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Brett Helm
CEO

Glasswing AI

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: *Mr. Helm, what is the idea behind Glasswing?*

Mr. Helm: The idea behind Glasswing is to give customers the ability to discover, control, and comply with GRC for the new AI services.

CEOCFO: *What is your structure and what are your offerings?*

Mr. Helm: We offer products to do this so that it is easy for customers to deploy and meet these compliance controls and visibility with AI. We do this in one or two products, depending on how we start; AI Discovery and AI Firewall.

CEOCFO: *Everything surrounding AI is fluid; how do you stay ahead of changes and new ideas?*

Mr. Helm: Customers do not know what they do not know, meaning they have no idea what their environment looks like, so the first thing we do is go through a AI discovery phase. We have intellectual property that we have built that we maintain and we continually test every day. We not only capture what the environment looks like today but we have the processes to ensure we cover what tomorrow looks like as well. We continually update it.

The first thing we do is a discovery process. Hence, every customer knows how big the bread basket is, meaning how many AI vendors are connecting or how many customers or employees of theirs, are connecting to AI.

CEOCFO: *What should companies understand about AI that they don't know?*

Mr. Helm: I do not know the answer because it is changing so fast. Rather than trying to answer what people don't know, we are trying to give people the opportunity to get their arms around what they have today. This enables customers to decide what to do about it whether they want to control it, terminate it, or whether they want to manage it.

CEOCFO: *Do you see many people terminating?*

Mr. Helm: One of the most famous examples is the case of a very large company using AI and losing proprietary data. Samsung lost information on the engineering side, and on the marketing side, by using AI. What they have done which many large companies do is turn AI off. You might be thinking these companies that are advocating AI are turning it off. They are not turning it off permanently but only temporarily until they have the products and services in place to allow them to control and operate under the guidance and rules of the corporation on how to use AI. Many large companies are temporarily turning it off.

A more down-to-earth example is we have credit unions that deploy our product. The credit unions know that they should not allow privacy data to be inserted into AI companies, whether or not they have enterprise agreements with the AI Vendor. We monitor this so that they can determine if anybody tries to connect with them. When they do, we integrate to

their security infrastructure and block those connections. This is a continuous process so as new AI vendors roll out we can terminate the AI with automation.

CEOCFO: *How do you do that?*

Mr. Helm: The first thing to do is AI discovery and that is not an insignificant thing. Today we discovered that we have in our database 4000 companies that we monitor, integrate, and test. If AI companies change their offering and signatures we will know. Keeping an updated version of that is significant. I think in the marketplace the next company monitors about 500 compared to our 4000. The first thing is to know what you are looking for. Once you find it, such as in the example I gave you, there are several things you can do. In this case, we integrate with that customer's products such as DNS security like OpenDNS or Umbrella from Cisco. We send the signature automatically to block that particular AI interaction.

There are other ways to do it; we can integrate with firewalls, we can integrate with CASBs (Cloud Security Brokers), we can integrate with SASE (Secure Access service Edge). However, we do this in cases where financial institutions or healthcare Companies want to eliminate the AI, and they are doing that in the short-term, not necessarily the long-term.

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CEOCFO: *The AI Vendor Discovery platform was introduced less than two months ago. What has been the reaction, and are companies surprised a tool like this exists?*

Mr. Helm: I have been in this industry for thirty-plus years, and in that time I have experienced products success and failure. Customer are embracing and deploying. Normally when you interact with customers it is less than optimal, they are not always nice to you, they brush you off or reschedule. What we are finding is when we interact with companies now, just because of the category of what we are talking about we get a full house and an audience which is nice, consider, and thankful that we sharing information and knowledge this with them.

For us, it has been a joy to interact with customers because they are grateful. Once they learn this, for the most part, they all need to understand how their company is connected to AI companies because they can be connecting unknowingly in dangerous ways. If an AI company is connecting to their cameras, their IoT devices, or if their employees are connecting with AI companies and sharing corporate intellectual property or privacy information, they want to know what it is, so they can determine what to do.

CEOCFO: *How do you reach out to potential clients or are people coming to you?*

Mr. Helm: I would love to say that people come to us but that is fantasy land. You can think of this as selling to the end-user customers we just described, which is a joy. The second thing we do is sell to sales partners because they too are in the ecosystem of selling a product in today's world. We have been adding the sales channel partners daily because all of their customers are of the same needs that we are discussing. We have added an enormous numerous channel sales partners to our ecosystem of selling in that environment.

CEOCFO: *What is your geographic reach?*

Mr. Helm: Today it is primarily the US. We are not going to adversarial locations such as China, Russia, Syria, and North Korea. We do plan to connect to Europe and we are finding that some of our customers have a presence in Europe. While we are not doing it today, we will be doing it when we have capacity but, as of today, we serve the US.

CEOCFO: *You mentioned your long experience in the industry and how this is a bit different, what have you learned from your years in technology and your military experience?*

Mr. Helm: The experience is invaluable because there is never a situation where it all works. When you are dealing with technology, it all comes down to customers, how to obtain customers, how to keep customers, and how to provide value to customers. Everything we do revolves around the customer and the user experience so that we make it easy for a customer to get their single or most important product value checked off because they are dealing with hundreds if not thousands of challenges about how to run their business.

Believe it or not, in the security industry, even though it sounds like you need security; customers don't care that much about security. They want to get their job done and in many cases getting their job done means doing compliant type things every day, and how they meet the compliance of their bank or credit union, or healthcare. Since they have all these challenges, our job is to be the easiest vendor to deal with out of all the vendors they deal with.

CEO CFO: *What does 2025 look like Glasswing AI, and where do you see challenges?*

Mr. Helm: In 2025 we are doing 100% growth quarter over quarter or more. It is tremendous growth for us right now. On the sales side and the sales distribution side with our partners, it is a lot of meetings, training, repeating information, and webinars on the sales side.

On the product side, we are further ahead than any company we know. I don't say that with arrogance, when you are ahead you make mistakes, you go down wrong paths but you also have more opportunities to see opportunities and how to do it faster and more effectively than anyone else and that difference is quite significant.

We are going to grow our sales and sales distribution and we have already started to partner with networking companies. Every networking company in the world like Cisco, Palo Alto Networks, Fortinet and Juniper, all have to do the things I just described with regards to discovering, controlling, and making compliant AI activity for the enterprises.

CEO CFO: *Final thoughts?*

Mr. Helm: Being in this industry for thirty years, it is an absolute pleasure when you have these magical opportunities of being in the lead, doing something that customers care about, they don't come along every day. I am grateful to be here and we are moving as fast as we can so we can stay in the lead and serve customers, create partnerships, and grow.