

Welcome to Riskpulse Cygnus

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## A message from our CEO



Ten years ago I stumbled across a problem. At the time I had no idea how vast the problem was, how important it was to so many people, nor how great the challenge would be to create a new company dedicated to solving it.

In 2005 while Hurricane Katrina was making its devastating landfall, people and businesses, concerned citizens and proactive protectors, were being forced to settle for coverage of the event through the lens of consumer media like local TV and The Weather Channel.

These were the best sources of information when I was growing up in South Florida in the 80s. But by the 21st century, people deserved better. So I embarked on a grueling mission to launch an alternative, which many of us came to know and love as Stormpulse.

But I learned the hard way why people still didn't have a great alternative to these news stations. Because as much as people loved Stormpulse, there wasn't a business model to support the growth of a free site.

So in 2012, I was forced to choose between giving up on my mission to provide the world with a rich alternative to passive media, or to shut down the free Stormpulse site and double-down on serving businesses that could afford to pay for our nascent enterprise product.

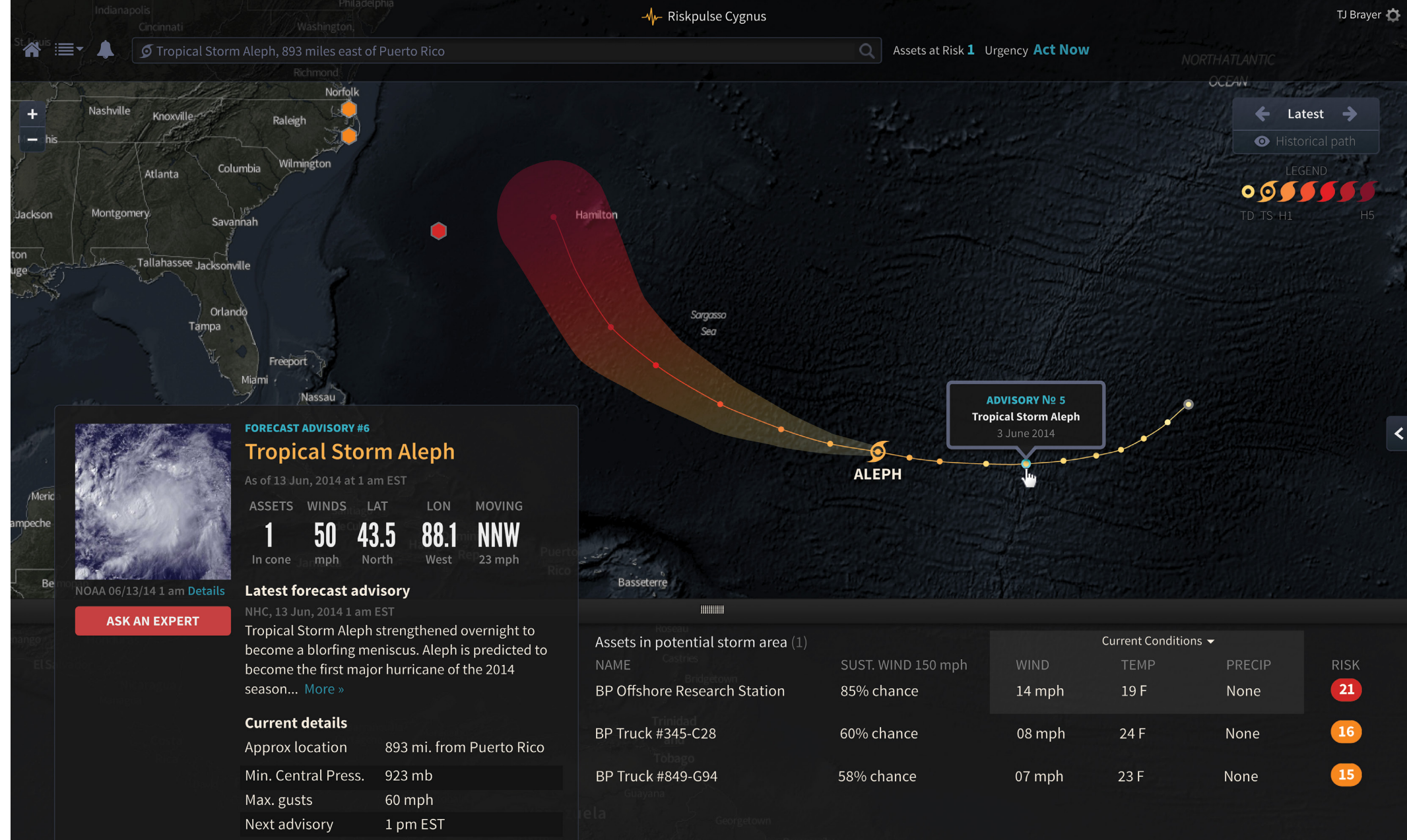
It was a risky bet. I had many naysayers ask me why anyone would or should pay for what they saw as just free information. But those pessimists didn't understand two things: number 1, the shared vision that had developed between us and our supporters, and number 2, the very real value of having the best information at your fingertips as opposed to living at the mercy of the hype and timings of the national media.

And so the building began. For two years we focused on listening and understanding what our best customers wanted more of. We moved beyond hurricanes, we tried our hands at an iPad app, we built a sophisticated rules engine to make alerting totally customizable. We tried a lot of things but ultimately in those years we learned far more than we were able to do. Our confidence increased but our time to market kept getting longer. Our small company was both blessed and cursed with more demand than we could handle.

In response to this positive pressure, in the summer of 2013, during one of the least active hurricane seasons in the last century, we made another, even larger bet. It was time to take all that we had learned from Stormpulse, take advantage of the latest in web and mapping technology, and rebuild the product around our customers' daily need to manage their operational risks.

This past winter, while the polar vortex was making headlines, our company evolved into Riskpulse and built a risk information system we call Cygnus. Cygnus means swan, a reference to those "black swan" events every business dreads. And the question that drives us now as a company is, "How can we help companies not just endure disaster, but adapt, learn, and emerge from mistakes and catastrophes even stronger than when they went in?" This may sound too good to be true, but we believe this kind of adaptation is possible when an organization is able to rapidly orient itself, learn, communicate, and collaborate before, during, and after critical events.

*“It was time to take all that we had learned from Stormpulse...and rebuild the product around our customers' daily need to manage their operational risks.”*



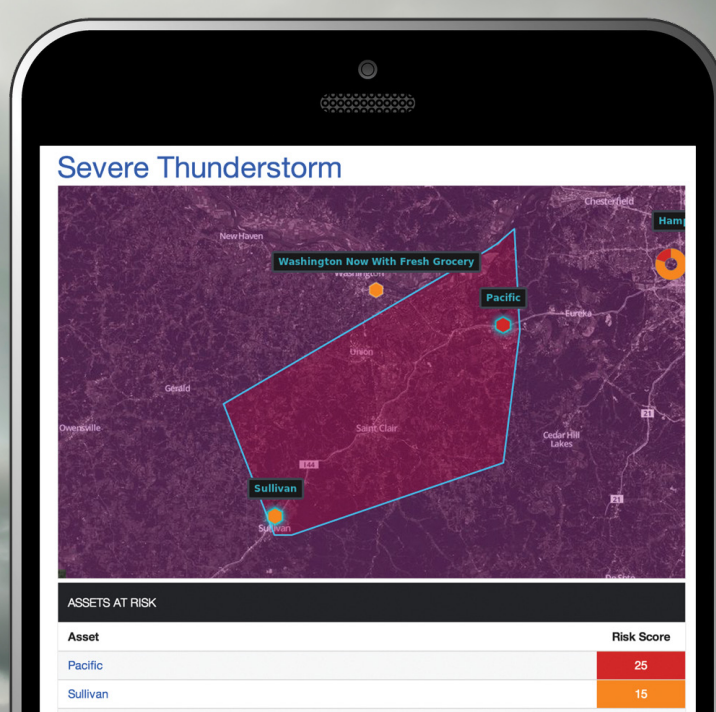
So that's what Cygnus is designed to do.

When you try it for yourself, you'll see how even the first release of this product is light years ahead of anything else like it. And the most exciting fact is: we aren't stopping here. Our team is releasing improvements every week, some of which are dead simple but nonetheless revolutionary, because this kind of product hasn't existed before: A seamless integration of asset management, risk management, analytics, and reporting, with world-class maps and visualization at the center.

It's my sincere pleasure to introduce the world to Cygnus, and I know this would not have been possible without the years of support and patience that each of you have shown me. So from this Florida native currently stationed deep in the heart of Texas, I say thank you.

Warm regards,

Matt Wensing  
Riskpulse co-founder & CEO



## Risk Scoring with Asset Importance

Each asset's real-time risk score is weighted by the importance you choose, allowing Cygnus to surface the threats that are most critical to your business.

### What could this mean for your business?



**You:** Supply Chain Manager at Lean Auto Manufacturer

**Setup:** You assign importance based on supplier redundancy and inventory lead times.

**Situation:** A large front of severe weather is forecasted to hit the U.S. Midwest over the next 2 days.

**Response:** Cygnus locates your highest-risk suppliers based on your criteria. Using this sorted list, you pull additional parts ahead of the storm to reduce the chance of downtime.



**You:** CFO at Large Retail Chain

**Setup:** You've correlated importance with revenue-generation on a scale from 1-5.

**Situation:** A late December storm in the southern U.S. threatens consumer access to hundreds of your storefronts.

**Response:** Cygnus highlights your highest-risk retail outlets relative to earnings and snowfall; with one click you download a risk report for the region to forecast the potential impact to topline revenue.

## Asset Management with Smart Metadata and Syncing

By storing data on each of your assets, you can quickly access (and update) the information you need when an asset faces a threat.

### What could this mean for your business?



**You:** Health and Safety Supervisor at Urban Campus University

**Setup:** You're using Cygnus to alert key faculty and personnel to weather threats.

**Situation:** The best view of your campus comes through live security camera feeds.

**Response:** Using the video feature of Cygnus Enterprise, you add multiple camera feeds to each asset, giving you a never-before-seen integration of geography and live intelligence. Cygnus becomes your hub for alerting and surveillance.

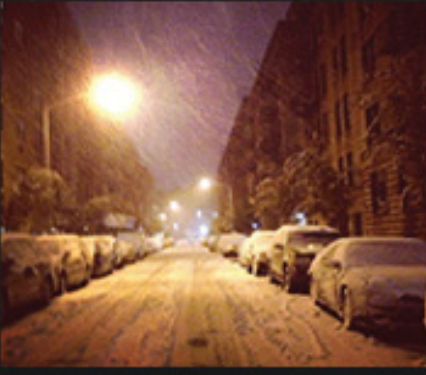


**You:** Head of Catastrophe for Global Insurance Company

**Setup:** Using our Assets API, Cygnus stays in sync with the locations and policies of insured, mobile assets in the Caribbean.

**Situation:** A Cape Verde-born hurricane moves across the Lesser Antilles, threatening client yachts from the Virgin Islands to Jamaica.

**Response:** Calculating the chance of hurricane-force winds and storm surge, Cygnus auto-sorts your portfolio by exposure, allowing you to begin pre-claim activities for the region.



IN PROGRESS

# Winter Storm

2014 Apr 15 1:06 pm

ASSETS

# 1

At Risk

THREAT

# Possible

Life & Property

REMAINING

# 40

Hours

URGENCY

# Less than 1 hour

Contact A Weather Expert

## Summary

Heavy snow late tonight through Wednesday night, a potent spring storm will move into the northern high plains this afternoon, and across the dakotas tonight and into the upper midwest Wednesday. There is increasing confidence that this

## On-Demand Expertise

Contact a meteorologist directly from Cygnus when you need fast, personal support in the face of a weather event. More risk experts to come.

### What could this mean for your business?



**You:** Operations Manager at Home Improvement Store

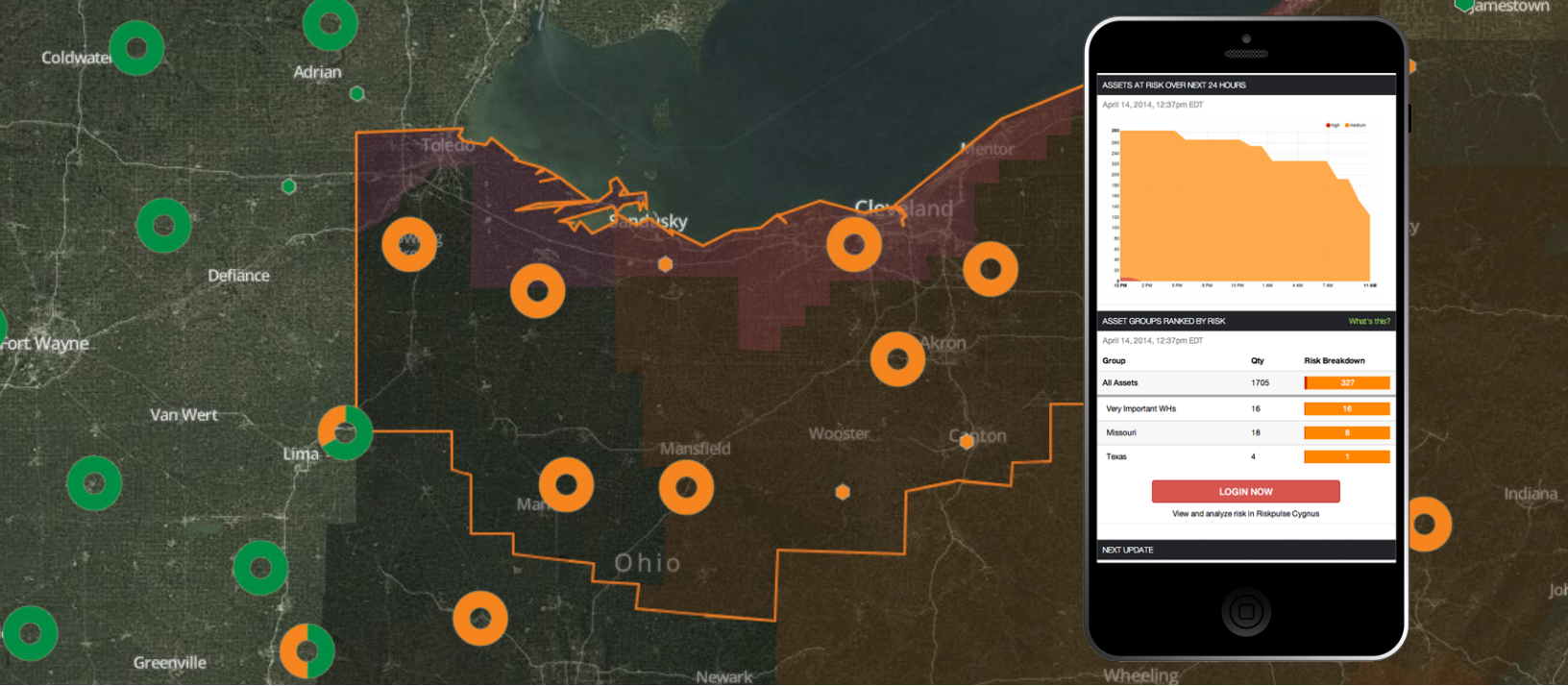
**Setup:** You've shared limited access to your Cygnus account with your logistics provider, Ship Group, to create a consistent view of your network during storm season.

**Situation:** You need to make a judgment call based on highly localized conditions to position and deploy personnel and merchandise before a land-falling hurricane.

**Response:** With your logistics provider on hand, you invite a meteorologist with 25 years of experience to analyze the landscape and make a spot recommendation on the best locations for your ad hoc depots.

“Riskpulse allows our clients to initiate their continuity and health, safety and environment plans using real-time risk data specific to their assets. This type of proactive risk management is a necessity due to increased weather activity and risk exposures alongside calculating potential losses using catastrophe models.”

— Ravi Singhvi  
VP Analytics  
RPS Insurance



## Riskpulse Daily Outlook

The daily risk brief shows the percentage of assets at high, medium and low risk, as well as a look ahead at the next 24 hours based on watches, warnings and forecasts.

### What could this mean for your business?



**You:** Intermodal Coordinator at National Beverage Co.

**Setup:** You've loaded 2,000 origins and destinations as assets into Cygnus.

**Situation:** Yet another cold front has caused temperatures in the Rockies to plummet for extended periods. The risk of product freezing in-transit or while sitting in yards is higher than usual.

**Response:** You begin your day with the Riskpulse Daily Outlook at 7:00 am, which illustrates the regions of highest freeze risk based on your carriers' shipping lanes. You decide to move product by truck instead of rail, trading the extra cost for the peace of mind of safe delivery.

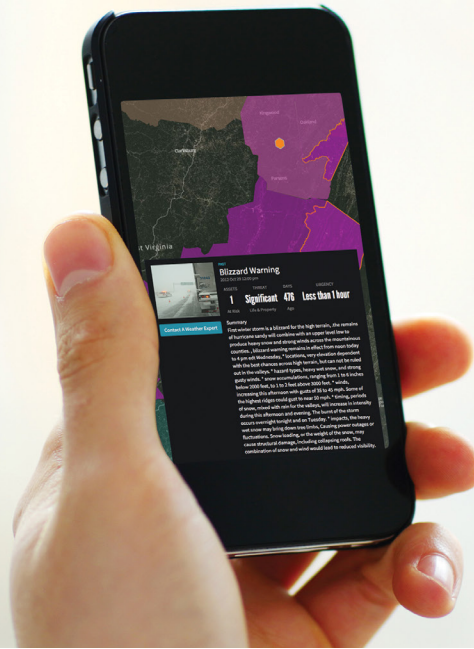


**You:** Insurance Broker at Stanley Smith Barnes Corp.

**Setup:** Your top 3 client portfolios have been loaded into Riskpulse Cygnus.

**Situation:** A streak of minor earthquakes has temporarily elevated public awareness of seismic risk in Missouri and Illinois.

**Response:** The Riskpulse Daily Outlook draws your attention to the specific client sites that have experienced the greatest effects of these tremors over the last 24 hours based on construction type. You use this intelligence to proactively review their policies and suggest enhancements.



## iOS & Android Support

With mobile and tablet support, you can use Cygnus to locate, quantify and adapt to business risks from anywhere.

### What could this mean for your business?

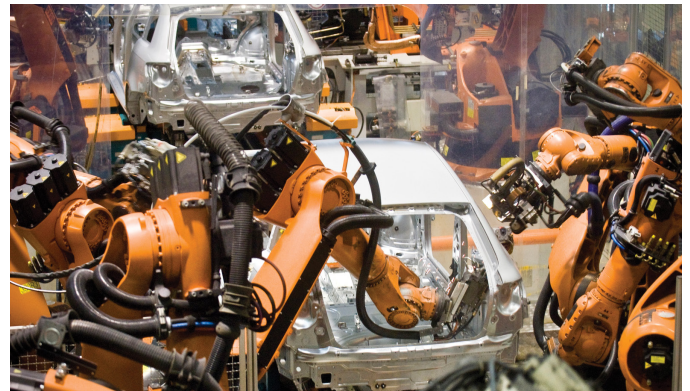


**You:** Chief of Corporate Security at Global Retail Chain

**Setup:** You've installed the Cygnus iOS app on the iPhones of your executives.\*

**Situation:** Executives must travel to East Asia to visit important manufacturers.

**Response:** The app on the executives' phones automatically sends each executive's location to your Cygnus account, providing you with a real-time view of their proximity to emerging risks in the region.



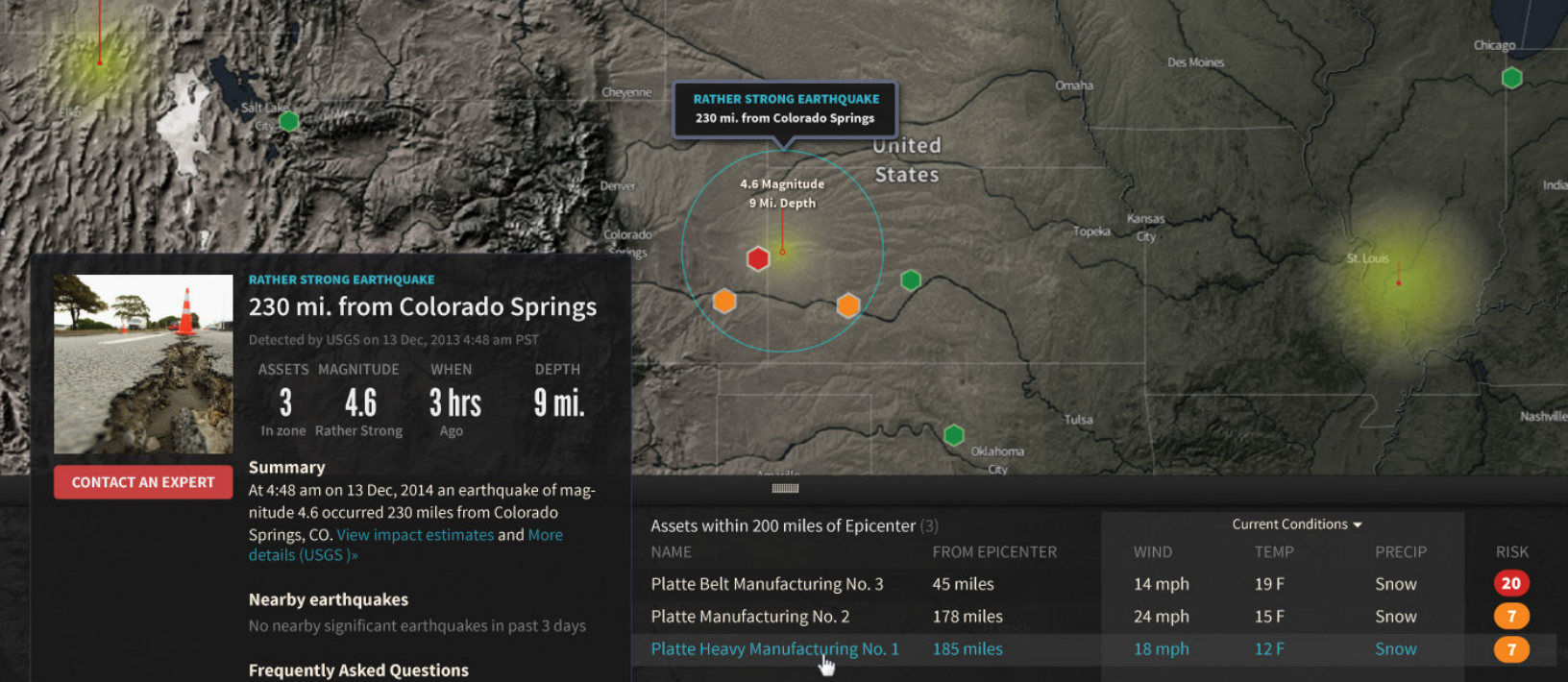
**You:** Inbound Logistics Manager at Lean Auto Manufacturer

**Setup:** You've loaded your Tier 1 supplier sites and contacts, providing key suppliers with a login to Cygnus.

**Situation:** Another polar vortex threatens to slow transportation between your key suppliers and your plant.

**Response:** Using the mobile app, your suppliers are able to conveniently update the status for their location.

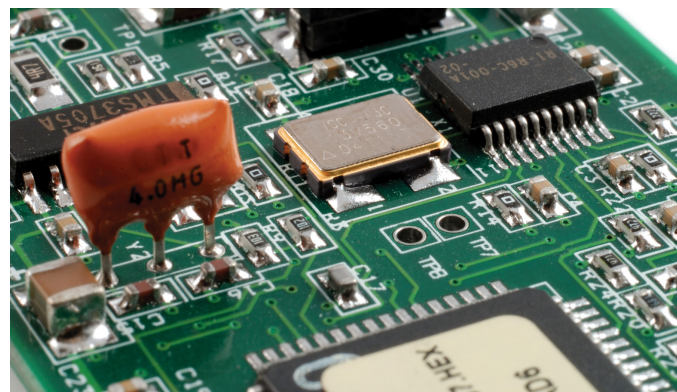
\* Cygnus requires enterprise license.



## Beyond Weather with Video Integration and the Sense API

In addition to the weather information and forecasting that you already enjoy, Cygnus offers an ever-expanding dataset of environmental risks, including earthquakes, buoys and typhoons.

### What could this mean for your business?



**You:** Business Continuity Manager at Financial Trading Nexus

**Setup:** You're using Cygnus to monitor environmental threats to your immediate location.

**Situation:** Weather has seasonal implications, but you want a richer view of emerging risks.


**Response:** Partnering with a Riskpulse-certified Developer, you identify your favorite sources for epidemiological and active shooter risks. Using the Sense API, your experience is easily enriched with these new layers and risk factors.

**You:** Procurement Team Member at Electronics Manufacturer

**Setup:** Using the Cygnus Supplier Survey template, you pre-assign Q&A's to each supplier site and grant each supplier access to modify their responses.

**Situation:** An 8.3M earthquake rocks Indonesia, creating uncertainty about your suppliers across the region.

**Response:** Based on their elevated risk score, each supplier contact is notified. Using their mobile phones, they alter their responses to indicate their closure, delays, and impact assessment. Your response to the crisis is consolidated and streamlined for follow-up, delegation, and review.



*“The visuals are impressive, and they’re more than just eye candy. Riskpulse gives our executive customers an easy-to-use common operating picture that integrates ocean vessel tracking, quantified environmental risk, and video from our offshore operations.”*

— Mark Stevens  
Director, Offshore Communications  
Oceaneering International



*Synchronizing Opportunity*

Riskpulse offers risk management solutions for businesses affected by uncontrollable events. We integrate maps, assets, and environmental data to help companies understand and respond to external risks as they happen. Ultimately, we enable businesses to make the best possible decisions for their daily operations.

**Contact us:**

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1-800-645-8480