



PKWARE eNewsletter

December 2008 / January 2009

December is a perfect time to take a moment to appreciate and give sincere thanks for that which truly matters in our lives. We, at PKWARE®, hope the warmth and optimism of the holiday season is with you and your family, and we wish you a prosperous and healthy New Year. Seasons Greetings from all of us!

We welcome your comments, suggestions, and questions at editor@pkware.com.

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Company News: PKWARE® Named a Safe Bet for IT Spending in '09 on CNET

On CNET, Jon Olstik, senior analyst at the Enterprise Strategy Group, writes, "All indications are that IT spending growth will be below the rate of inflation in 2009, thus budgets will actually decrease in real terms. If things get worse as many experts predict, it could get really ugly. Nevertheless, there are some technology areas that are close to a sure thing in 2009."

We're pleased to report that PKWARE was named one of the "safe bets" for data security purchases in 2009.

[Read the full article](#) on CNET

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Product News: Boost Operational Efficiencies, Reduce TCO with SecureZIP®

Particularly in today's business environment, organizations are tasked to "do more with less," reducing costs and optimizing the efficiency of existing resources.

In the IT realm, this stance increases the pressure to get the most out of existing hardware and software investments, while effectively managing and protecting growing volumes of data, fulfilling SLAs, and meeting new business requirements and compliance-driven security mandates...all with a keen eye on toeing the line on expenses.

[SecureZIP](#) helps boost IT operational efficiencies and reduce total cost of ownership (TCO), while continuing to meet daily workflow needs, through file-based data compression, encryption, and management capabilities. SecureZIP combines data compression with encryption, greatly reducing file transmission times and storage requirements, while securely protecting data in use, in transit, and at rest.



As a cross-platform solution, it allows users to exchange data securely across all major computing platforms, including [mainframe](#), [midrange](#), [server](#), and [desktop](#) systems. It is also designed to easily integrate into existing infrastructures, processes, and applications to quickly deliver the benefits of data encryption and compression without major operational changes. And, with compression rates of at least 50% per file and the flexible security of X.509 digital certificates, passphrases, or both simultaneously, there are compelling benefits to integrate such technology into business processes and applications.

With SecureZIP, numerous operational efficiencies can be realized, ultimately reducing TCO:

- Utilize existing IT infrastructure and assets
- Reduce dependency on point-to-point or secured VPN tunnels when exchanging data
- Remove the need for and cost of intermediate servers for data coming off the mainframe during data exchange
- Meet varying data security requirements within different business environments, with digital certificates and/or passphrases
- Decrease file size, transmission time, and data storage needs
- Efficiently manage files with SecureZIP – condense hundreds or thousands of files into one
- Provide control and audit-ability
- Eliminate dependency on hardware for the retrieval of long-term archive files
- Single vendor for data file compression and encryption needs

[Contact us](#) to discuss your particular operations challenges and learn how to increase processing efficiencies and reduce costs with SecureZIP.

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Success Story: SecureZIP® Helps Federal Government Agency Securely Exchange Emails and Meet Compliance Requirements

Customer Background

This Federal Government agency is responsible for the safety of civil aviation. The agency, which is divided into several individual offices, maintains various responsibilities, including: regulation of civil aviation to promote safety; development of civil aeronautics; research and development of the National Airspace System; and regulation of US commercial space transportation.

Challenges & Requirements

Various federal agencies were audited to identify instances where personally identifiable information (PII) may be exposed. Upon learning of the audit, two offices within our client agency took a proactive stance and concluded that it needed additional security around PII exchanged daily via email. The offices began searching for a solution that would allow encryption of sensitive information sent via email and, if possible, a solution that would also provide access to any and all encrypted information for purposes of data recovery.

The agency uses Lotus Notes® for desktop email communication. While encryption capabilities are built into the program for secure exchange internally between Lotus Notes users, the offices needed a solution that would integrate with the application and allow for secure, external email exchange. In addition, with office employees located across the country, it was imperative that the solution be quick to deploy and easy to integrate within the daily workflow.

When searching for a security solution, the offices needed to ensure the solution would meet the requirements outlined in its statement of work for encryption software. These requirements included:

- Compliance with Federal Information Security Management Act (FISMA) of 2002 for mandatory use of FIPS 140-2 compliant technology
- Compliance with Information Technology Management Reform Act of 1996, Public Law 104-106 to use Validated Cryptographic Modules
- Compliance with OMB Memo M-0408, Maximizing Use of SmartBuy and Avoiding Duplication of Agency Activities with the President's 24 E-Gov Initiatives GSA Advantage Purchase

The agency was already using WinZip® for desktop compression, but the offices recognized that it was not a viable option for data security, because it does not offer strong encryption or administrative policy support for contingency keys. WinZip also could not meet several of the compliance requirements, specifically FIPS 140-2.

The Solution – SecureZIP

[SecureZIP for Windows® Desktop](#) addressed all of the agency's requirements:

Strong encryption for secure email exchange. SecureZIP offered the offices strong data file encryption that met the initial goal of a security solution compatible with its Lotus Notes email application. The offices can now encrypt and securely exchange information with all external endpoints.

Access to data for audit/recovery purposes. Contingency Key functionality ensures that data can be accessed at any time, even if a passphrase used for encryption is lost or stolen. The offices can recover any data encrypted via SecureZIP, which is especially important in the instance of an agency audit.

Centrally control encryption capabilities. Policy Manager, another SecureZIP feature, gives the offices the ability to set security protocols, so they automatically become part of the workflow. In

some cases, users are unaware that files are being secured, because SecureZIP works “in the background,” encrypting and decrypting files without requiring any user interaction. Using Policy Manager, administrators can centrally control encryption standards, configuring and securing protocols. Every time an employee or affiliate creates a SecureZIP file, the user is locked into encrypting the file in accordance with the agency’s security policy settings.

Fast and easy deployment. SecureZIP is easy to use and deploy within an existing work environment. Because both SecureZIP and WinZip are based on the .ZIP standard invented by PKWARE[®], they are virtually identical in their use, so the transition for employees was quick and easy. Realizing that WinZip could not remain as the standard for compression, SecureZIP now serves the dual purpose of encryption and compression at the federal agency.

[Read more customer success stories](#) on PKWARE’s Website

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Product News: Protect Emails and Attachments with SecureZIP Mail Gateway™

An estimated 210 billion emails¹ are sent every day, according to The Radicati Group, a technology market research firm. Countless numbers of them contain sensitive corporate information, either in the email body or as attachments, which may be inadvertently exposed to unintended or prying eyes.

It's this unstructured data – email messages and Microsoft Office® file attachments – that must be as diligently protected as structured data, like databases. Because of the nature of email, any protections that are not directly affixed to email messages and attachments are ineffective, as messages transit from origin to destination. (For more information, [please read the *Computer Technology Review* article](#) on “Data-centric Email Security” by PKWARE’s Jeff Cherrington and Jim Peterson.)



To ensure that end-users communicate via email securely, an organization should consider a solution that's easy to use and doesn't require additional training. PKWARE's [SecureZIP Mail Gateway](#) service delivers a simple, intuitive email and desktop security solution that integrates into an organization's existing email environment. It allows implementing organizations and their users to:

- Deploy a flexible email security solution that leverages existing environments, infrastructures, and workflows
- Securely communicate with recipients, without requiring them to install software on their systems
- Centrally enforce security policies
- Maintain access to encrypted data for recovery and oversight
- Seamlessly integrate with SecureZIP® for Windows® Desktop for a complete desktop security solution

For the service, the SecureZIP for Windows Desktop software works in tandem with the SecureZIP Mail Gateway portal. SecureZIP for Windows Desktop effortlessly integrates with Microsoft Outlook®, making it a secure email application where users can send protected communications within their normal workflow. Users can also choose to securely distribute emails via the SecureZIP Mail Gateway portal, where emails and attachments can automatically be protected based on domain, keyword, or recipient name.

Email recipients can access and reply to these secured messages anywhere, either directly within their email client (if they also have SecureZIP for Windows Desktop software installed on their computer) or via the portal. Accessing the SecureZIP Mail Gateway portal is just like logging into any other Web client email service with a self-selected username and password.

[Read the SecureZIP Mail Gateway datasheet](#) for more information or feel free to [contact us](#) for answers to your specific questions about protected email.

¹ August 2008, The Radicati Group

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Industry News: State Data Breach Notification Laws and “Safe Harbor” Exemptions that Affect Your Organization

To date, 44 states in the United States, as well as the District of Columbia, Puerto Rico and the Virgin Islands, have enacted legislation requiring immediate public notification of security breaches involving stolen, lost, or compromised personal data. [State laws vary](#), but they all require the same action if a security breach befalls your organization: you must promptly report the breach to every impacted customer.

While it can be expensive and uncomfortable to notify your customers, not to mention the harm a breach will have to your company’s reputation, many state laws carry a civil or criminal penalty if your company fails to notify customers within the appointed time period. ([See what the laws are](#) in states where you conduct business.)

There is, however, a way to avoid notification if a breach occurs, saving your business money and embarrassment. Most state laws provide a “safe harbor” exemption, whereby notification is NOT required if a data breach occurs and **the data has been sufficiently encrypted**.

Companies using [SecureZIP®](#) would be eligible for safe harbor exemptions. SecureZIP, used by over 25,000 companies worldwide, including 60% of the Fortune 100, is an industry-leading family of data security and data management applications. The solutions greatly reduce transmission times and storage requirements, while **protecting data in use, in transit, and at rest with strong encryption**.

SecureZIP allows you to exchange data securely across all major computing platforms, including [mainframe](#), [midrange](#), [server](#), and [desktop](#) systems. It supports X.509 digital certificates, passphrases, or both at the same time, plus digital signing for data integrity, providing flexible security that meets varying requirements within different business environments.

While [state security breach notification laws](#) do not require businesses to encrypt personal information, it’s widely recognized that the proactive encryption of data is prudent. Encryption, with a solution like [SecureZIP](#), strongly safeguards personal information and qualifies companies for safe harbor exemptions, where allowed by state law.

Legal Disclaimer:

Although this article contains information about law, it is not legal advice and should not be used as such. No representation is made to the completeness or accuracy of the information it contains. Readers should consult their own attorney as to how the law may pertain to specific data breach situations or transactions.

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Company News: Visit Us at the RSA® Conference 2009, Booth #1849

RSA CONFERENCE 2009
APRIL 20-24 | MOSCONE CENTER | SAN FRANCISCO

As the information security field continues to grow in importance and influence, RSA Conference plays an integral role in educating and connecting security professionals across the globe. With targeted classroom sessions, innovative and interactive programs, provocative keynotes, and a solutions-filled expo hall, RSA Conference 2009 offers one-stop learning for enterprise and technical professionals.

PKWARE® is proud to exhibit at RSA Conference 2009, April 20-24, at San Francisco's Moscone Center. **Come visit us at booth #1849!**

[Learn more about RSA Conference 2009](#)

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