

New Book from Verdasys Chief Scientist Dan Geer Details the Risks, Costs and Solutions to Data Security

Verdasys launches the first in a series of thought leadership books on understanding and successfully protecting sensitive information

Waltham, MA – February 26, 2008 – Verdasys Inc., the first company to provide enterprise-wide data security solutions for the Global 2000, with more than 650,000 agents deployed and the leader in host based data loss prevention, announced today the release of the new book “Economics and Strategies of Data Security,” by Dr. Dan Geer, Jr., Sc.D. The first in a series, this book explores the dramatic shift from infrastructure protection to information protection, explaining why data security is critical to business today. It describes how implementing successful data security solutions across sophisticated global organizations requires a new data-centric, risk-based and strategic approach and defines the concepts and economics of a sound data security strategy.

"The winners in this game will be those with the most data in motion while the losers will be those with too much data in motion. The line between the 'most' and 'too much' is a fine line and that line is drawn by security technology," said Dan Geer, VP and Chief Scientist at Verdasys. "This book is my attempt to lay out my, and our, best thinking on data security in a way that makes the risk management tradeoffs clear for the reader. It also defines the security technology framework required to determine the difference between 'most' and 'too much.'"

Designed to assist managers in understanding the risks and costs associated with data loss, the ideas expressed in this volume are ones discussed and refined in conversations with hundreds of CISO's, CIO's, CEO's and business leaders. The goals of the book are to encourage discussion around the economics of data security, to define intelligent data-centric strategies and to develop a forward looking approach that will address data security needs both today and tomorrow.

"Until recently data security had been largely ignored by major vendors. In the process of developing our technology, [Digital Guardian](#), we uncovered broad, high-value and significant unsolved problems that all had a common basis," said Seth Birnbaum, CEO and Founder of Verdasys. "How do I manage the risk of losing or compromising sensitive data while sharing as much information as possible to enable my business to be more agile and competitive? How do I implement cost-effective, flexible control over my data in a way that transcends the traditional infrastructural boundaries of IT security? In short, how do I do data-centric security? This book helps answer these questions and lays the groundwork for a better understanding of the pronounced shift in the market from traditional infrastructure security to information protection," said Mr. Birnbaum.

The book will be formally introduced at the Information Systems Security Association, (ISSA) CISO Forum in Houston, TX on February 28 and 29. Dan will be the keynote speaker at the Thursday dinner and available to sign books at the forum on Friday.

The book will also be available online starting March 1, at www.verdasys.com/thoughtleadership.

For information on ISSA go to www.issa.org.

About Verdasys, Inc.

Verdasys solutions protect proprietary and sensitive data and the integrity of business processes essential for global 2000 companies to successfully compete in today's highly collaborative and mobile environments. Digital Guardian is a centrally managed, host-based data security platform that discovers, classifies, monitors, controls and encrypts sensitive information at rest, in use and in motion across desktops, laptops, mobile devices, email, Web transactions, terminal servers and enterprise applications. Digital Guardian assures that data is controlled by security policy and monitored for accountability, establishing a community of trust between the data user, owner and provider. Verdasys solutions are used by global leaders in financial services, insurance, technology, manufacturing, and healthcare industries around the world. Verdasys is headquartered in Waltham, MA. For more information, please visit <http://www.verdasys.com>

Media Contacts:

Bill Munroe
Verdasys
781.902.7843
bmunroe@verdasys.com

Jessica Sutera
Lois Paul & Partners for Verdasys
781.782.5789
jessica_sutera@lpp.com