

14.02.2019 | ANDREAS LINDE'S VISION FOR CRYPTO

“OUR INDEPENDENCE DIFFERENTIATES US FROM OTHER PROVIDERS”

Since Andreas Linde took over Crypto's international business last year, the company has been going through an important process of consolidation. In addition to its core business in encryption, it will offer a range of customer-tailored cybersecurity solutions. Andreas Linde, Crypto's owner and Executive Chairman of the Board, is sharing with us some thoughts about the future.

You acquired Crypto in February 2018. What are your impressions after this first year?

When I took over Crypto's international business last year, we started a new, exciting chapter in this 100-year-old Swiss-Swedish company. It has been intense to run the current business and to shape the future at the same time, but I strongly feel that we are on the right track.

Can you be more specific about the future offering of Crypto?

As hackers are using more and more advanced strategies, our customers are facing challenging situations to protect their networks. We will therefore strengthen our encryption offering and develop a comprehensive cybersecurity portfolio tailored to their needs, which means that innovation will be an important driver of our company.

What kind of cybersecurity services will Crypto be offering?

To allow our customers to better understand what is going on in their networks and protect themselves against cyberattacks, we are working on a new platform that will provide all relevant data to operate the infrastructure as well as monitor suspicious events and combat cyberattacks. We are also going to bundle our technology with consultancy services and training. Our aim is to help our customers identify the processes needed and to provide them the right level of education to operate a secure environment.



Andreas Linde, Crypto's owner and Executive Chairman of the Board, in his office.

How is this going to affect Crypto's relation with the customers?

Our role as trusted advisors will be absolutely key: we will show our customers how they can reduce the risks and the consequences of cyberattacks to a minimum by following the best practice in this fast-paced field. We will do this by combining the NIST cybersecurity framework with our customer onboarding methodology, which involves supporting them to analyse, design build and operate their security solution.

Can you guarantee Crypto's independence and security in the future?

Being a private family business allows us to take long term decisions, supporting our customers' tactical and strategic objectives. Our independence is what differentiates us from other providers. Since we operate from neutral Switzerland, we enjoy the country's liberal export policy and the customers benefit from total transparency and verifiability of our solutions. Our employees are truly passionate about cybersecurity and strive to create trusting relationships with the customers. A strong focus on securing the supply chain has been in our DNA for decades and we are constantly improving our internal processes and control of external suppliers. Many governmental organisations are facing the challenge to identify which suppliers to trust and what is behind that fancy webpage or glossy PowerPoint presentation they are shown.

Is Crypto therefore going to cooperate with local partners to implement cybersecurity solutions?

We will work more closely with local partners, possibly recommended by our customers. By the end of the day, our aim is to empower the customers so that they can operate their systems on their own. However, we will never compromise on quality and integrity and only work with local suppliers who deliver true customer value.

Does Crypto plan to build up local competence centres to respond even faster to the needs of the customers?

We already have sales offices in the Middle East and in Asia. Our ambition in the midterm is to turn these branches into competence centres able to provide a fast and comprehensive technical expertise close to our customers.

Andreas Linde

The entrepreneur Andreas Linde, Crypto's new owner and Executive Chairman of the Board, has a long career in the cybersecurity industry. In 2000, Andreas Linde co-founded 4C Strategies, a risk management solutions company. Until 2015, Linde was running the Swedish cybersecurity company Advenica, founded by his father in the early 90s. With his broad experience of cybersecurity, information security and business development, Linde has a drive to build successful long-term businesses. Linde is 43 years old, married and father of three daughters.