solution that empowers end users while offering administrators advanced security.



Problem

Employees are overwhelmed managing numerous complex passwords, leading to frustration and password fatigue.

Solution

MySafe simplifies password management, secure password generation, synchronization across devices, reporting and robust encryption.

Impact

Enhanced security posture, increased productivity, improved compliance and oversight and higher user adoption rates.

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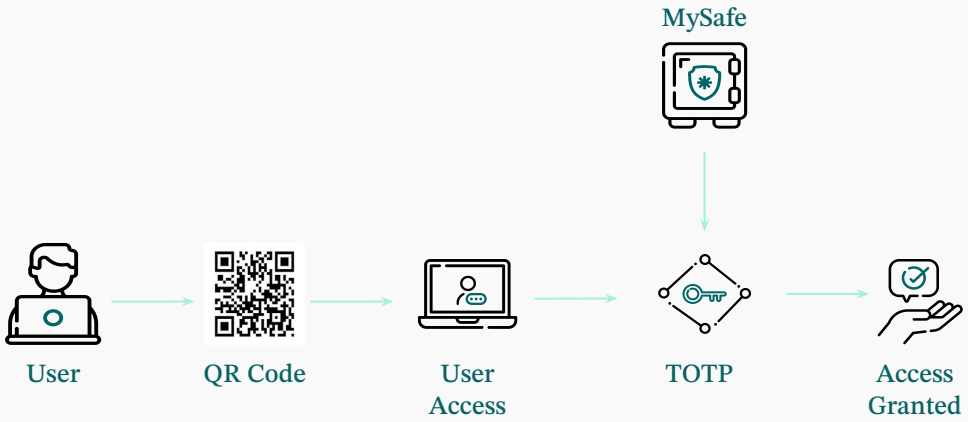
Use Cases

MFA Integration

MySafe simplifies MFA adoption by providing integrated device-independent MFA, enabling secure authentication without relying on users' personal devices.



Problem

Low adoption of MFA due to reliance on users' personal devices exposes organizations to security risks.

Solution

MySafe integrates TOTP MFA directly within the application, allowing users to generate MFA codes without personal devices and share MFA tokens securely for shared accounts

Impact

Increased MFA adoption, enhanced security posture, improved user experience, operational benefits, and risk mitigation by eliminating dependence on personal devices.

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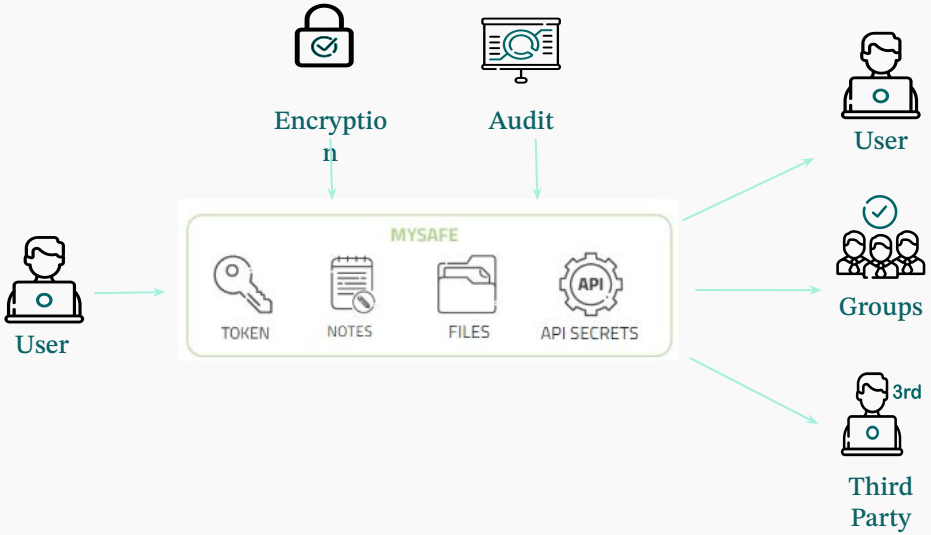
Use Cases

Secure Password Sharing

MySafe facilitates secure password sharing and collaboration by empowering users to manage and share credentials while maintaining control and visibility.



Problem

Unsecure and uncontrolled password sharing leads to security risks, lack of visibility, and operational inefficiencies.

Solution

MySafe offers a solution where each user can independently create and securely share passwords with individuals, groups, or external parties, with comprehensive audit trails.

Impact

Enhanced security and compliance, improved operational efficiency and increased visibility.

Vendor Briefing MySafe

Customer Cases

Client under NDA

Situation

- **Bell Canada needed a secure and efficient method for managing and sharing credentials across departments and with external partners.**
- Credential sharing with third parties, such as contractors and partner companies, was often handled through informal and insecure methods.
- Lack of visibility and accountability in shared password usage created compliance and operational risks.

North American Telecom

Leading Telecommunications Provider in Canada

Company with revenues of more than USD 18 billion.

Problem

Shared credentials lacked proper monitoring, which increased the risk of unauthorized access and data breaches.

Shared passwords were prone to mishandling, exposing Bell Canada to potential data leaks and compliance violations.

Solution

MySafe provided a unified platform for managing and securely sharing credentials with individuals, groups, and external partners.

Comprehensive logging of who accessed or modified credentials and when, ensuring full visibility and accountability.

Results

All credentials for shared accounts and external access were securely managed and monitored.

Reduced risk of leaks or breaches.

Teams and external partners accessed shared resources securely and efficiently, enhancing productivity.

YAMAHA

Client under NDA

Situation

- **2,500+ Employees managing hundreds of passwords** across applications and websites.
- Lack of visibility into password practices, leading to non-compliance with internal security policies.
- Weak passwords and indiscriminate reuse by employees exposing the organization to breaches.
- Sensitive credentials stored insecurely (e.g., sticky notes, unencrypted files).

Global Manufacturer

Presence in more than 200 countries

Problem

Reused and weak passwords along with insecure storage increased the risk of compromise.

No audit trails and reporting capabilities to monitor password usage.

Difficulty in enforcing password policies led to security gaps and regulatory non-compliance.

Solution

Automatic generation of strong, unique passwords, synchronized across devices.

Secure storage of credentials and sensitive data using AES-256 encryption.

Browser extensions enabling seamless integration into workflows.

Shared audit logs and password history tracking.

Results

User passwords securely managed with encryption.

Reduction in password reuse and unsafe storage practices.

Improved compliance monitoring, enabling faster adherence to cybersecurity frameworks.

Secure password practices seamlessly, boosting overall cybersecurity.

Client under NDA

Situation

- Employees work in controlled environments where **smartphones are prohibited at workstations**.
- MFA was tied to personal devices complicated access for multiple authorized users.
- Low adoption of MFA across the organization

Leading Real Estate Company

Largest brazilian real estate and homebuilder

Company with more than 17k employees

Problem

Without MFA, accounts relied solely on passwords, increasing vulnerability to unauthorized access.

Low security posture of these devices, leaving gaps in policy enforcement.

Solution

Employees in smartphone-restricted areas **activated MFA on accounts without relying on personal devices.**

Users generated TOTP tokens directly within MySafe, eliminating the need for external devices or apps.

MySafe allowed sharing of TOTP tokens alongside passwords, ensuring all authorized users could access accounts with MFA.

Results

Employees in smartphone-restricted areas activated MFA on accounts without relying on personal devices.

Increase in MFA Adoption

Reduced risk of phishing and unauthorized access.

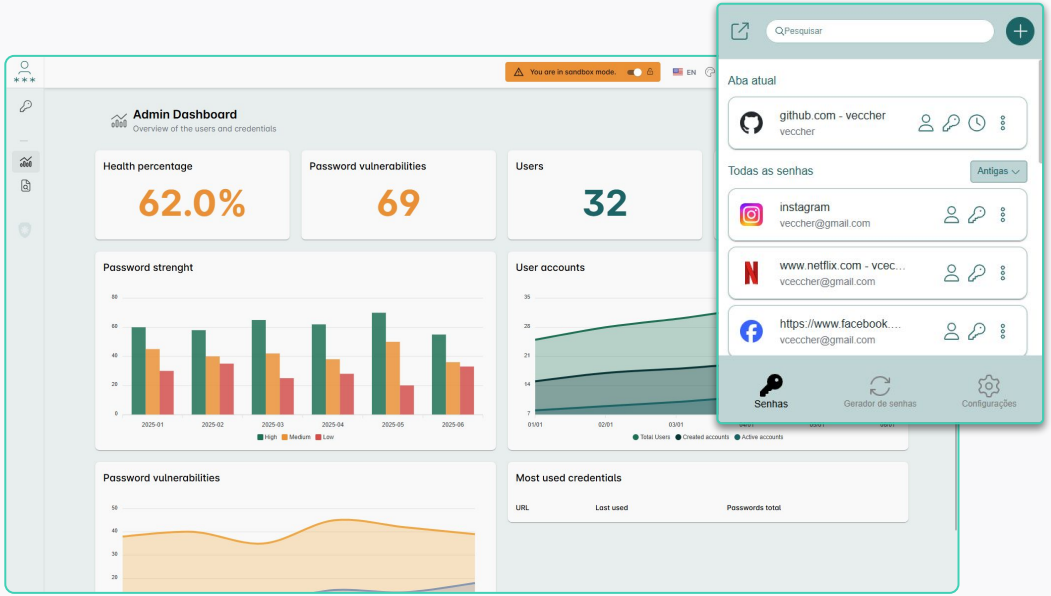
Employees accessed shared accounts seamlessly, with both passwords and TOTP tokens managed in one place.

Vendor **Briefing** MySafe

Roadmap

MySafe 2.0

A cloud-native password manager with TOTP management, secure sharing, and a streamlined browser extension.



Build With Us

This first version will be available for free for Early Adopters that wants to Build With Us. Request Participation Here.

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Key Benefits

Password & TOTP Management
Centralizes password storage and multi-factor authentication tokens in a single, secure vault.

Admin audit and dashboards
Full visibility of company password health issues and advanced log trails.

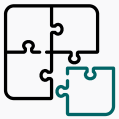
Browser Extension
Compatibility main browsers (Chrome, Edge, Brave, Opera, Firefox, Safari)

Sharing and Custody Management
Easily share credentials outside and within the organization, maintaining strict access controls. Ability to manage ownership off company credentials

Advanced threat detection
Ability to detect leaked, common, weak, and repeated passwords being also able to identify phishing attempt through website analysis.

Roadmap



	2025/H1	2025/H2	2026/H1	2026/H2
Major	Enhanced Password Analysis	Self service option with Zero Knowledge	Advanced Customer Education	Advanced Identity Platform Integrations
Minor (WPM)	Reused passwords Breached passwords Common passwords Custom multi policies	Enhanced automated onboarding New buyer experience	Advanced domain security analysis Tips and actions directed to user context.	Single hub for, WPM, AM & PAM Easy data migration

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Summary

Workforce Password Management

Security

Security Measures
Compliance and Standards
Proactive Threat Mitigation
Control and Oversight

Simplicity

User-Friendly Experience
Ease of Integration
Streamlined Processes
Flexible Deployment

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