



# CYBER SECURITY SERVICES

Empowering Your Customers  
to Operate Securely



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## About Safa Soft

Safa Soft is a leading B2B and B2G technology company specialising in travel and tourism solutions. Founded in 2008 and headquartered in Saudi Arabia, Safa Soft serves over 5,500 companies across 32+ countries from individual travel agencies to government ministries managing Hajj & Umrah operations.

With platforms including Safa Visa, OTA, Bravo, Finx, and Cruise Ticketing, Safa Soft processes the journeys of more than 15 million travelers annually. This breadth of operations handling passports, financial transactions, personal data, and regulatory workflows places Safa Soft's customer ecosystem in a prime target zone for cybercriminals.

This is why Safa Soft is now extending its trusted technology offering with a dedicated Security Services Portfolio protecting customers' operations, data, and reputation.

### **ISO 27001 Certified**

Safa Soft holds an active ISO 27001 certification the international gold standard for Information Security Management Systems.

### **We Help You Get Certified Too**

Our security services are structured to guide customers through the ISO 27001 certification journey from baseline to full compliance.



# Why Security Matters for Safa Soft Customers



# Why Security Matters for Safa Soft Customers



## Passport and visa data

highly valuable on dark web markets



## Payment card information

subject to PCI-DSS and fraud risk



## Pilgrim personal records

sensitive religious and personal data



## GDPR-regulated EU citizen data

from European travelers



## Government system integrations

requiring elevated security standards

### High-Value Target

Travel agencies are actively targeted due to the volume of passport, payment, and pilgrim data they process.

### Regulatory Risk

GDPR non-compliance fines can reach 4% of global annual turnover. Many customers don't know they're exposed.

### Trust Advantage

Customers who can demonstrate security posture win more government and enterprise contracts.



# Understanding Our Two Customer Segments



# Understanding Our Two Customer Segments

All security services are delivered across two infrastructure models. Knowing which segment your prospect falls under is the first question to ask it determines the pricing model and conversation flow.



## Company-Hosted Customers

- Running on Safa Soft's managed cloud infrastructure
- Access tiered plans: Free, Advanced, or Premium
- Security is managed as part of their subscription
- Easier upsell path they're already in our ecosystem
- Free Plan included at no extra cost

### Key question



Are you currently on Safa's hosted platform



## Self-Hosted Customers

- Maintaining their own servers and infrastructure
- Purchase security services individually no bundled tiers
- Flexible pay-per-service pricing tailored to their needs
- Typically larger companies with dedicated IT staff
- Higher-value contracts, longer sales cycles

### Key question



What does your current security stack look like?



# Security Plans Company-Hosted Customers



# Security Plans

## Company-Hosted Customers

Company-hosted customers are offered three tiers of security services. Each plan builds on the previous upgrading is always a conversation about "adding more," never starting from scratch.



### FREE PLAN

Your security foundation included at no extra cost

**Information Security Baseline Controls:** Core security hardening aligned with industry standards (access control, patch management, secure configuration)

**GDPR Compliance Essentials:** Data mapping, privacy notice review, consent management basics, and breach notification readiness

**Ideal entry point** with immediate regulatory and operational value

Positions customers to **avoid fines** and demonstrates basic security hygiene to partners and regulators

**Best for:** Small to mid-size travel agencies and operators who are new to structured security. Great starting point for upsell conversations.



### ADVANCED PLAN

Everything in Free + security culture + visibility

**Security Awareness Sessions:** Interactive training workshops, phishing simulations, and security policy education for all staff levels

**Security Dashboard & Reporting:** Centralized security posture visibility with scheduled reports, incident tracking, and executive summaries

**Transforms security** from a technical concern to a company-wide culture

Gives management the data they need to **understand risk at a glance**

**Directly reduces the #1 breach vector:** human error

**Best for:** Growing companies with 20+ staff who have experienced a security incident or need to demonstrate security posture to partners or enterprise clients.



# Security Plans

## Company-Hosted Customers



### PREMIUM PLAN

Your security foundation — included at no extra cost

**EDR Deployment & Management:** Enterprise Endpoint Detection & Response: real-time monitoring, automated threat isolation, forensic investigation, and 24/7 managed response

**Dark Web Monitoring:** Continuous scanning of criminal forums, paste sites, and dark web marketplaces for leaked credentials, company data, or employee PII

**Proactive protection:** finds threats before they find the customer

Reduces average **breach detection** time from months to hours

Provides actionable **alerts** with **clear remediation guidance**

**Best for:** Small to mid-size travel agencies and operators who are new to structured security. Great starting point for upsell conversations.





# Plan Comparison at a Glance



# Plan Comparison at a Glance

Use this table when a customer asks "what's the difference?" walk them through it column by column.

Feature / Service	Free	Advanced	Premium
Info Security Baseline Controls	✓	✓	✓
GDPR Compliance Essentials	✓	✓	✓
Security Awareness Sessions	—	✓	✓
Security Dashboard & Reporting	—	✓	✓
EDR Deployment & Management	—	—	✓
Dark Web Monitoring	—	—	✓
Hosting Model	Company-Hosted	Company-Hosted	Company-Hosted
Self-Hosted Option	Pay-per-service	Pay-per-service	Pay-per-service

Cyber Security Services

Note: All plans for company-hosted customers include onboarding support and a dedicated security liaison from the Safa team.



# **ISO 27001 Our Certification Advantage**



# ISO 27001

## Our Certification Advantage

ISO 27001 is the internationally recognised standard for managing information security. It demonstrates to customers, partners, and regulators that an organisation has a structured, audited, and continuously improving approach to protecting sensitive data.

Safa Soft is ISO 27001 certified — meaning every security service we deliver is built on a framework that has been independently verified to meet the highest international standards. When you sell our security services, you are selling ISO 27001-grade protection.

### What ISO 27001 Certification Means for Your Customers



#### Trust

Demonstrates to clients, regulators, and government bodies that security is taken seriously — not just promised.



#### Compliance

Satisfies requirements from enterprise procurement, government tenders, and international partners.



#### Competitive Edge

Companies with ISO 27001 win more tenders, especially in government and enterprise sectors across the GCC.



# How Our Plans Map to the ISO 27001 Certification Journey

Customers who start with the Free Plan and upgrade through to Premium will have addressed the core requirements of ISO 27001 by the time they reach the Premium level. This is a powerful message — our plans are not just security services, they are steps on the path to certification.

Plan	ISO 27001 Phase	Key ISO Controls Addressed	Outcome
<b>FREE</b>	Foundation & Gap Analysis	Access control, asset management, security policy, risk assessment baseline, data protection essentials (GDPR / Annex A)	Customer is ISO 27001-ready at the foundation level
<b>ADVANCED</b>	Implementation & Awareness	Human resource security, training & awareness (ISO A.7), security incident management, performance evaluation and reporting	Customer demonstrates active ISMS operation — a key audit requirement
<b>PREMIUM</b>	Continuous Monitoring & Improvement	Operations security (ISO A.12), threat intelligence, malware protection, supplier monitoring, continual improvement (ISO 10.1)	Customer is fully positioned to pursue ISO 27001 certification



# **Security Services** **Self-Hosted Customers**



# Security Services

## Self-Hosted Customers

Self-hosted customers do not follow a tiered plan model. Instead, each security service is offered as a standalone engagement with its own pricing. This gives flexibility to customers with existing security tools who want to fill specific gaps.

Security Service	Description	Pricing
<b>Information Security Baseline Controls</b>	Core hardening & security policy implementation across systems	Per engagement
<b>GDPR Compliance Essentials</b>	Data mapping, consent management & compliance gap analysis	Per engagement
<b>Security Awareness Training</b>	Staff phishing simulations, workshops & policy training	Per session / user
<b>Security Dashboard &amp; Reporting</b>	Centralized visibility into security posture & incidents	Monthly subscription
<b>EDR Deployment &amp; Management</b>	Endpoint detection, threat response & continuous monitoring	Per endpoint/mo.
<b>Dark Web Monitoring</b>	Continuous scanning for leaked credentials & sensitive data	Monthly subscription



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