



# Snuko

**Anti-Theft Software**

Short Presentation



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- How does it work?
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## What is Snuko Anti-Theft Software?

- Innovative tracking software solution for laptops, PDA's, etc..
- A "must have" for all owners of laptops and portable devices
- Easy to distribute and install ("set and forget" installation)
- A product generating recurring revenue year by year
- Can be marketed in many ways ie. (as a "computer insurance")
- A brand new product in the market with huge growing sales potential in the Retail, B2B and Enterprise segments



## How does Snuko work ?

- User install the software and register the device(s) and personal contact information at Snuko.com (or partner sites like MSC.com)
- Hereafter Snuko checks every 5 mins. with our database, to ensure that all is "OK" and the device is not reported missing or lost
- If the user loose the computer, he reports it lost at our website, by logging into his profile in our back office
- Next time the computer is trying to get online, Snuko will take action and locate the thief, take pictures/videos, transfer files and lock the computer down. Thief is busted and informed about it...



## Why use Snuko?

- Peace of mind, should the user get the computer lost or stolen
- Easy to locate and repocess computers (mobile phones Q1 2010)▯
- Get important files, documents and pictures back easily
- Save time, money and hazzle by avoiding a missing computer
- Protection of hardware, software and files at a very low price
- Reduce crime, identity-theft and other IT threats on the rise
- Minimizes work and costs for the police and insurance companies
- All data are highly encrypted and non-accesible



## A few facts about the industry

- 1 in every 10 computers gets lost or stolen, 97% never come back
- 12.000 laptops are reported lost per week in US airports alone
- Computer and mobile phone theft increased 28% in 2008
- 36% of company data-breaches are due to lost or stolen laptops
- 81% of US firms lost laptops containing vital data in 2008
- Total avg. estimated cost of a lost laptop is USD 49.250,00!
- Stealing, fraud and IT-crime is growing on a worldwide basis
- Production of laptops and other portable devices are growing rapidly

Source : Gartner Group, Intel & The Phenomenon Institute 2008/2009



## Distribution Channels

- Retail market (shops, chains and other traditional sales points)[]
- Consumer direct downloads (Snuko.com and white-label partners)[]
- Corporate Sales (i.e. Re-sellers and OEM partners)[]
- Enterprise market (i.e. companies with many portable devices)[]
- Affiliate partners (websites with many visitors e.t.c.)[]



## The Company

- Founded by experienced IT-entrepreneurs
- Based in U.K. with offices in US, Denmark and Spain
- Flat and young organisation with highly skilled employees
- Owned by the founders and a London based Hedge Fond





Login/Report Theft  
Your Language: English

Products Support Tips About

## Every 52 Seconds a Laptop is Stolen

Use Snuko to trace your lost or stolen laptop.  
It's easy to use, safe and secure | [Learn more](#)



Download for €14.99

Try it for free

### How Does Snuko Work?



#### Snuko takes thief's picture

The Snuko software will take webcam pictures and video (if a webcam is available) and snapshots of the desktop so that you may see what the unauthorized user has been trying to access on your computer.



#### Snuko locates stolen or lost laptop (up to 10-20 meters)

Snuko will let you know WHERE it's located by using GeoLocation and WiFi triangulation.



#### Snuko recovers your most important data

If the finder/thief does not cooperate, our software will securely encrypt your most important files on your computer and back them up so that they cannot be accessed by anyone but yourself.

### Report A Lost/Stolen Device

Login to report a lost/stolen device

  
 GO

Instant!>

Sign up before a theft happens

### News

News from Snuko.com

## Snuko Anti-Theft for computers

In a day and age where technology is advancing at a rapid rate and mobile devices are so prevalent, laptop theft and identity theft are on the rise. It's important to protect the sensitive information that's stored on laptop computers and other mobile devices. Snuko software specializes in combating computer theft by providing laptop security through protecting data loss, laptop tracking, locating and retrieving of the computer device.

Snuko provides each individual laptop security. In the event that a computer laptop is reported stolen it remotely takes a picture of the thief, locates the stolen laptop up to 10 meters, automatically removes vital information from the laptop, erases data on camera screen captures, shuts down the laptop, and informs the

### Laptop Theft Prevention Articles

[After the Fact What to Do Once A Laptop has been Stolen](#)

[Extra Steps to take in the Prevention of Laptop Theft](#)

[Airports and Laptops](#)



www.snuko.com

## Snuko™ Anti-Theft software

In a day and age where technology is advancing at a rapid rate and mobile devices are so prevalent, laptop theft and identity theft are on the rise.

It is now more important than ever to protect your self from the loss of data and hardware.

The Snuko™ proprietary software specializes in combating computer theft by providing laptop security through protecting data loss, laptop tracking, locating and retrieving of the computer or mobile device.

### Snuko™ the best in laptop security solutions

In the event that a computer is reported lost or stolen, Snuko™ will remotely take a picture of the unauthorized user\*, locate the lost/stolen computer up to 10 meters, automatically encrypt vital information on the computer, back up your most important files, shut down the computer so it can no longer be used and inform the unauthorized user that law enforcement will be notified.

Recover your most important files at your own pace, while Snuko™ helps you retrieve your computer.

Snuko™ Anti-Theft software, a necessity if you have a computer!

### Functionalities

- GeoLocation
- IP Logs
- Pictures
- Video\*\*
- Data Encryption
- Hard drive wipe out
- Computer LockDown
- Remote data retrieval

\* Demands a camera is installed.  
\*\* Sufficient computer process memory and standard video format required.



Stuff Corporation Ltd 33 Clarence Street, Southend on Sea, Essex SS1 1BH, United Kingdom.  
Phone : +44 207 099 5582 email: info@snuko.com



www.snuko.com

## Facts about computer related theft

- 1 in every 10 computers gets lost or stolen
- Every 43 seconds a computer is reported lost or stolen
- 12,000 Laptops per week are reported lost or stolen in US airports
- Less than 3 % of lost or reported stolen laptops are ever recovered
- Computer theft is the second highest insurance claim after cars
- Computer theft increased 28 % last year
- 36 % of data breaches are due to lost or stolen computers
- 81 % of US firms lost laptops with sensitive data in 2008
- The total estimated cost for a laptop in 2008 was (intellectual property represents 59 % of numbers indicated below)

Average US\$ 49,240  
Minimum US\$ 1,213  
Maximum US\$ 975,527



Source: The Peronom Institute, Computer Security Group, Gartner Group.

## Become a partner

There are two different ways you can profit from a partnership with Snuko™ and Stuff Corporation Ltd:

### Affiliate Partner

You or your company promotes Snuko™ and we pay you per order you generate. You are allowed to send market Snuko™ via Email, Banners, SEO or other channels. We provide you all the material and backup that you need. Our tracking systems makes sure that your orders are counted and paid for every month. In order to become Affiliate Partner please contact: affiliate@snuko.com.

### White Label Partner

Your company is set up as a partner in the Snuko™ system. The Snuko™ software is provided with your company colors. This allows you to maintain your branding and signal that you are the provider of this outstanding service. Snuko.com handles the backend, while you focus on marketing the product and create profits. In order to become a White Label Partner please contact: whitelabel@snuko.com

## Snuko™ support the following operating systems



Stuff Corporation Ltd 33 Clarence Street, Southend on Sea, Essex SS1 1BH, United Kingdom,  
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