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Safend Sees Growth in Hard Disk Encryption Adoption

Endpoint Encryption Is One of the Most Effective Methods for Protecting Business Information on Laptops and PCs

London, UK, April 28, 2010 - Safend, a leading provider of endpoint data protection solutions has recently seen a tremendous increase of its install base of **Encryptor**, which eliminates data leaks from both laptops and desktops, and the **Safend Data Protection Suite**, which provides customers complete visibility, control and protection of enterprise solutions. Both existing and new customers have commented on the superiority of hard disk encryption over full disk encryption (FDE) as a key component to their overall security initiatives.

A recent IDC Analyst Connection, sponsored by Safend1 validates these recent findings and the benefits of Hard Disk Encryption over either a standalone full disk encryption or a file folder encryption (FFE) solution.

"We had planned to install a FDE solution," said Jonathan Spinks, Head of IT for Frimley Park Hospital NHS in the UK. "Then, after careful evaluation, we realized it was too difficult to use and instead, deployed the Safend Encryption Solution. The product was simple to deploy yet has the most comprehensive security available today".

"When evaluating solutions, another customer of Safend's, who was already a Safend Protector customer, very quickly chose Encryptor", said Edy Almer, vice president, product management, Safend. "They turned a license on, changed the policy, saved it, and found it hard to believe that a few hours later all endpoints were encrypted without any visible change to the end user. Their entire Hard Disk Encryption deployment project consisted of turning on a policy switch overnight."

[1] IDC Analyst Connection, "How Hard Disk Encryption Can Improve Usability and Manageability", by Charles Kolodgy IDC_908, February, 2010

Data security is now at the forefront of all enterprise organizations. Over the past four years, more than 250 million customer records containing sensitive data have been lost or stolen according to Privacy Rights Clearinghouse. New and stricter federal and state legislation is mandating the protection of consumer and patient's personal information. Based on these requirements, comprehensive security solutions including data protection (encryption /port and device control) and DLP technologies must be implemented to satisfy the regulations and protect individuals.

According to Charles Kolodgy, Research Director, Security Products, IDC, "The most comprehensive endpoint solution would be one that combines the best elements of FDE and FFE. Doing Hard Disk Encryption file by file makes it possible to maintain that encryption when the machine is on. It does not change the structure of the hard disk, it utilizes the standard PC authentication method and retains standard workflows. It also doesn't require user interaction for encryption. Hard disk encryption is configured to automatically encrypt all data files, wherever they reside on the disk".

Other findings published in the IDC Analyst Connection include:

- ◆ "The greatest differentiator between hard disk encryption and FDE is related to enterprise endpoint management. Again, because FDEs use a proprietary pre-boot authentication mechanism, the basic administration functions will be interfered with. Patching, auditing, and software distribution can be disrupted because the administrator cannot unlock encrypted system and application files without the user's credentials."
- ◆ "For endpoint encryption to be most effective, it needs to have the smallest impact on the end user. Most users are intimidated by encryption. They don't understand the technology well and are concerned about what it will do to their machines. They just want to do their work in the ways they are familiar and comfortable with and not worry about security."

The combination of Safend Encryptor and Safend Protector with the Safend Data Protection Suite provides customers with internal hard drive, external hard drive, removable storage and media encryption using a single management server, a single management console and a single, lightweight agent. This comprehensive encryption solution offers end-to-end protection of confidential corporate data from loss or theft with AES 256 encryption. Safend Encryptor provides "True Single Sign On" functionality which uses an existing Windows login interface for user authentication.

About Safend

Safend is a leading provider of endpoint data protection solutions that protect against corporate data loss by offering comprehensive products for data encryption and port and device control. The Safend Data Protection Suite encrypts internal and external hard drives, removable storage and CD/DVDs and provides granular control over all physical, wireless and removable media devices, ensuring compliance with regulatory data security and privacy standards. With more than 2,000 customers worldwide and 2.5 million licenses sold, Safend's solutions are deployed by multinational enterprises, government agencies and small to mid-size companies across the globe. For more information, visit <http://www.safend.com/>.

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