

# CyberSafe<sup>®</sup> Warranties

For SmartHomes & Businesses



Increase **Sales** Protect **Brands**

Protected by  
NXM Autonomous Security™

# NXM CyberSafe® Warranties

World's first insurance-backed warranty program for smart devices

“Eighty percent of consumers surveyed believe that privacy and security should be assured by manufacturers and championed by retailers.”

Source: Internet Society

## First IoT Cyber Warranty

Powered by NXM Autonomous Security, CyberSafe® warranties are underwritten by a global insurance company, run concurrently with OEM warranties, and are fully transferable.

## Direct From Consumer Revenues

NXM CyberSafe® warranties are extensible, enabling OEMs to offer new subscription services to customers to increase profit margins.

## Brand Lift

NXM's Guaranteed CyberSafe® seal differentiates products, providing a competitive advantage where security and privacy concerns influence consumer purchasing decisions.

## UL Certified Security

NXM is the first security solution vendor to receive Platform Security Architecture (PSA) certification from Underwriters Laboratories (UL), the world's leading safety science company.

## Business Intelligence

Support for advanced data insights at the device level, including change of ownership.

## About NXM

NXM is a leader in Autonomous Security and Assurance solutions that safeguard connected devices, protect privacy and enable advanced business intelligence applications.



# 89%

of consumers would prefer products that were certified cyber safe when making purchasing decisions\*

# 64%

of consumers would pay 10% or more for a smart product that was guaranteed cyber safe\*

# 42%

increase in online sales for sites that display security badges like VeriSign at checkout\*\*

Sources; \*Redpimento Marketing \*\*Sleeknote

## For More Information

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