



Enterprise Information Protection Leader Verdasys Introduces First DLP Solution Delivered as a Service

Digital Guardian Platform Now Available as Hosted Service,
Can Be Managed by User or Verdasys

Waltham, MA - January 26, 2012 – [Verdasys](#), the leading provider of [Enterprise Information Protection](#) (EIP) solutions for the Global 2000, today announced the first enterprise data loss prevention solutions to be offered as [managed services](#). Two new offerings, Verdasys Managed Service for Information Protection (MSIP) and Verdasys Information Protection as a Service (IPaaS), provide businesses on-demand data protection technology hosted within Verdasys' secured facilities: MSIP offers a fully-managed EIP solution hosted, supported, and maintained by in-house Verdasys experts; IPaaS allows end users to deploy and manage their own enterprise data policies with no additional setup or infrastructure costs.

Since 2003, more than 200 Global 2000 customers and government agencies around the world have trusted Verdasys to help implement successful enterprise [data protection](#) programs. With its MSIP and IPaaS offerings, Verdasys delivers more options to help companies minimize the cost of data security by combining its proven experience deploying enterprise solutions with the ease and flexibility of a managed service.

The technology behind both MSIP and IPaaS is [Digital Guardian](#), the flagship platform solution from Verdasys. With its layered, contextual risk insight and data-centric policy enforcement, Digital Guardian offers complete protection of intellectual property, trade secrets and privacy data in highly collaborative and regulated industries. As the foundation of [Verdasys' managed services](#), the Digital Guardian hosted solution represents a faster and simpler time-to-value for companies implementing enterprise DLP, and offers a much lower total cost of ownership (TCO) compared to less functional technologies that require large investments in hardware, software, and headcount to operationalize.

"The idea of offering enterprise DLP as a managed service originated with one of our large customers. Since its implementation over four years ago, the program has become so successful that other customers asked us to make it available to them," said Verdasys CEO Jim Ricotta. "Our research showed that 30% of our enterprise clients prefer a managed services option across many types of internal projects, mainly due to IT staffing limitations or lack of security expertise. We see a tremendous potential for the managed services model to help our clients implement advanced information protection which can cost-effectively manage the biggest risks to their critical data," Ricotta added.

"In delivering a managed service offering, Verdasys has created an opportunity for companies to quickly and efficiently institute a program for protecting sensitive information bypassing challenges that typically obstruct program success. Whether caused by the lack of in-house expertise, difficulty in procuring and deploying hardware or to meet an immediate need, the

expertise and technology Verdasys can deliver will be of value,” said Craig Shumard, Principal at Shumard and Associates, LLC and former CISO of Cigna. “My past experience with Verdasys technology and with their managed service offering leads me to recommend that companies which want to move quickly to protect sensitive data look at this innovative Verdasys offering.”

MSIP and IPaaS customers are provided Digital Guardian management servers hosted in secure and high-availability Verdasys facilities, and can either be administered by Verdasys (MSIP) or by the user's security team (IPaaS). With Digital Guardian's tamper-resistant agents, encrypted agent-to-server communications, and configurable forensics capture, no actual customer data is transmitted to the hosting environment in order to provide full risk analysis, alerting, and reporting. Both hosted solutions continuously monitor data, application, and system access and usage whether end users are online, offline, or in virtual environments, and applies their company's specific risk-based policy controls to adhere to data governance and compliance rules without impeding normal business operations.

The Verdasys MSIP and IPaaS solutions are available immediately, with pricing for MSIP starting at \$19/month per endpoint and IPaaS at \$12/month per endpoint, based on volume.

About Verdasys

Verdasys provides [Enterprise Information Protection](#) (EIP) solutions that secure 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, recognized as a Leader in Gartner's 2011 Magic Quadrant for Content-Aware Data Loss Prevention, is a centrally managed 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. Millions of Digital Guardian agents are licensed and deployed across global leaders in financial services, insurance, technology, manufacturing, and healthcare industries around the world. Companies serious about information protection choose Verdasys.

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