



PKWARE News Forum:

June / July 2008

We are pleased to announce the launch of the PKWARE News Forum, enabling the exchange of helpful information concerning security market trends, product updates, news releases and success stories from some of our customers.

Our industry leading data compression and security products, PKZIP and SecureZIP, are helping thousands of companies around the world do business more efficiently and more securely. Please feel free to send comments, suggestions, and/or questions to editor@pkware.com

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Product News: SecureZIP® v12.1 Wins PC Magazine 2008 Editors' Choice® Award

PKWARE®, the leading provider of data-centric security solutions, received the PC Magazine 2008 Editors' Choice award for SecureZIP Standard Edition for Windows® desktop, version 12.1.

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

"SecureZIP does everything you'd expect from a ZIP archive utility and much more. It makes securing e-mail attachments and messages simple and brings public key cryptography into every user's reach," said Neil Rubenking, lead analyst at PC Magazine.

This latest version of SecureZIP revolutionizes public key cryptography by making it available to and easily used by businesses and consumers, novices, or power users. The new SecureZIP lets every person protect his or her most important and sensitive files by automatically installing an X.509 digital certificate and providing global directory services, so files can be securely exchanged without requiring passwords.

In addition, the new release fully integrates with Microsoft Office® and email applications, including Word, Excel®, and PowerPoint®, making Microsoft Office a secure application. SecureZIP for Windows Enterprise Edition provides, in addition to the Standard Edition features, contingency key functionality so businesses can access and recover files encrypted by employees.

Read the entire PC Magazine review of SecureZIP v12.1 at:
<http://www.pcmag.com/article2/0,2817,2310209,00.asp>

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Success Story: Financial Institution Achieves SEC Compliance using SecureZIP

Company Background Our client is a major American financial services company whose products include those within consumer, corporate, and investment banking, as well as global wealth management, investment research, and private equity. The company holds over 200 million customer accounts in more than 100 countries.

Challenges and Requirements When the company initially contacted PKWARE, they were looking for a solution that would address three major security issues:

A corporate-wide initiative had been put into place requiring that all data stored on removable media be encrypted. This included CDs and USB drives at the desktop level and cartridge tapes and CDs being used in conjunction with servers. A division within the company that advises corporations on mergers and acquisitions, as well as issuing and selling securities, was facing compliance issues with SEC regulations. SEC regulators must have access to information at all times. Frequently, passphrases were being used to secure information; if a passphrase was forgotten, the SEC could not access the data. In addition, unregulated use of encryption meant that information could potentially be sent outside the corporate perimeter without the company's knowledge. The company was looking to deploy a single security solution across all desktops within the organization, totaling over 380,000 units. It was important that the desktop solution be

compatible with Windows Vista™.

Competitive Landscape A current WinZip® user, the company was struggling with the lack of administrative capabilities the product offered for controlling employee encryption functions. The company considered several other IT security vendors, including Tumbleweed® and WinZip for the desktop and Townsend and PGP® for server.

The Solution - SecureZIP Enterprise Edition The company purchased SecureZIP Enterprise Edition for i5/OS®, Windows desktop, as well as for Windows, UNIX, and Linux servers. SecureZIP provided a single solution that met all of the requirements listed above. Information placed on all forms of removable media is protected, satisfying a corporate-wide security initiative. Using the policy manager function of SecureZIP allowed IT administrators to centrally configure and control which employees were and were not able to encrypt information.

In addition, because the company uses passphrases to encrypt sensitive data, the contingency key functionality of SecureZIP proved to be an invaluable tool. It ensured that data could be accessed at any time, even if a passphrase was lost or stolen, a critical factor when considering SEC regulations. While using the contingency key allowed data to be accessed at any time, the company also wanted to increase the complexity of the passphrases they were using for encryption. SecureZIP offers passphrase hardening, which allowed IT administrators to set regulations on factors that increased passphrase strength, such as length of the passphrase and special character requirements.

Finally, our client was pleased to discover that SecureZIP provided them with one solution that was compatible across all computing platforms. The company was in the process of executing an organization-wide desktop refresh, looking for a single solution that would meet their needs, including Vista compatibility, on over 380,000 desktops. SecureZIP provided a single solution, providing both encryption and compression needs, allowing the company to replace WinZip and others and use one universal product throughout the organization.

Product News: PKWARE Offers Day One Certified Support of IBM's Newest z10 Mainframe

PKWARE, Inc., the leader in data protection and file management across all major platforms confirmed that both SecureZIP versions 9 and 10 and PKZIP version 9 for z/OS completely support IBM's latest mainframe, the z10, on the first day of its release. PKWARE worked extensively with IBM to ensure early adopters of the new generation mainframe that SecureZIP and PKZIP would continue to meet their needs and they could migrate immediately, with full confidence.

SecureZIP for z/OS is used globally to protect mainframe-generated data at rest and in transit, applying strong encryption to files archived into cross-operating system portable .zip files. Customers reduce processing time and expense when using SecureZIP's integration with IBM's hardware cryptographic facilities. Support for IBM's z10 mainframe now allows customers to use hardware cryptographic acceleration for Advanced Encryption Standard (AES) up to 256-bit strength, in addition to the previously available 128-bit strength. This offers additional degrees of durable protection for an organization's sensitive data.

IBM z10 support benefits PKZIP for z/OS customers as well, allowing them to take advantage of profound performance improvements available from the new mainframe's quad-core architecture, greatly reducing the time required to compress files for storage or transfer.

"A number of our customers here in the United States and abroad have made it clear that Day

One support for the z10 is critical to their business. Their trust and reliance on PKWARE products is a compliment we prize highly. We worked closely with IBM to ensure customer needs were met, fully and completely," said Joe Sturonas, Chief Technology Officer for PKWARE.

Market Trends: PKWARE Featured on the FOX Business Network

Please go to the following web page to watch PKWARE CEO George Haddix's LIVE interview on Fox Business:

<http://www.pkware.com/newsletter/0620085.php>

Success Story: SecureZIP Assists Leading Retailer with PCI Compliance

Company Background Our client operates a chain of premier department stores, operating over 850 stores throughout the world.

Challenges and Requirements After several data breaches were discussed in the news, the retailer recognized the need to find a data encryption solution. They immediately chose SecureZIP, as it was easy to use and support and maintained superior functionality and encryption capabilities. They also recognized the value SecureZIP could provide as they transferred data to their other business partners.

The retailer was also facing stringent PCI requirements. Looking specifically at encryption methods for their billing processes, the retailer wanted to conserve resources, a solution that would allow them to create an archive directly out of an application, thereby significantly reducing file encryption, compression, and transfer time.

In addition, the retailer needed a solution that would allow them to exchange information securely with over 200 business partners ranging from small private organizations to large enterprises.

The Solution - SecureZIP Enterprise Edition / PartnerLink PKWARE engineering and support teams quickly identified SecureZIP Enterprise Edition as the perfect solution. The retailer tested SecureZIP Enterprise Edition and determined the software met and exceeded their requirements.

The Application Integration feature provides the ability for the retailer to stream data directly into, or out of, a secure Zip container, improving operating efficiencies and ensuring data remains protected, without ever staging it to disk. This feature, along with PKWARE's world-class technical support and rapid deployment, made SecureZIP the only choice for this retailer.

Product Update: Release of SecureZIP® for Windows Desktop®, version 12.1

PKWARE®, the leading provider of data-centric security solutions, recently announced the release of SecureZIP for Windows Desktop, version 12.1. This latest version revolutionizes public key cryptography by making it available to and easily used by businesses and consumers, novices or power users. The new SecureZIP lets every person protect his or her most important and sensitive files, whether in a global enterprise, a small business or at home. Originally released in 2005, SecureZIP is deployed in over 25,000 companies, including 60% of the Fortune 100.

"SecureZIP does everything you'd expect from a ZIP archive utility and much more. It makes

securing e-mail attachments and messages simple and brings public key cryptography into every user's reach," said Neil Rubenking, lead analyst at PC Magazine. After conducting a review of SecureZIP v12.1, the publication gave the product its coveted 'PC Magazine Editors' Choice®' award on May 28, 2008; the second such honor for SecureZIP in the past two years.

SecureZIP v12.1 automatically installs an X.509 digital certificate and provides global directory services, so files can be securely exchanged with others without requiring passwords. When a user sends an email and attachment, SecureZIP retrieves the public key of the recipient from the SecureZIP Global Directory and encrypts the information using that key. The recipient can then open the encrypted file using their private key. This functionality is the result of a technology partnership between PKWARE and Comodo Group, one of the security industry's leading certificate authorities. Digital certificates also authenticate the file's sender to assure recipients that the communication received can be trusted and has not been altered or tampered with in any way.

In addition, the new release fully integrates with Microsoft Office® and email applications, including Word, Excel®, and PowerPoint®, making Microsoft Office a secure application.

"This version of SecureZIP for Windows is unique in that it brings the benefits of data-centric security to all sizes and types of businesses as well as consumers worldwide," said George Haddix, CEO of PKWARE. "With SecureZIP, PKWARE offers further proof that enterprise-class data-centric security is not just for large organizations. It can be implemented and used with ease and absolute confidence by any user in any environment."

SecureZIP for Windows Enterprise Edition provides contingency key functionality so businesses can access and recover files encrypted by employees. SecureZIP for Windows Standard Edition is available starting at \$39.95 for commercial users and is offered at no cost for personal use.

To download a free version of SecureZIP for non-commercial use, visit www.securezip.com. For more information about SecureZIP or to download trial versions for commercial use, visit www.pkware.com

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Customer Support

The technical support team at PKWARE® is committed to providing you with first-class support. All of our customer support experts are trained to provide timely, accurate, valuable and professional service to help you resolve all of your technical issues.

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www.pkware.com