



Enterprise Fraud Management

Founder, Board Member, former CEO



Secure Payments for SMBs

Founder and CEO

BC Krishna

Attitudes

and

fundamental structural issues

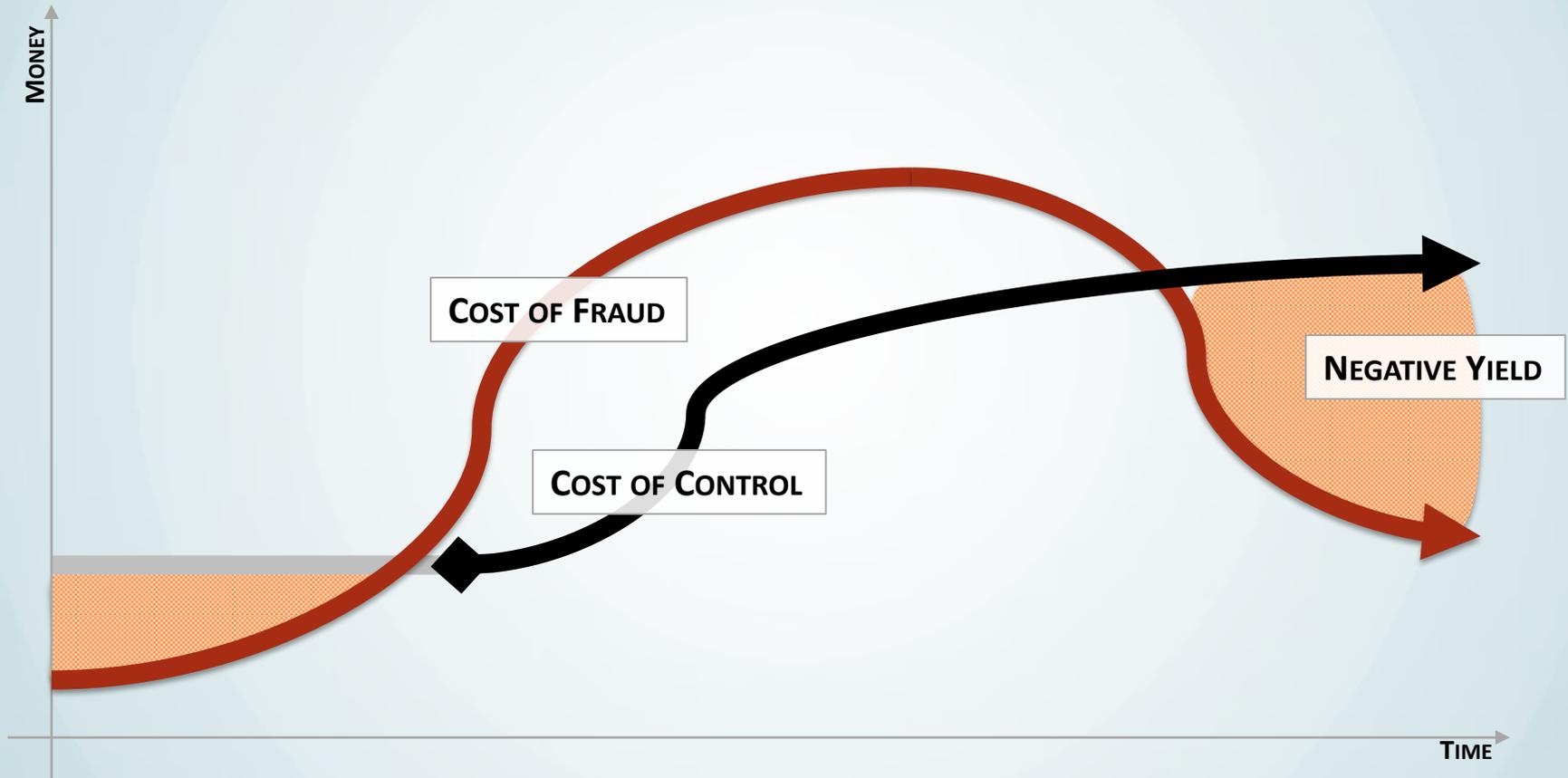
will keep us from

managing fraud more effectively.

#1: The Boiling Frog phenomenon



#2: Paradox: success produces a negative return



#3: They're innovative, we're not



THEM

Business

Growth

Strategy

Innovation

Power

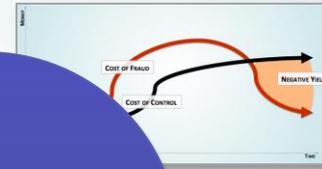
US

Cost

Can we do better?



Slow
Reaction Times



Perception of
Value

Choked-down
Innovation

