

2009 European Technology Innovation Award**Safend, Ltd.**

The 2009 Frost & Sullivan European Technology Innovation Award in the field of Enterprise End Point Security solutions goes to Safend, Ltd. in recognition of the company's pioneering efforts in developing the Digital Membrane™ Technology that helps companies protect sensitive data without sacrificing security and productivity. Safend's innovative Digital Membrane™ Technology Platform has the potential to revolutionize the security industry and could pave the way for a new breed of enterprise security applications.

Company Background

Founded in 2003, Tel Aviv, Israel-based Safend provides customized enterprise security solutions for large and small customers across the world. Privately-held Safend is backed by prominent and experienced major international investment funds and publicly traded companies such as Walden Israel, Elron, and Intel Capital. The company's portfolio includes three main products which are aimed at comprehensively protecting all the information on a company network. The three solutions work together to facilitate the prevention of endpoint data leakage problems.

The company efficiently caters to small and mid-sized enterprises with the visibility and control needed to securely utilize new communication and removable storage technologies while maintaining increasingly stringent regulatory requirements.

A large measure of Safend's success can be attributed to its experienced and capable management team. The management possesses broad and multidisciplinary experience relating to the security, intelligence, and software industries.

Technology Overview

Statistics show that the most significant security threats often arise from within an enterprise network environment. Indeed, 70% of confidential data residing on the endpoints and close to 77% of security breaches originate internally from within the company. In the last year alone enterprises reported losses up to \$50 billion due to such problems. Not surprisingly, enterprises place high priority on securing internal access to network resources.

In addition, in a world of increasing mobility and connectivity, the rise in proliferation of PCs, laptops, and removable storage devices has made data leakage via endpoints an even more pressing security concern for enterprises. Coupled with this, the use of laptops, although enabling increased productivity, results in a steep increase in the risk of information leakage and data theft.

The repercussions of endpoint data leakage range from financial loss and regulatory compliance sanctions to a devastating impact on company brand and reputation. Currently, corporate data security initiatives are aimed at providing easy access to information without exposing it to risk. The need to create and enforce endpoint data leakage prevention policies remains a challenge.

Safend's comprehensive Digital Membrane™ Technology endpoint offering provides security administrators the power to monitor endpoints for potential data leaks. Safend's technology empowers administrators to create and enforce security policies that are tailored to specific organizational IT requirements.

Every endpoint has a different set of external interfaces based on differing standards. Safend's innovative technology is a protocol level, generic, semi-permeable barrier that has the seaming capability of being wrapped around any device. The Digital Membrane™ technology is a unique kernel-level protocol inspection engine that analyses in real time all inbound and outbound communication interfaces for a given device. Compared to traditional approaches, Safend's engine technology stands out because of its exceptional ability to examine all seven protocol layers from the physical to the application layer.

The Digital Membrane™ technology monitors and controls all incoming and outgoing network traffic for each device. The role of the technology is to block or allow access

based on highly-granular security policies. The permeability of the barrier is controlled in accordance with organizational security policies. The result is a comprehensive policy based monitoring and control solution across all protocol layers. This enables visibility and control over devices, applications, and actual data transferred.

The kernel layer approach ensures that Safend is able to provide the highest possible level of security. Moreover, since Safend operates at the lowest level of the kernel above the hardware stack, it is virtually impossible to bypass policies and connect unauthorized devices. This provides administrators with greater flexibility in designing and implementing highly granular security policies.

Key features

The foremost feature of Safend's Digital Membrane™ Technology is its flexibility. The technology forms the basis of the Safend Protector and Safend Encryptor products' abilities to provide customers with encryption for internal and external hard disks and removable storage and media.

Safend's technology aids in leveraging the security of full-disk encryption and the flexibility of file-based encryption to protect sensitive data residing on PCs and laptops. Moreover, it also simplifies the data recovery process in cases where users have forgotten their passwords or where encrypted files are salvaged from a corrupt hard drive. The solution is transparent to end-users and it does not require them to activate the encryption/decryption process themselves. The transparency helps allow users to be aware of the processes that run in the background, without interfering with the user's ongoing work. This enables the solution to provide full visibility to an organization's protection status.

Finally, through features such as the use of stringent Advanced Encryption Standard (AES) 256 bit key length security, and unified reporting and logging, the Safend technology is able to protect data stored on hard drives and facilitate compliance to regulatory requirements in terms of data security.

Best Practices

Safend has a patent on the Digital Membrane™ technology and also has patent applications in place relating to information security and data leakage prevention. Safend's technology demonstration has taken place in a variety of organizations globally and the company has received testimonials from the Navy Mine Warfare Training Center in Israel, Ministry of Health of Israel, and the Philadelphia Stock Exchange.

Safend also places emphasis on public service and social responsibility as well as donates to Tmura, a prominent Israeli Public Service Venture Fund. In addition, Safend is an active contributor to the Israel Chamber of Commerce of Chicago (AICC), an apolitical, not-for-profit organization dedicated to developing business and investment ties between the United States and Israel.

Conclusion

Safend's development of a high performance end point security technology for enterprises exemplifies the kind of innovation that will help enable progress in enterprise security of the future. For these reasons, Safend is recognized with Frost & Sullivan's 2009 European Award for Technology Innovation.

Award Description

Frost & Sullivan's Technology Innovation Award is bestowed upon a company (or individual) that has carried out new research, which has resulted in innovation(s) that have or are expected to bring significant contributions to the industry in terms of adoption, change, and competitive posture. This award recognizes the quality and depth of a company's research and development program as well as the vision and risk-taking that enabled it to undertake such an endeavor.

Research Methodology

To choose the award recipient, Frost & Sullivan's analyst team tracks innovation in key hi-tech markets. The selection process includes primary participant interviews and extensive primary and secondary research via the bottom-up approach. The analyst team shortlists candidates based on a set of qualitative and quantitative measurements. The analysts also consider the pace of research and technology innovation, and the significance or potential relevance of the innovation to the overall industry. The ultimate award recipient is chosen after a thorough evaluation of this research.

Measurement Criteria

In addition to the methodology described above, there are specific criteria used to determine the final rankings. The recipient of this award has excelled based on one or more of the following criteria:

- Significance of the innovation(s) in the industry, and across industries (if applicable).
- Potential of the products of innovation(s) to become industry standard(s).
- Competitive advantage of innovation vis-à-vis other related innovations.
- Impact (or potential impact) of innovation(s) on company or industry mind share and/or company bottom line.
- Breadth of intellectual property related to the innovation(s), that is, patents, scientific publications, and papers in peer-reviewed journals.

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

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