



## BLACKBOX

### TAKING THE IT WORLD BY STORM

*Synersoft Technologies Pvt Ltd. (maker of BLACKbox), incorporated in 2008, is making waves in the IT & Cybersecurity market with its innovative and revolutionary solutions for SMEs. The Ahmedabad-based company is an incubated and invested portfolio company of CIIE - IIM Ahmedabad*

**D**ata Protection and Information Security are among the tech industry's most challenging issues today. Data accumulated by companies helps them explore new possibilities besides improving their operational efficiency. However, data loss can cause substantial damage to businesses. It can lead to the exposure of sensitive business information and also tarnish customer loyalty. Considering the surging instances of cybercrimes, the demand for simplified and affordable data protection and information security solutions for small and medium-sized enterprises are currently in high demand. However, the tech industry provides sophisticated and costly solutions that SMEs cannot afford.

BLACKbox has spotted this concern, and to cater to the needs of SMEs, it offers affordable yet high-performance data protection and information security products to countless SMEs. What's more, its revolutionary solutions save MSMEs



65% of their expenditure and eliminate the need for hiring IT employees to manage the product.

### A WIDE ARRAY OF SOLUTIONS

BLACKbox provides robust, low-cost, and functional AI-enabled solutions. Its dedicated team creates disruption through its creative ideas and adds tremendous value to its customers. Its products are designed to assist businesses with data loss, leakage and theft prevention. Many SMEs rely on its Theft Prevention Solutions to safeguard their intellectual

property, corporate secrets, cost sheets, documents, designs, and drawings in digital format. Some prominent solutions the brand offers are BLACKbox Prime T, BLACKbox Turbo T, BLACKbox Duo, BLACKbox One Cloud, BLACKboxTwin Turbo T, and BLACKbox AAA. BLACKbox employs cutting-edge solutions to secure data and prevent data leakage, and theft in the backend. Its solutions are simple and minimalist, noted for their ease of use. Furthermore, it offers numerous exclusive capabilities such as Autocratic Centralization, Vault-Workspace, Happy Hours, Screen-Captures, On-the-Fly-VPN, Email Shadowing, BCC-Intercept, and USB Usage Reporting. BLACKbox customers don't have to worry about fine print or hidden fees. As cybercrime was on the rise, the expanding work-from-home trend that emerged shortly after the COVID-19 prompted the need for effective security solutions. Every firm was concerned about continuity of business operations and potential competitive exploitation. BLACKbox was one of the most appropriate tools accessible to them. It made them instantaneously prepared to facilitate work from home via VPN while protecting their data from being lost or stolen.

### DESIGN THINKING APPROACH

Its product and research teams employ a revolutionary design thinking approach to stay ahead of the curve. Following the identification of the problem, they study traditional approaches to solving it, then challenge those approaches and try something new. This disruptive approach enables the organization to create innovative solutions. Furthermore, BLACKbox incorporates design thinking from the perspective of the Data Owner, unlike other brands that emphasise the perspective of the Data Manager. Its groundbreaking data security solutions perform many tasks on a single hardware platform, unlike other brands, which require multiple pieces of hardware to perform various functions efficiently.

### PICKING UP STEAM

BLACKbox was recently reviewed by Capterra, a Gartner Company, and received a 4.5 overall rating. It was also a participant of the TechXchange cohort to the UK, which the Indian High Commission, UK recommended. It was recently listed among the top 100 MSMEs in India by the India SME Forum.