

THE COMPUTERWORLD HONORS PROGRAM

CASE STUDY



LOCATION:
*Milwaukee, Wisconsin,
United States*

YEAR:
2006

STATUS:
Laureate

CATEGORY:
Business and Related Services

NOMINATING COMPANY:
Morgan Stanley

ORGANIZATION:

PKWARE

PROJECT NAME:

PKWARE Family of Compression and Security Products

Summary

Security breaches can occur anywhere at anytime. PKWARE created SecureZIP to protect data regardless of whether that data is on a hard drive, backup tape, or in transit. Organizations concerned with protecting themselves and their customers from data theft know that protecting the network alone is no longer sufficient. Because data moves, the protection/security solution deployed should move along with it.

Introductory Overview

- There were 125 security breaches in 2005 affecting the privacy information of 57 million people
- 57% percent of companies that are victims of data theft have no idea how the theft occurred and therefore have no idea how to protect themselves
- 60% of data theft occurs inside the firewall
- Multiple points of entry into an organization

These shocking statistics illustrate the growing need to protect data at a file level, not just at the physical perimeter or network. PKWARE's goal was to make this a reality with the creation of a product that provides persistent data security at a file level. SecureZIP protects files sent via email or FTP, stored on servers, desktops, laptops, or removable media. Other solutions provide protection on just one platform, or only for data in transit, or only on 'virtual' hard drives.

PKWARE's SecureZIP assures organizations concerned about data theft or laptop theft that any information that is encrypted with SecureZIP is protected with industry-standard strong encryption. SecureZIP provides data security that seamlessly complements a company's existing security infrastructure. It is simple to deploy and easy to use.

Benefits

With the release of SecureZIP, PKWARE exceeded the goal it set out to accomplish. The state-



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of-the-art data security and compression technology benefits its users by ensuring that data is safe at all times, whether it is at rest in storage or in motion. This means those responsible for ensuring the integrity and quality of critical company data - CIOs, CFOs, IT security and government regulation officers – can rest easy knowing intellectual property and sensitive customer data will never be viewed unauthorized.

Additional benefits include:

- Protection of Intellectual Property – as workforces have become more mobile and work environments less centralized SecureZIP ensures the protection of precious code, product designs and other sensitive proprietary information that may be shared across organizations
- Helps companies meet stringent compliance standards, such as HIPAA and Sarbanes Oxley
- Assurance of protected critical data means companies are protected from data breaches and consequent brand damage
- Digital Rights Management
- Compliments an existing data security infrastructure by working with Passphrases, PKI and Certificates to ensure system efficiency
- Easy to deploy, scalable and easy-to-use with an Administrative interface enforcement
- Assists companies in accessing data in case a key is lost via contingency keys
- Enables the secure exchange of data across interoperable data platforms such as zSeries Mainframes, iSeries mainframes midrange servers and Windows desktop

The Importance of Technology

PKWARE built SecureZIP leveraging the widely-adopted ZIP standard. As a result, the software-based, cross-platform, file-oriented strong data protection solution is easy-to-deploy, easy-to-use, and easy-to-adopt. Powered by industry-leading RSA Security's BSAFE encryption library/algorithms the most trusted name in e-security, SecureZIP encryption algorithms support the Federal AES symmetric key encryption standard as well as 3DES. SecureZIP also includes filename encryption, providing an extra layer of privacy. Integration with leading smart card management systems, including ActivCard, RSA Passage and Aladdin, allows users to store their private keys or passwords on portable tokens for added security.

SecureZIP is available across all major enterprise computing platforms, including IBM mainframes; IBM midrange systems, Windows, Linux, and UNIX server; and Windows desktops. With SecureZIP, files that are encrypted or digitally signed within one supported operating system can be decrypted and authenticated within any other supported operating system. Many other security solutions are available only on a single platform. PKWARE is the only single-source vendor for data compression and security solutions across all of these platforms.

Originality

SecureZIP for iSeries/zSeries' value proposition is such that there are no directly competing products or services in this market segment. Other solutions are simply point solutions, focusing only on a single, narrow task. Only SecureZIP secures data at a file level that is at rest in motion,



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inside or outside an organization. No other single vendor can provide the set of interoperable security applications that PKWARE can.

SecureZIP is also unique because it is a flexible and scalable solution that can be easily integrated into existing enterprise security environments. Because SecureZIP supports both password and digital certificate-based security, it effectively bridges the gap between PKI systems that use digital certificates and non-PKI environments. This flexibility enables organizations that are using password-based security today to have a smooth transition to the PKI environment they may deploy tomorrow. Other security solutions do not offer this same level of flexibility, severely limiting your options for use. Moreover, SecureZIP uses industry-standard security technology, not proprietary technology, leveraging leading public standards including the x.509 digital certificate specification, FIPS 197 Advanced Encryption Standard (AES), and the ZIP standard itself. By using industry-standard technologies, SecureZIP eases acceptance by external contacts, helps meet regulatory requirements, and adheres to industry “best practices” – all of which helps meet auditor expectations.

Success

PKWARE exceeded its goals with SecureZIP and has been rapidly adopted by over 1,000 enterprise organizations, including more than 50 Global 200 companies since its introduction in 2004. Companies in the financial services, healthcare, retail and communications industries as well as federal and state agencies leverage PKWARE’s SecureZIP to efficiently share, store and protect data:

“Protecting consumer data from theft or exposure is an extremely high priority for us, and our banking customers look to us for leadership in implementing solutions to prevent identity theft. We conducted an extensive evaluation of many alternative security solutions before deciding on SecureZIP. It clearly provided the lowest risk, highest performance, as well as the easiest integration and support options for our existing infrastructure. And the fact that we’ve been using PKWARE’s cross-platform solutions since 1999 for streamlining our data center information storage and transfer gave us additional confidence.” Joe Nackashi, chief technology officer, Fidelity Information Services.

“We’ve been using PKWARE’s products within Aurora for the past three years and have been very satisfied with the compression and data protection capabilities. Like every healthcare organization, we needed a reliable and secure enterprise solution with very strong encryption in order to help us comply with HIPAA standards. We use PKWARE for any information we need to transfer securely. The installation was painless and PKWARE’s support had us up and running very quickly.” Robert Burgess, IS project lead, Aurora Health Care

“We added SecureZIP directly to our existing security architecture to protect personal and confidential data, especially confidential data transmitted via email. The PKWARE name and reputation as an established leader in enterprise software were important criteria for us since we communicate frequently with people outside the hospital. The initial deployment went very smoothly. The stellar support we received from PKWARE was characterized by large-vendor responsiveness but with a small-company personal touch. We were very impressed.” Todd Frantz, MIS manager of research and development, Florida Hospital

“SecureZIP is a powerful solution. At Gilsbar, we exchange large files with our insurance pro-



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vide clients, and the software's interoperability between MVS, Windows and other computing platforms makes data transmission easy and practically instantaneous. Not only does SecureZIP enable us and our partners to free up bandwidth and storage, but the software's strong encryption capabilities help us to more easily achieve HIPAA compliance by ensuring that sensitive files we transmit and archive are secured." Gene Knobloch, IS development manager, Gilsbar

Difficulty

Building on the company's ZIP standard to enable data protection was a natural progression for PKWARE, however, at the time the product was developed data security was not on the radar of companies. SecureZIP also addresses data security in a way that no other company does by approaching the issue of data security at the data level. PKWARE faced minimal internal resistance to the innovative project because the company's deep industry expertise and intimate knowledge of data security enabled it to foresee organizational vulnerabilities and the need to move security from the network to data itself.

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