



PKWARE eNewsletter

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

Product News: PC Magazine® Names SecureZIP® One of “The Best Apps for Business Security”

“Whatever you sell, whatever service you provide, none of it is more valuable than your business data,” writes [Gary Berline on PCMag.com](#).

This statement came to life as Heartland Payment Systems announced, in January 2009, the possible compromise of tens of millions of credit and debit card transactions. If accurate, it would make Heartland’s data breach the largest ever reported.

In an open letter published on [www.2008breach.com](#) from Heartland’s CEO, Robert Carr, he notes the organization’s “...forward-looking steps to improve security,” with the first action already completed of creating a “...plan and taken actions to expedite the development of end-to-end encryption – which will protect data in motion as well as data at rest – as an enhanced standard of payments security.”

The practice of end-to-end encryption is invaluable when protecting any sensitive business data. And, as recognized recently by PCMag.com as one of the “[Best Apps for Business Security](#),” PKWARE’s [SecureZIP for Windows® desktop](#) solution delivers end-to-end encryption to protect your data in transit and at rest.

“Whatever you use to provide security and backup needs to be the best, and in this roundup, you’ll find the most recent reviews of exactly that. These products are the best at what they do. Most have earned Editors’ Choice awards,” explains PCMag.com’s Berline.

After conducting a review of SecureZIP for Windows desktop v12.1, PC Magazine gave the product its coveted 2008 Editors’ Choice® award, the second such honor for SecureZIP in the past two years.

Read the entire PC Magazine article – “The Best Apps for Business Security” – at <http://www.pcmag.com/article2/0,2817,2339063,00.asp>

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Company News: See Us at the FAA IT/ISS and RSA® Conferences

PKWARE® is proud to exhibit at two upcoming information security conferences: the 2009 FAA IT/ISS Partnership & Training Conference and RSA Conference 2009. See more details on each event below.

2009 FAA IT/ISS Partnership & Training Conference

March 23-27

Sheraton Dallas Hotel, Dallas

Booth #213

This premier annual meeting of IT/ISS personnel from the Federal Aviation Administration (FAA) and the Department of Transportation (DOT) focuses on the future of information systems security and information technology, as well as new initiatives within the federal government. The FAA IT/ISS Partnership & Training Conference promotes communication and collaboration opportunities to develop a common IT/ISS strategy throughout the DOT and FAA.

PKWARE is in **booth #213** at the 2009 FAA IT/ISS Partnership & Training Conference, March 23-27, at the Sheraton Dallas Hotel. **Come visit us!**

Learn more about [FAA IT/ISS Partnership & Training Conference](#)

RSA Conference 2009

April 20-24

Moscone Center, San Francisco

Booth #1849

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 exhibiting in **booth #1849** at RSA Conference 2009, April 20-24, at San Francisco's Moscone Center. Jim Peterson, PKWARE's Chief Scientist, is also presenting a Peer2Peer session April 22, from 8:00-8:50 a.m., on "Enterprise Readiness for Effective Utilization of Digital Certificates." **Be sure to attend Jim's presentation and stop by our booth!**

And, receive a **FREE Expo pass**, compliments of PKWARE, by pre-registering at www.rsaconference.com/2009/US/registration.htm by April 17. Simply enter the registration qualification code **EXH9PKW** during your online registration session and pick up your badge onsite.

Learn more about [RSA Conference 2009](#)

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Product News: PKWARE® Releases SecureZIP® for Windows® Desktop, Version 12.3

PKWARE recently released [SecureZIP for Windows Desktop, version 12.3](#), which increases data compression capabilities, operates on desktops that comply with the Federal Desktop Core Configuration (FDCC) standard, and delivers several other enhancements that even further simplify usability.

In version 12.3, support for the LZMA and PPMd data compression algorithms have been added, which can deliver 10-15 percent greater compression than traditional ZIP algorithms (actual increase in compression will vary) and provides interoperability with WinZip® use of LZMA and PPMd compression of archives. (This algorithm enhancement is also available in SecureZIP for Windows Command Line Interface, version 12.3.)



PKWARE also tested SecureZIP for Windows desktop, version 12.3, against desktop test environments provided by the National Institute of Standards & Technology (NIST) to ensure that it operates correctly on FDCC configured desktops. The tests confirmed that SecureZIP for Windows desktop, version 12.3, does indeed operate on FDCC compliant desktops.

Other enhancements in SecureZIP for Windows desktop, version 12.3, include:

- Extension of SecureZIP “one-click” Outlook® integration features to Outlook Express® and Windows Mail®, allowing users to easily zip and encrypt with one mouse click when in the email clients. Version 12.3 also supports re-encryption when forwarding messages via Outlook, Outlook Express, and Windows Mail.
- SecureZIP certificate renewal process. Customers using SecureZIP certificates will be notified via email, approximately two weeks prior to expiration, that they need to obtain a new certificate and can do so using SecureZIP. For a limited time, PKWARE will renew SecureZIP certificates at no cost. (Customers on version 12.1 and earlier will need to download a new Certificate Wizard to support renewal, or consider upgrading to version 12.3.)
- Interoperability for Windows 64-bit Explorer® on machines running XP® and Vista®.
- Archive rename feature, allowing users to change the filename portion of attached files when sending emails.
- Improved Vista support, now using Vista dialogs for the SecureZIP User Interface.

Version 12.3 of SecureZIP for Windows desktop is currently available in the English language only. The Standard Edition is available for purchase starting at \$39.95USD (quantity one) and the Enterprise Edition at \$59.95USD. A free 30-day trial version for commercial use is offered for download on [PKWARE's Website](#).

Originally released in 2005, SecureZIP is deployed in over 25,000 companies, including 60 percent of the Fortune 100. Learn more about SecureZIP for Windows desktop, version 12.3, by [downloading the datasheet](#).

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Topics & Trends: Tough Times Mean Nothing to Your Auditors

To bring an original perspective to data security and information technology issues, PKWARE® will periodically publish "Topics & Trends" in our bi-monthly eNewsletter. We'll profile topics that we believe have valuable insight into the direction and application of data security in the enterprise.

In this Topics & Trends, Jeff Cherrington, PKWARE's Vice President, Product Management, writes about the fact that "tough times mean nothing to your auditors" and adding encryption for strong data protection to existing compression jobs requires only negligible additional operational overhead.

Tough Times Mean Nothing to Your Auditors

Economic downturns impact budgets, causing businesses to feel they are required to "do more with less." Nowhere is this unpleasant dynamic felt more intensely than meetings with auditors and compliance officers. While profit and cost centers adjust plans and budgets to reflect changes in economic conditions, people in these governance roles do not make such allowances. They look to protect the organization from poor decisions and cost-cutting measures that can lead to significant problems later.

Even while budgets are cut in reaction to reduced revenue, governance requires that additional protections be applied and new processes instituted. This places managers in the position of do more to meet these needs, even as budgets for personnel, capital investment, and expense are reduced. This is particularly painful in data center operations where mainframe hardware upgrades represent significant costs. Still, huge aggregations of mainframe data represent major risk; therefore, governance call-to-action to better protect this data, even beyond the existing minimum requirements¹, is mandatory.

Strong Data Protection for Next-to-no Operational Overhead

[PKZIP® for z/OS®](#) customers are finding surprising answers to some of their most critical data protection needs, once thought to be the most costly. In January 2009, a PKWARE® customer wanted to document the increase in operational capacity required to convert their existing PKZIP data compression jobs to [SecureZIP®](#) jobs that compressed and strongly encrypted their data.

The organization felt environment risks and regulation impacts required the large volume of data be managed through their mainframe. They needed to provide additional levels of protection to both data at rest and, more importantly, data in transit, without impacting existing service level agreements (SLAs). In addition, budget was not available to increase mainframe capacity. It seemed an impossible goal, until the results of the tests came in.

The customer installed SecureZIP on the same mainframe that PKZIP had been running² and worked with PKWARE to modify the existing JCL that compressed the target data using PKZIP. The project team was pleased to find that installation of SecureZIP required only a morning's effort and less than five lines of code were required to modify the existing JCL. Then, using a one-gigabyte input file of data, representative of data processed daily, the team ran multiple jobs so that variations would be averaged away. Jobs were paired, with one run only compressing the data (setting the baseline for comparison) and the second compressing and encrypting the data. The outcome was remarkable.

For this single file input of representative data, *only an additional 0.24 CPU second* was required to strongly encrypt the target. In the context that the customer is already using PKZIP to compress this data in production, this means they can add strong data protection to their existing workflows *for virtually no additional operational burden!*

Test Results

- Input: One GB of clear text
- Output: 23MB of unreadable cipher text
- Capacity metrics

Operation Performed	CPU Seconds				Average
	Run 1	Run 2	Run 3	Run 4	
Compress data only	51.72	51.56	51.69	51.64	51.64
Compress & encrypt data	51.92	51.85	51.76	52.01	51.89
<i>Incremental capacity required for encryption</i>	0.20	0.29	0.07	0.42	0.24

This gratifying outcome is a result of SecureZIP's integration with the IBM® Integrated Cryptographic Services Facility (ICSF) which, on contemporary mainframes, provides direct access to the CPACF hardware encryption acceleration available directly from the instructions of the CPU chipset. With [SecureZIP for z/OS](#), taking advantage of the encryption capabilities natively available from the IBM mainframe is quick, easy, and extremely useful to existing PKZIP for z/OS customers and others. As a result, *only 0.47% additional capacity* is required to protect one GB of the target data.

Not a Fluke

As impressive as these results were, impacts on elapsed time were also a concern, as the customer's batch update windows left very little room for additional processing. The results documented confirmed the solution could meet their needs:

Operation Performed	Elapsed Seconds				Average
	Run 1	Run 2	Run 3	Run 4	
Compress data only	41.59	40.87	41.18	41.05	41.17
Compress & encrypt data	41.53	42.79	42.42	41.70	42.11
<i>Incremental capacity required for encryption</i>	-0.06	1.92	1.24	0.65	0.94

The results showed that less than one additional second per gigabyte of data is required to protect the target data.

The project team wanted further confirmation that the results were reproducible and not simply an artifact of a single file input or the input file data type. Accordingly, two additional sets of jobs were performed. The first replaced the one gigabyte text file used in the first runs with a one gigabyte binary file. The second used 10 files, five each of binary and of text data type (with a much lower cardinality³ of repeatable patterns than the representative production data file) that totaled one gigabyte in aggregate. Those results reinforced the conclusion that adding encryption for strong data protection to existing PKZIP jobs could be implemented very quickly and requires only negligible additional operational overhead.

While the cardinality of given data will affect specific CPU second results, and time sharing and priority always impacts elapsed time, other PKZIP for z/OS customers can expect similar results.

For more information on how you can evaluate the impact adding strong encryption for data protection would have on your workloads, [please contact PKWARE](#).

About the Author

Jeff Cherrington serves as PKWARE's Vice President, Product Management. In previous positions, he was the Vice President at Bank One, focusing on data security aspects, strategic outsourcing

relationships, and multi-million dollar contract negotiation for the bank's highly profitable credit card division; Director of Product Management & Consulting Services for WorkPoint, Inc., a leader in the market for enterprise workflow software; and worked with top US and international financial institutions in a variety of positions while at First Data Corporation. Jeff has an Executive MBA degree from the University of Nebraska. He can be reached at jeff.cherrington@pkware.com.

¹ "Heartland data breach proves PCI compliance is not enough"
<http://www.computerweekly.com/Articles/2009/01/26/234421/heartland-data-breach-proves-pci-compliance-is-not-enough.htm>

² IBM z9 BC, model 2096-004, configured as a Parallel Sysplex, with 418 MIPS from four online CPU's, all shared with equal weight; configured to run in LPAR mode, with 16 LPARs defined connected to FICON DASD channels

³ The frequency with which patterns occur in a given set of data – for more information, please see <http://en.wikipedia.org/wiki/Cardinality>

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Success Story: Leading Financial Technology Provider Creates Secure "Community" for Business Partner Data Exchange

Company Background

Our client is a leading provider of core processing services for financial institutions, card issuer and transaction processing, and related information products and solutions. It maintains a strong global presence, processing massive amounts of data daily for more than 9,000 financial institutions in over 80 countries, as well as processing more than 50 percent of mortgages in the United States.

In addition to processing a tremendous volume of information, the nature of customer data that travels between the data processor and its business partner network of banks, insurance companies, law firms, and mortgage brokers is highly sensitive. In the exchange, data is transferred daily via FTP or copied to CD/tape from UNIX[®] servers and mainframes.

Challenges and Requirements

Given the volume and complexity of its data exchanges, the company needed to find a practical data encryption solution – one that would strongly secure data outside of its perimeter. As summarized by the company's Chief Technology Officer, "Protecting consumer data from theft or exposure is an extremely high priority for us, and our customers look to us for leadership in implementing solutions to prevent identify theft."

The organization wanted assurances that sensitive information would be protected from theft, loss, or misuse while in transit and at rest. With the ever-present risk of lost backup tapes and data theft, partners were relying on the financial technology provider to find a security solution applicable throughout the data exchange and storage process.

The company itself had a vested interest in securing its partners' processes, as the data processor's name was the brand prominently associated with the data exchange. However, security is inextricably bound to productivity. The challenge facing the firm was to find a practical solution that would operate compatibly with its infrastructure and assimilate easily into its partners' processing environments.

Competitive Landscape

The company conducted an in-depth search, evaluating PGP[®], MegaCryption, and SecureZIP PartnerLink[™], a deployment of PKWARE's SecureZIP[®] solution that's designed specifically for data exchange with business partners. Among the contenders, [SecureZIP PartnerLink](#) was the only solution that could satisfy the organization's compatibility requirements.

Strength. The solution leverages X.509 digital certificates, not just passphrases, for more robust data security. It also leverages the industry-leading BSAFE[®] cryptographic libraries from RSA Security[®] to provide cutting-edge, strong encryption.

Adaptability. SecureZIP PartnerLink also easily overcomes barriers of implementing wide-scale data security outside the enterprise. The application is based on the widely adopted and completely interoperable ZIP standard, a cross-platform solution. ZIP works seamlessly with all major computing platforms, including Windows[®] desktop, UNIX/Linux[®]/Windows[®] servers, and IBM[®] i5/OS[®] midrange and z/OS[®] mainframe systems.

"Our partners can, and do, operate a wide variety of platforms, both on the desktop and in the data center. With SecureZIP PartnerLink, I don't have to worry about compatibility issues, which is a huge plus," the CTO stated.

Practicality. SecureZIP PartnerLink can become operational in hours, rather than weeks or months. As a solution, it lives up to SecureZIP's reputation for radically reducing implementation and operational risk and cost commonly associated with other data security solutions.

"We conducted an extensive evaluation of many alternative security solutions before deciding on SecureZIP PartnerLink. It clearly provided the lowest risk, highest performance, and easiest integration and support options for our existing infrastructure," explained the CTO.

The Solution – SecureZIP PartnerLink

Traditionally, data security professionals within the enterprise have been unable to control the IT environments of business partners in data exchange. [SecureZIP PartnerLink](#) solves this problem. Enterprises become sponsors that distribute the software at no cost to partners. In addition, partners are not burdened with the task of implementing security management. SecureZIP's policy management enables the sponsor to set security protocols, so that they are automatically and effortlessly enforced.

In short, the design of SecureZIP PartnerLink enables the sponsor to assume control of the data exchange process and protect its reputation in the marketplace. At the same time, SecureZIP PartnerLink respects the interests of partners, enabling all parties involved to work with independence.

The solution also protects the sponsor's investment. As a SecureZIP PartnerLink sponsor, the financial technology provider can encrypt and send files to all its partners; they, in turn, can return encrypted files back to the processor. However, its partners cannot encrypt and send files to other endpoints.

The company's security measures have received an enthusiastic response from its business partners. "With the volume of sensitive data we host, identity theft is a serious concern. We've taken care to build a world-class data center that passes the most rigorous audit groups, such as the FDIC and FFIEC," the CTO said. "With all the reports circulating about other companies losing tapes with unencrypted data, our reputation as a market leader really sets us apart. We're proud to be raising the bar on data security with SecureZIP PartnerLink. In today's business environment, it's really just common sense."

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Company News: PKWARE® Launches New Website

Take a look for yourself!

We updated our Website (www.pkware.com) to make it easier for you to find answers to data compression and data security questions, based on your [business type](#), [industry](#), or [data security challenges](#).

We also made it easier for you to get information on [data security](#) and [data compression](#) solutions, as well as access a wealth of [resources](#) addressing the industry's latest topics and trends.

Check it out at www.pkware.com! Let us know what you think at editor@pkware.com.

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