

# Blumira Value

Blumira makes detection and response easy and effective for small and medium-sized businesses (SMBs) so they can respond to threats faster to prevent ransomware and data breaches.

## Time to Security Affects Bottom Line

IT admins can easily deploy Blumira's platform in minutes to hours, rather than months compared to other SIEMs, for broad on-prem & cloud coverage with unlimited third-party integrations.

Blumira detects threats faster than competitors (50 sec for real-time detections) and helps you respond to them quickly to stop an attack and prevent a breach.

### Mapped to Product Demo:

- Easy sign up; fast setup with Cloud Connectors for key cloud apps (M365, AWS, SentinelOne, Duo)
- Sensor setup for on-prem integrations
- Automatically apply detection rules
- Deploy in minutes vs. months compared to competitors

## Faster Response For Better Outcomes

To save time on containing a threat, Blumira's 3-step rapid response ensures better outcomes.

Small IT teams can automatically block threats, follow playbook instructions for response, or contact Blumira's SecOps team for support.

### Mapped to Product Demo:

- Show example finding and walk through the workflow/playbook to close it out
- Blumira's **dynamic blocklists** enables you to automatically block IP addresses and domains found in threat intelligence feeds, no human intervention required. Requires firewall integration (paid editions only).
- In example finding, point out where you can message Blumira's SecOps team directly, in-app (paid editions only)

## Reduce Noise, Focus on Real Threats

A Director of IT can prioritize their team's time with Blumira's detections, fine-tuned to reduce noisy alerts. Blumira sends you findings based on real attacker's behaviors so you don't waste your time on false positives.

### Mapped to Product Demo:

- On the summary dashboard, you can see a list of active rules applied (tested, tuned for noise by our engineers)
- See an example finding based on real attack behaviors
- Notification settings - set how you want to be notified to best fit your team's needs.
- Reduce noise with Blumira's Detection Rule Management that allows you to toggle rules on and off (paid editions only).

## Predictable, Affordable Pricing Model

Blumira is 40% more affordable than the industry average and doesn't charge based on data volume, making your budgets easy to predict, with no hidden costs or additional licensing required.

Blumira's flat pricing model per user, per month is transparent and includes your product, support and onboarding assistance.

### Mapped to Product Demo:

- Show billing page options - per user, explain what a user is
- A user is defined as any knowledge worker at your organization, or the number of employees that have emails that use them.
- Competitors charge for countless add-ons/hidden fees: onboarding, sensor setup fees, to access your logs, for support, for hardware, to add new rules, etc.