

## No More Crisis!

The cybercrime market is the third largest economy after China and the US! Successfully managing a cyberattack makes the difference between returning to routine and deteriorating into massive reputational and business damage.

- > What is a successful recovery?
- > How long will it take to recover?
- > How to prepare for a successful recovery?
- > How much cyber crisis will cost?
- > How do we prevent client abandonment?
- > How do we protect the organizations' executives?
- > How do we recover our IT/OT network?
- > Scan this for more info:



Code Blue is a pioneering organization led by Rafael Franco, former Deputy Head of the National Cyber Directorate, Head of the Israeli National Cyber Defense Branch, Head of the Regulation Division, and Israel National Security Award recipient. With 28 years of experience in the defense establishment and a successful track record as an entrepreneur and CEO of Code Blue, Rafael Franco has developed a cutting-edge, multi-disciplinary preparedness and intervention model for organizations dealing with cyber crises.

**Code Blue has a remarkable history of effectively managing numerous high-profile cyber crises and operations, in Israel and worldwide.** Through their expertise, they have significantly minimized the impact on their clients. In collaboration with the renowned crisis consulting group, the Gitam Group (BBDO Israel), Code Blue brings together a talented team of employees and senior consultants specializing in cyber risk management, reputation management, regulation, privacy intelligence, negotiations, technology, network rehabilitation, IT/OT, incident response (IR), and business continuity.

This collaborative approach ensures that our customers benefit from a distinctive operational advantage and a methodology designed to expedite the resolution of cyber crises and mitigate damage.

### Benefits of collaborating with Code Blue:

**Global Reach:** We have a strong presence in Europe, Latin America, Asia, and the Middle East, enabling us to deploy our services worldwide.

**Comprehensive Services:** We offer a full range of preparedness and crisis management services, providing all the necessary support under one roof.

**Advanced Forecasting:** We are the only provider offering a survey that forecasts the impact and recovery from a cyber crisis, helping organizations plan and strategize effectively.

**Holistic Approach:** Our unique model allows us to assess corporate governance, cyber insurance, and financial strength, offering a comprehensive understanding of the organization's resilience and risk mitigation.

**Expert Team:** Our team comprises professionals in reputation management, communications, negotiations, and deception techniques, all with proven track records and elite units extensive experience & crisis management.

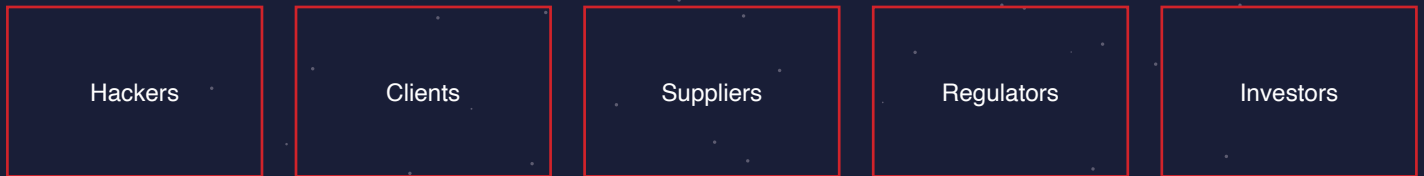
**Technology-driven Readiness:** We provide a cutting-edge technological platform for managing readiness processes.

**Reputation Management Platform:** Our advanced technological platform enables effective intelligence gathering and management of organizational reputation.

**Innovative BCP Cyber Operations:** We have pioneered planning the world's first Business Continuity Planning (BCP) cyber operation, setting new standards for preparedness and resilience.

**Legal Defense Portfolio Development:** We specialize in writing defense portfolios for officers, equipping them with the necessary tools and strategies to protect against cyber threats.

# THE WAR ROOM MAP



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