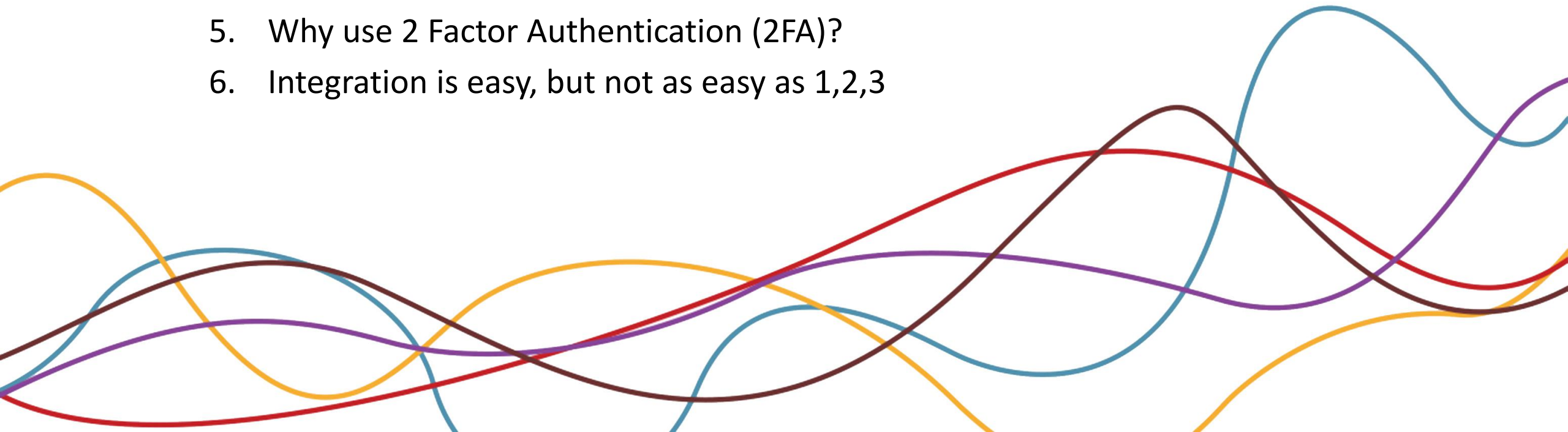



Introduction to SMS and 2FA

1. Silverstreet as a company
 2. Why SMS? A use case example
 3. Getting started. It's easy as 1,2,3
 4. How secure is your IT environment?
 5. Why use 2 Factor Authentication (2FA)?
 6. Integration is easy, but not as easy as 1,2,3
- 

Silverstreet, Getting Your Message Across

- Silverstreet has been a specialist in cloud communications since 1999
 - Proudly serving over 3,000 global customers
 - Offering Simple, Reliable and Frictionless Production environments
 - Offices in Singapore, Malaysia, Thailand, Indonesia, and Poland
 - + 70 Employees, 12 Nationalities and 17 languages spoken
- 

Why SMS? A use case example



MYDIN MOHAMED HOLDINGS

EST. 1957



Founded in 1957, Mydin Mohamed Holdings Berhad gained popularity due to its competitive pricing schemes and extensive product range. With the tagline “Why Pay More? Buy At Wholesale Prices!”, MYDIN serves various market segments without compromising on Halal status.

MYDIN has grown from a small family business into the largest Bumiputera wholesaler and retailer in Malaysia, with more than 230 outlets nationwide and an annual turnover of MYR2.95 billion (around \$USD900 million). Branches of the business include hypermarkets, emporiums, franchises, convenience shops, bazaars, mini-markets and Kedai Rakyat 1Malaysia. The company’s latest venture is into a premium supermarket and café called SAM’s Groceria and SAM’s Deli.

THE CHALLENGE

MYDIN needs to communicate frequently and effectively with a wide range of local and nationwide retailers and customers, servicing the low to middle income segments of the market, particularly large families.



Nationwide

THE RESULTS



Increase in sales



75%
Increase in loyalty
card use



20%
Increase in members
over the festive season



10-25%
Increase in loyalty
membership

Several MYDIN branches sent SMSes about festive season open houses, with a success rate of more than 90% open rates and a first ever nationwide sale has seen new members increase by 20% within a week.

CLIENT FEEDBACK

“

Our customers are happy to receive notifications via SMS due to its speed and convenience, in comparison to receiving notifications/reminders via normal mail.

”

“

Previously, it was quite hard to schedule and get good reports for an SMS campaign. Now with the Mobile Communicator Platform, with its web 2.0 functionality, it is easy to schedule and blast the SMS.
Basically it's pretty idiot proof!

”

SMS, Getting Started

It really is as simple as:

1. Sign-up for the Silverstreet Mobile Communicator
2. Import your data (Simple Excel sheet import)
3. Send out personalized SMS messages

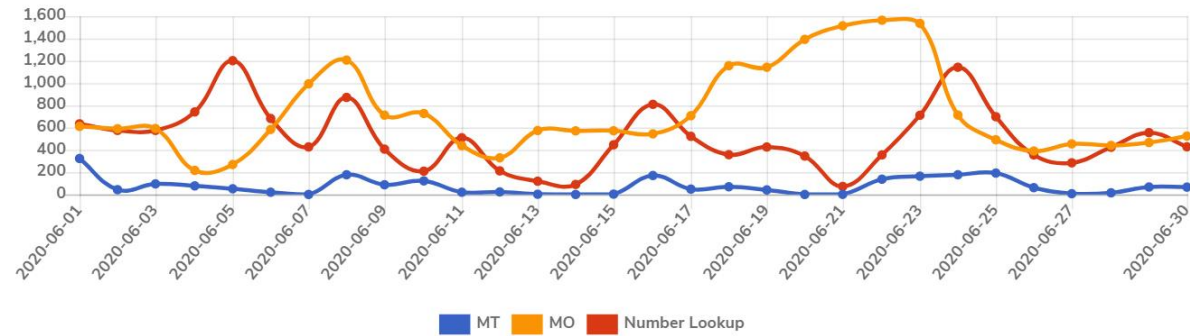
There is no need for difficult IT and API integrations:



All account(s)

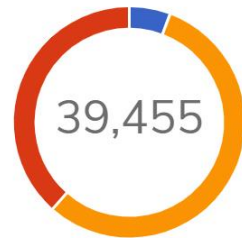
Period:
 This week
Last week
This month
Last month
 Account:
 All account(s)

Total messages



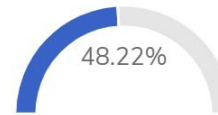
Performance

Total traffic



MT
MO
Number Lookup

Delivery rate

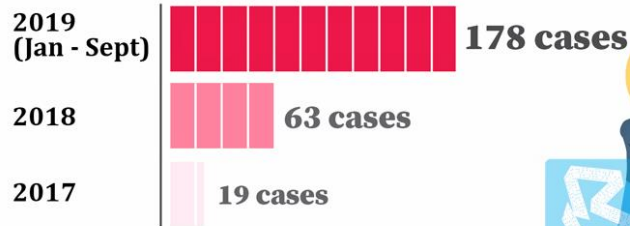


Delivered	8,409
Pending	0
Failed	9,030

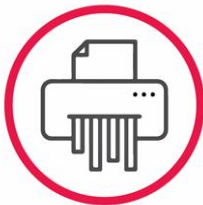
How secure is your IT environment?

ALARMING DATA BREACH

According to CyberSecurity Malaysia Cyber999 Help Centre figures, Internet user data leaks have jumped significantly



BREACH RISK FACTORS



Unused data not eliminated effectively via data sanitation/shredding



Weak data storage protection/authentication control

PREVENTIVE STEPS

- Ensure computer configuration/security setting is up to date
- Update/upgrade plug-ins
- Make use of/upgrade anti-virus, firewall and intrusion detection software

These measures must be implemented to minimise the fallout of a data breach which will have reputational and financial implications for an organisation, as well as lead to loss of investor confidence



You could be in some good but rather unfortunate company:

1. Not only the big guys are the target
2. Your IT environment is as strong as its weakest link.

Name	Type	Size
ALTEL.zip	Compressed (zipp...	7,850 KB
CELCOM.zip	Compressed (zipp...	698,332 KB
DIGI.zip	Compressed (zipp...	727,845 KB
ENABLINGASIA.zip	Compressed (zipp...	3,733 KB
FRIENDIMOBILE.zip	Compressed (zipp...	80,036 KB
jobstreet.zip	Compressed (zipp...	2,042,094 ...
MAXIS.zip	Compressed (zipp...	1,332,640 ...
MerchantTradeAsia.zip	Compressed (zipp...	36,462 KB
Part 1.zip	Compressed (zipp...	3,928 KB
Part 3.zip	Compressed (zipp...	8,746 KB
PLDT.zip	Compressed (zipp...	6,944 KB
REDTONE.zip	Compressed (zipp...	12,557 KB
TUNETALK.zip	Compressed (zipp...	16,439 KB
UMOBILE.zip	Compressed (zipp...	233,909 KB
XOX.zip	Compressed (zipp...	4,228 KB

3. Lets have a look at weak link schema

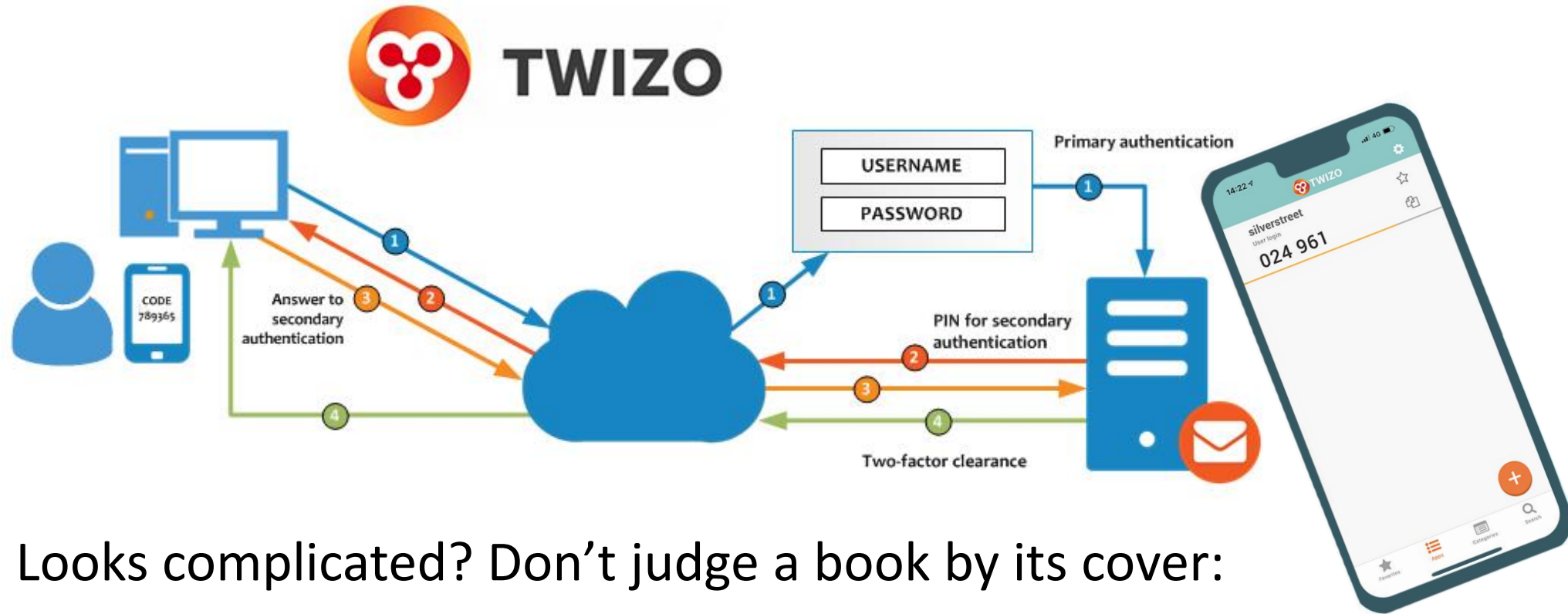
2 Factor Authentication, a scenario:

1. Hackers target you or your employees email addresses with brute force hacking technology.
2. BINGO, they have access through an old no longer used or not often used email address ie. partimer@company.com without 2FA.
3. From here they absorb more and more information while steadily gaining more access in to your infrastructure.
4. Your IT infrastructure is compromised.

As you can see **Step 2** is crucial in those types of attacks. 2FA would have eliminated any change of success in this case. How? Lets find out!

Twizo Authenticate,

An easy to integrate security solution supporting 2FA and many other authentication methods.

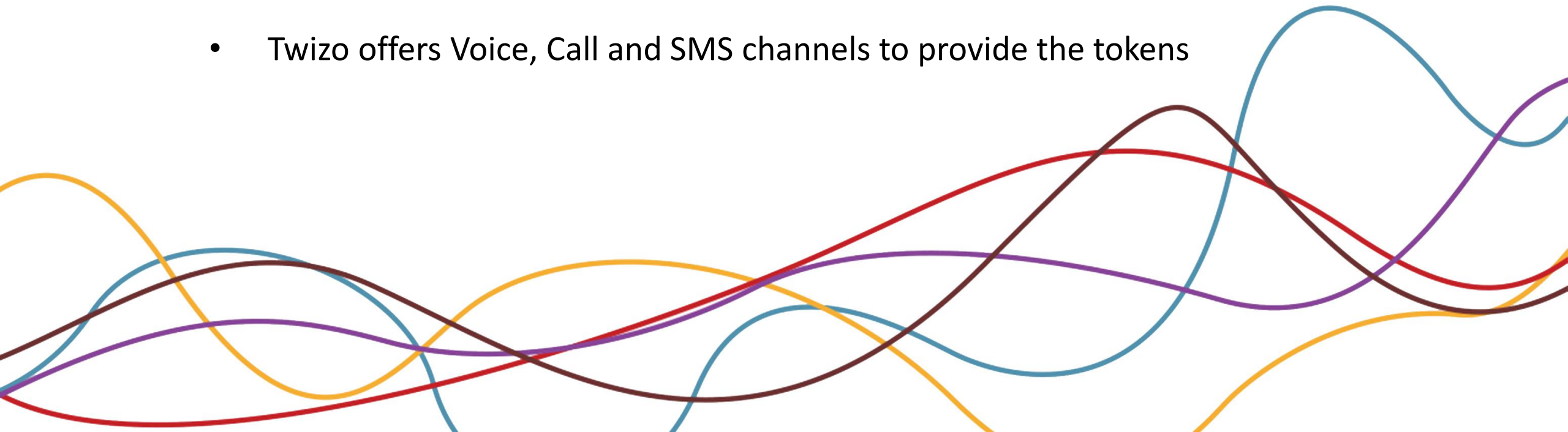


Looks complicated? Don't judge a book by its cover:

- Silverstreet offers **Security Authentication** as a service through Twizo
- Easy and fast integration with our widget and made as easy as possible for your developer:
 - **Simply copy and paste the code in your application(s)**

And the implementation is live and your systems are secure

- Twizo offers Voice, Call and SMS channels to provide the tokens



Why Silverstreet?

Because together we will make a difference.



Pricing

Get what you pay for! No hidden costs, no surprises. We offer flexible and up-to-date pricing for all products.



24/7 support

Our support team is there for you! Our team of experts is working 24/7 to offer you personalized support in minutes.



Global coverage

Communicate on a global scale! Our service knows no borders, as we work closely with providers from all over the world.



Experts in Asia

Truly Asia! Having built strong relationships with companies in the Far East, we are proud to have offices in one of the largest business hubs in the world.



Encourage entrepreneurship

Growth mindset! We value entrepreneurship, initiative and we love inspiring others to do better. We love to see your business grow.