

# Secured Cyber Solutions for SMEs

**Securli offers businesses peace of mind with multi-layered solutions to combat cyber-attacks.**

In today's increasingly virtual world, cyber-attacks pose higher risk to any company. Yet what to do when a business is an SME without the resources to invest in costly crime prevention? Securli Limited is a subscription based platform to offer SMEs the right products to reduce cost, time and risk, with customised solutions to prevent, detect, resolve and recover. It established its Hong Kong presence in 2005 originally targeting the city's prestigious hotel groups. Since then, it has expanded from a service provider to an R&D company with a focus on SecOps Automation.

## Hong Kong - a natural choice to setup Securli's regional headquarters

For Securli's CEO Stanley Li, Hong Kong was the natural choice for Securli's regional headquarters. "Hong Kong has the versatile financial market and dynamic landscape for business requirements facing cyber-attacks with enormous financial risks," he stated. "Also, the city's Smart City initiatives with 5G, IoT, blockchain and AI create new cyber-security challenges and market opportunities."

Numerous factors make Hong Kong the perfect base for Securli's target markets in the Guangdong-Hong Kong-Macao Greater Bay Area. "After two years of evaluation, we selected Hong Kong," he noted. "The reasons include its government funding schemes supporting R&D startups; its taxation and legal structure; and its local and regional growth opportunities." He added that the city's simple and low tax rate plus its respected legal structure for intellectual property and business cemented Securli's decision.



Securli's Hong Kong office houses primarily engineering and business development functions, and Li has plans to double its staff count in the medium term. "Globally, it is difficult to find expertise in cyber-security, so we are bringing in a training programme from our non-profit partner to recruit traditional IT experts and cross-train them to manager cyber-security," Li elaborated.

## Government's support to business

In 2019, Securli became a Cyberport incubatee; this drives the company's R&D direction. "We needed a partner to guide us with practical experience," Li explained. "Ultimately, we believe that Cyberport has all the right ingredients to nurture our journey from incubatee to a successful exit."

Li has also relied on the support offered by InvestHK throughout the years: "From

arriving from the US to operating in the city, InvestHK is always the first organisation we reach out to with any question or challenge. We are very appreciative of its quick response and tremendously useful information to get us through the day."

Hong Kong, too, is a place that Li has grown to appreciate: "It has a vibrant character: what I refer to as Manhattan on steroids to my American friends. It is a wonderful place for business because of its intensity for success. Then I discovered Cyberport's tranquility and beautiful nature trails, which offers a different aspect to the city."

## Securli Limited

- Founded in the US, Securli Limited offers multiple layers of integrated cyber-security managed detection and response solutions for SMEs utilising a subscription model
- With Hong Kong as its Asia Pacific headquarters, Securli was admitted as a Cyberport incubatee in 2019 and will base its upcoming R&D efforts there to research regulation on metadata

 [securli.com](https://www.securli.com)

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**Stanley Li**  
**CEO**  
**Securli Limited**