



**Contact Dataguise:**

Joe Austin  
Ventana PR  
(818) 332-6166  
[Joe.austin@ventanapr.com](mailto:Joe.austin@ventanapr.com)

**Contact IBI:**

Kathleen Moran  
Information Builders  
(917) 339-6313  
[kathleen\\_moran@ibi.com](mailto:kathleen_moran@ibi.com)

**Information Builders and Dataguise Enable  
Enterprise Security Intelligence**

***Dataguise to Preview Proactive Sensitive Data Management  
Technology at RSA Conference 2011***

**Fremont, Calif., February 14, 2011** – Dataguise™ (<http://www.dataguise.com>), a leading provider of security solutions for protecting sensitive data across the enterprise, today announced that it has partnered with Information Builders to develop proactive sensitive data management for enterprise security intelligence. Dataguise will provide an advance look at this new technology during the RSA Conference 2011 in San Francisco, February 14-17, in booth 645.

With data thefts and breaches on the rise, regulators and legislators are imposing higher standards for protecting sensitive personal and financial information, with higher fines and penalties for offenders. Through partnership with Information Builders, Dataguise helps organizations leverage enterprise security intelligence and take proactive measures in protecting personally identifiable information (PII) and other sensitive data against the exploits of enterprise insiders.

“Over the last few years, we have seen significant shifts in the expectations of end users and their relationship with enterprise software,” said Gerald Cohen, CEO, Information Builders. “We provide an integrated solution that gives customers a completely seamless solution for gaining timely and trusted information to achieve positive business

outcomes. In partnership with Dataguise, detailed intelligence about the location and risk profile of sensitive data will support enterprise initiatives for proactive threat visibility and mitigation.”

“Understanding and effectively managing the risks to sensitive data is a major security challenge,” said Research Vice President and Gartner Fellow, Joseph Feiman, Ph.D. “Organizations with the ability to identify, locate and protect all instances of sensitive data will be better equipped to comply with today’s strict security regulations such as PCI and HIPAA.”

At the RSA Conference, Dataguise will preview its next-generation security solution for providing security and risk management professionals with a detailed view of their sensitive data disclosure risks. Highlights of the new technology to be previewed include information about the types of sensitive data found in enterprise environments, whether or not this data is protected from unauthorized or insider access, and where the greatest exposures lie with regard to sensitive data contained on files, computers and servers throughout the organization.

“In partnership with Information Builders, our solutions will support organizations with comprehensive analytics and reporting on the data risk and security based on the user’s roles and responsibilities in a business context,” said Allan Thompson, EVP, Operations for Dataguise. “This allows appropriate steps to be taken, removing the barriers of efficient data risk management in order to achieve regulatory compliance.”

### **Editorial Opportunities**

Dataguise executives will be available for demonstrations of the new proactive data monitoring technology throughout the RSA conference. To schedule an appointment to speak with Dataguise, please contact Joe Austin at Ventana Public Relations, [joe.austin@ventanapr.com](mailto:joe.austin@ventanapr.com), or visit the company’s RSA Conference booth, #645.

### **About Information Builders**

Information Builders' award-winning combination of business intelligence and enterprise integration software has been providing innovative solutions to more than 16,000 customers for the past 35 years. WebFOCUS is the world's most widely utilized business

intelligence platform. It provides the security, scalability, and flexibility needed at every level of global extended enterprises. Its simplicity helps create executive, analytical, and operational applications that reach dozens to millions of users. Information Builders' iWay Software suite provides state of the art, multi-purpose, pre-built integration components that address all [SOA](#), application, data and information management requirements. Its integration adapters have been adopted by the leading software platform providers. Information Builders also offers solutions in the [performance management](#), [business activity monitoring](#), and [enterprise search](#) markets. The company's comprehensive enterprise product offerings give Information Builders' customers the ability to grow and innovate according to their needs.

Information Builders' customers include most of the Fortune 100 and U.S. federal government agencies. Headquartered in New York City with 90 offices worldwide, the company employs 1,350 people and has more than 250 business partners.

### **About Dataguise**

Dataguise offers automated and advanced [database security](#) solutions to help ensure regulatory compliance and protect against data theft. Dataguise DgDiscover™ focuses on [sensitive data discovery](#) and classification across the enterprise and the company's DgMasker™ solution provides secure [data masking](#) of database content with unprecedented flexibility and functionality within heterogeneous environments. For more information, call 510-824-1036 or visit [www.dataguise.com](http://www.dataguise.com)