

# Innovators

## 21

**Category: [Applicant Insert Category]**

*For Example:*

*Category: Fintech Innovator of the Year*

**Organisation Name: [Applicant Insert Organisation Name]**

*For Example:*

*Organisation Name: FRESHD Limited*

**About the organisation (250 words maximum) :**

[Please include a brief overview of your company]

**Don't forget to tell us:**

- *Your company's story*
- *What solutions you provide*
- *The context and issues your solutions address*
- *Outcomes related to your solutions' success*
- *Setbacks and Challenges, and how you had overcome these obstacles*
- *Stakeholder/client response*
- *Plans for the Future*
- *If you wish, do provide labelled images/graphs that relate to your solution*

*For Example:*

*About: FRESHD*

*FRESHD is a small (30 person) company based in New York. Founded in 2008, FRESHD was created to serve the digital tech industry by engineering secure Cloud Based solutions. Over the last 23 years, FRESHD has grown into a globally recognised brand, exporting throughout the world. It's latest innovation is reFRESH Cloud.*

*The Issue:*

*The arrival of cloud technology has not typically been used in the finance sector. However, the past 18 months have presented the core need for the finance industry to adopt cloud services. The rise of ransomware and cyber attacks indicated to many financial service companies that they needed to upgrade their cybersecurity infrastructure.*

*The Solution*

*FRESHD was contracted to cover cyber security for top finance providers, including HSBC and Bank of America. These companies operate in all geographies in the world, and by nature, varied in terms of their cybersecurity measures.*

*Using research that had been conducted into online financial security processes, FRESHD developed measures that could be used and integrated within existing infrastructures. Although prior workable solution was expensive, FRESHD provided a new way to manage online security with a bespoke AI and ML platform.*

*Outcomes:*

*The initial result was that the reFRESH platform successfully completed creating more secure infrastructure for its clients a full six months ahead of time. Other outcomes include:*

- The project inspected 10,000 infrastructure vulnerabilities*
- The platform established alternative measures to improve cybersecurity, decreasing threats by 40%*

*Stakeholder/Client Response:*

*"FRESHD is light years ahead of any other financial cybersecurity system. The ease and performance is untouched, the product works well"*

*-John Smith, Big Corp. COO*

*Plans for the Future:*

*FRESHD has now been used across the financial sector, with 15 companies in 12 countries using the technology. Free licenses have also been given to the non-profit sector for use in developing areas. In spite of the original product's success, we constantly aim to refine our platform. The latest release is version 2.5, which has used extensive customer feedback to make calibration easier and more precise.*

*Furthermore, the basic technology is now being developed in partnership with Street Banking for remote assessment in developing areas. Other applications in assessment of common financial service products are also being considered. Further versions of FRESHD's software will overlay regional information and economies.*

**Submitted by [Insert Applicant Name, Job Title & Contact Details]**

*For Example:*

Name: John Smith

Job Title: CEO

Company Name: FRESHD Limited.

Contact Number: 01234 56789